

ROBERT CHAMPION RACING

2013 SPONSORSHIP DECK



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Who We Are

Robert Champion got his start in the auto industry after founding and developing a car enthusiast social networking site called **MySubie.com**. Combined with the founding and growth of his Subaru enthusiast event company, **SubieEvents, LLC**, which holds large enthusiast events on both coasts, Robert's reach to the enthusiast community has expanded into the tens of thousands - before ever stepping into a race car. As a team with ECS Performance at the wrench and a full staff of photographers and videographers, Robert Champion Racing offers a valuable and unique platform for sponsors to gain reach.



Our Crowd

A unique bunch of car enthusiasts, Robert's audience consists primarily of energetic, brand loyal males between the ages of 18 and 35. They come to events in person and follow along online, eager to learn about the events, the race car, and the parts that make it go. Having let hundreds of ecstatic people climb in and out of the race car since its creation, Robert makes a point to stay relatable and passionate about cars as a genuine enthusiast and friend.



Our Approach

Yes, we race. But a sustainable race program as a marketing platform requires far more. This is our recipe:

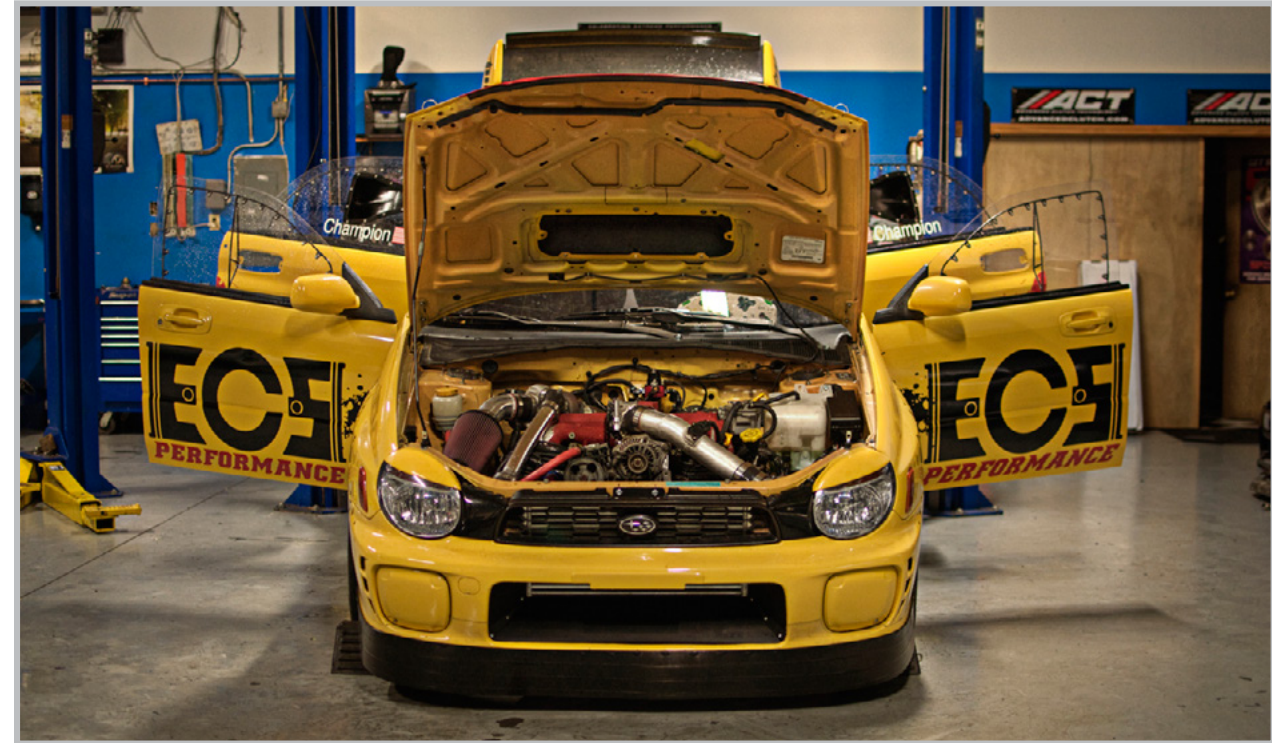
- 1 **High action and competitive driving in a US Rallycross Series with both team-created and provided coverage**



2 Self-organized driving demos and up-close engagement in front of thousands of spectators brought by RCR



3 Well-prepped,
professional and unique
Rallycross-spec build
designed to please
crowds



4 A driver with a professional demeanor that knows how to effectively communicate and represent sponsors well in front of cameras, as well as gain press



5

A concentrated focus on relationships with everyone: fellow teams, organizers, magazines / online press, fans, etc



6 Content worth sharing,
a story worth telling,
and the ability to get
the word spread across
reputable channels



Rally AMERICA

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TEAM PRESS RELEASES

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Robert Champion Enters His First U.S. Rallycross Series Event

Tuesday, July 17, 2012



Robert Champion from Boston, MA is ready to take on the U.S. Rallycross Series in a ECS Performance purpose built 2003 Subaru WRX on July 21st at the New Jersey Motorsports Park.

Champion and ECS Performance have been building this car for rallycross competition for almost a year. With the completion of the car and having spent time at DirtFish Rally School and Team O'Neil Rally School, Champion feels that he is ready to jump into the sport.

"This is it! I'm ready for battle and eager to win," said Champion, "Being my first competitive event and contending in a newly built car, I'm sure there will be a lot to learn this weekend. Regardless, the plan is to focus on getting through the main events and into the A main.

It'll be a good race."

The U.S. Rallycross Series is wheel-to-wheel rally racing over a challenging short course that will feature small jumps, unbanked turns, hills and transitions between pavement and gravel.



ERC24 - European Rallycross Championship shared a link.
22 hours ago

Non-GRC US RX...



Robert Champion and ECS Performance @ US Rallycross Series #2
www.youtube.com

Robert Champion and the ECS Rallycross WRX in action.

Like · Comment · Share 2

Mike Koehler, Levi Heizer and 15 others like this.

Matt Wood These guys are local to me. Great choice of music too, subliminal messaging.
22 hours ago · Like · 1

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my life @ SPEED

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ROBERT CHAMPION ENTERS HIS FIRST U.S. RALLYCROSS SERIES EVENT

Posted by [e.gearhart](#) on Monday, July 23, 2012 · [Leave a Comment](#)

Robert Champion Prepares for Rally America US R...

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Keep on the lookout for Robert Champion and his entry into the U.S. Rally Cross series presented by [Rally America](#)! I've known Robert for a few years and have been lucky enough to work as one of the Event Coordinators for the [BigNW Subie](#)



VIDEO: Champion to Compete in -
Robert Champion and ECS Performance are ready to take on the last two rounds of...

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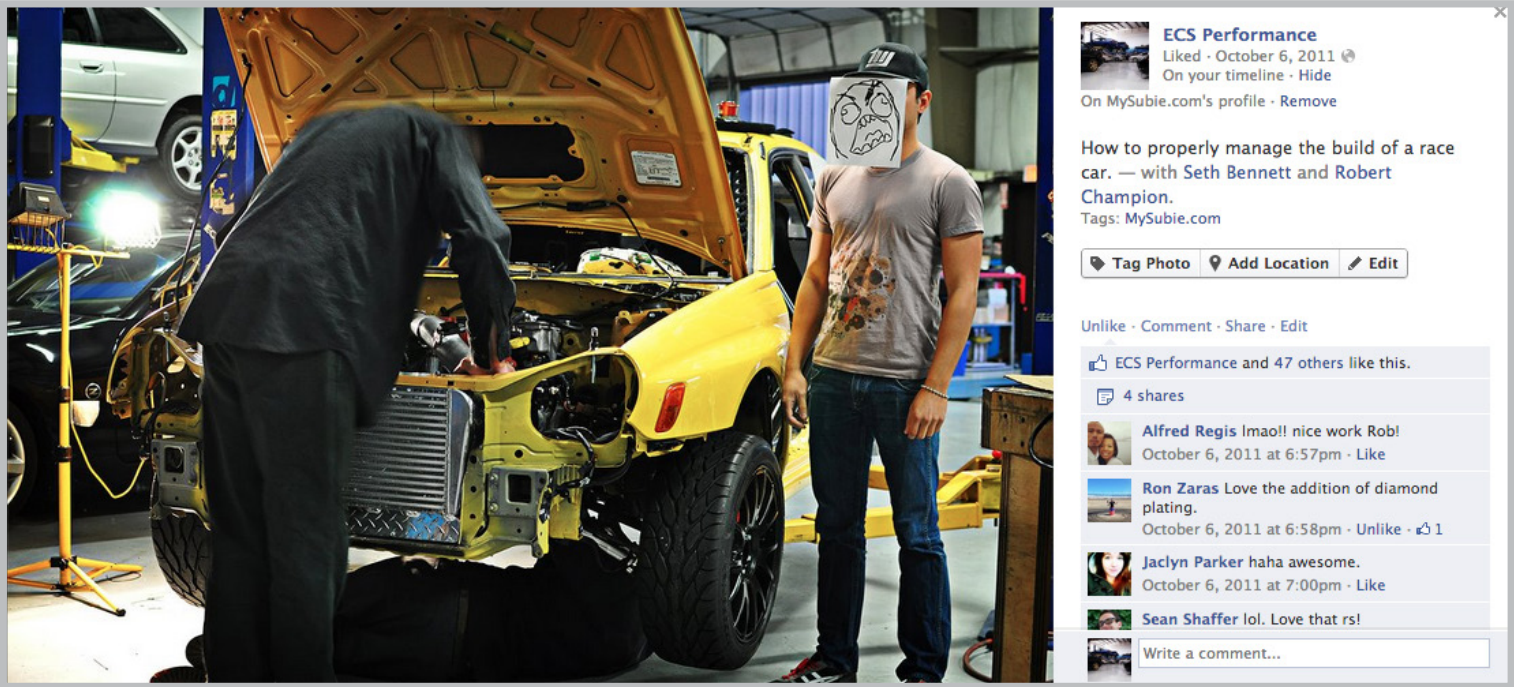
KEN BLOCK TAKES 1ST PLACE AND -
MWRT's Ken Block and Alex Gelsomino have won Rally America's Olympus Rally,...

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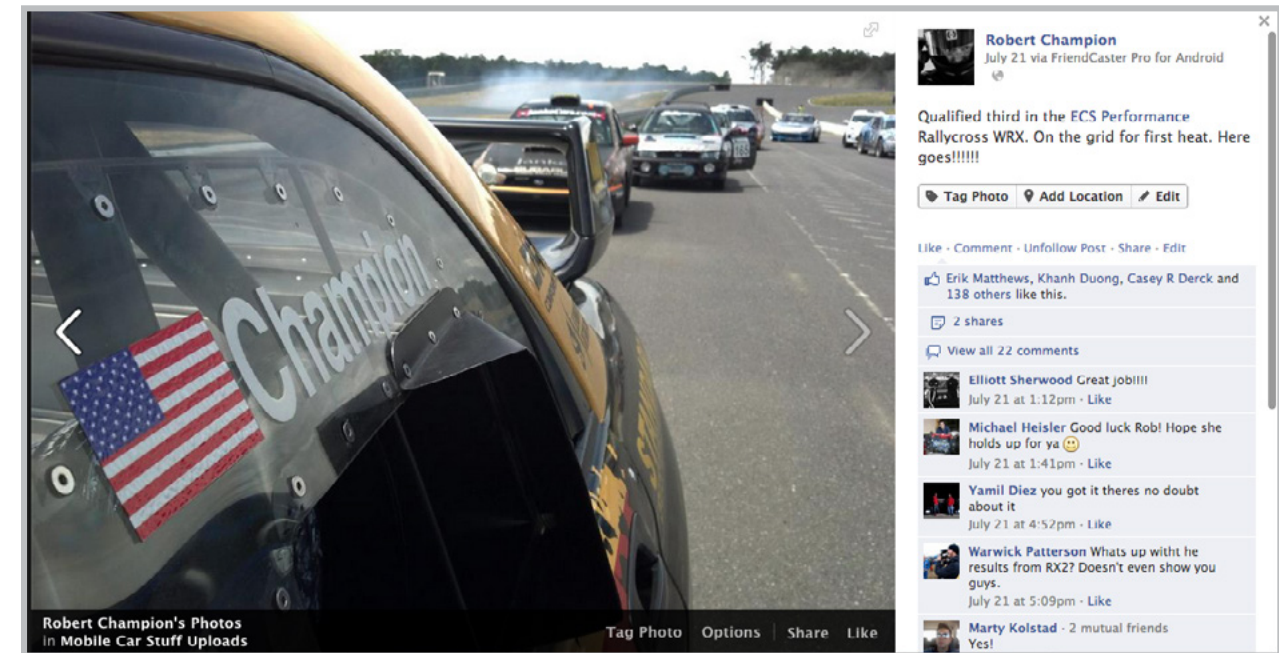
7 Entertaining,
often humorous,
but related
“off the track”
content to gain
more viewership
and expand
audience



www.youtube.com/watch?v=b7KJkEEGwD8



8 A killer online presence with regularly engaging sponsor-centric content, delivered with tact



9

Reach tens of thousands
via Robert's event
network and self-owned
enthusiast social
networking site



10

The ability to go the extra mile and engage with the audience, often via our own organized guerrilla marketing tactics



Racing Events

While the 2013 Rallycross schedules get sorted out, the expected continuation and growth of an East Coast based Rallycross series offers exciting and competitive door to door racing: the perfect platform for not only attracting an audience for its sponsors in 2013, but to also create some killer photo & video content for distribution throughout Robert Champion and sponsors' channels



Other Events

Wicked Big Meet

The largest gathering of Subaru enthusiasts in the nation, owned and directed by Robert Champion, and a really easy way to excite a crowd of over 3,000 people with some epic rally / gymkhana demonstrations.



Other Events

NE2
(official
name TBD)

A new motorsport event and festival for the Northeast expected to take the dense region by storm. The success of WBM dictates the demand for another in the region for Fall, and the Rallycross car will be there at speed.

Smaller
Grassroots
Events

There's no such thing as an off weekend when there are enthusiasts gathering to engage with. Whether a local cars & coffee or organizing a takeover of a popular downtown street, Robert and his team stay connected.



Sponsorship Opportunities

Leveraging the already popular enthusiast events, Robert Champion Racing's approach to providing sponsorship opportunity is one of a kind. Pairing the guaranteed reach of the events with a creative and professional approach to a highly marketable race team, and you have a fun formula capable of returning solid ROI without putting a dent in your company's marketing budget.



Sponsorship Tiers

Title Sponsor

Make Robert one of your brand ambassadors and have your very own Rallycross team [Your Name] Rallycross Team / [Your Name] Rallycross WRX). Instantly become a top sponsor of the three largest Subaru enthusiast festivals / motorsport events in the nation. Get premier access to all the action and audience photo and video you could ever need out of a race team.

Associate Sponsor

Similar to title sponsor but toned down, your brand will be prominently located on the race car and featured on all team collateral. You'll be an "Associate Sponsor" of all SubieEvents, LLC festivals with guaranteed exposure to tens of thousands of excited enthusiasts of your target demographic.

Supporting Sponsor

The economy package for those that want to be involved with the team's successes and audiences. Like the other packages, you'll still gain free access to the enthusiast events we organize and be part of the rallycross program's marketing and promotional agenda.

Sponsorship Perks

	Title Sponsor	Sponsor	Supporter
Brand placement (car, apparel, all collateral)	Primary Branding	Secondary Branding	Inclusion in sponsors
Brand placement (video)	Large logo in intro	Inclusion in sponsor screen	Inclusion in sponsor screen
Race team in name, "[Sponsor] Rallycross Team"	Yes	No	No
Activation at race events	Yes	No	No
Full usage rights on all team produced content	Yes	No	No
Limited usage rights on all team produced content	N/A	Yes	Yes
SubieEvents, LLC Sponsorship Inclusion	Official Sponsor (\$3500 value)	Associate Sponsor (\$2200)	Vendor (\$1200)
Inclusion in smaller / promo / demo events	Primary Sponsor	Inclusion in sponsors	Inclusion in sponsors
Regular mention via social media, forums, etc	Yes	Yes	Yes
Mention in email blasts to ~15k in our network	Subject Line and throughout email	Email Body	No

For more details about SubieEvents, LLC sponsorships:

www.subievents.com/files/SubieEvents_2013_Deck.pdf

Contact

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facebook.com/rchampion

youtube.com/robertchampionracing



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Khank Duong
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