



High-speed marketing

> The Background

Serengeti has been working with Michael Valiante Motorsports (MVM) for five years now. The goal is to help him to look as professional as possible whenever he presents himself to corporations in the difficult world of motorsports marketing.

> The Objective

To create an informative sponsorship/marketing brochure for potential corporations and individuals. The piece would have to position Michael in a very corporate manner for prospective sponsors to take him seriously. It also needed to differentiate him from his competitors (on and off the track) who may also be looking for sponsorship.

> The Process

Through meetings with Michael, it was determined what type of information the potential sponsor would be interested in. Upon review, it was decided to create two brochures instead of just one. This approach would allow each piece to have a theme and make the total amount of information less imposing.

The decision was also taken to use the words "sponsor" and "sponsorship" as little as possible. Even though the words were common within the sport, their connotation implies giving money for no return on the investment. Replacing them with "partner" and "partnership" redefined and elevated the terms of the relationship between a prospective partner and MVM.

> The Result

The first brochure deals with educating the reader to the general benefits of investing some of their marketing dollars in motorsports and more specifically with MVM.

The second brochure is given to companies that express an interest in continuing the process further. It details the different partnership levels, the benefits associated with each level, and the dollar amount required.

The two brochures create a clear and concise corporate package that presents Michael Valiante as a true professional, on and off the track. The brochures convey all the relevant information potential partners need to make an informed decision on whether motorsports marketing might be a suitable avenue for their company.

Michael Valiante Motorsports

Michael Valiante's impressive karting successes led him to a full-season scholarship in the Skip Barber Series, where he was both Rookie of the Year and Series' Champion, giving him a US\$175,000 fully-sponsored season in the Barber Dodge Pro Series. In his first year, Michael was named co-Rookie of the Year. Michael competed in the CART Toyota Atlantic Championship for 2 1/2 seasons with Lynx Racing who sponsored him for two of those years as part of their driver development program. A package worth \$1.2 million a year. Michael is now poised to move up to the Champ Car World Series and is working hard to make this dream a reality. To date, Michael has run in two Champ Car races in Mexico City and Portland.