



Drive Your Brand Further

Sponsor a race car and put your business in the spotlight

What we do

Track Ties is New Zealand's go to link between race car drivers and businesses looking for real brand exposure through motorsport.

We match brands with drivers based on a quick form you fill out, capturing your company values, goals, exposure preferences, and budget.

Every partnership is customised, from local promotions to national campaigns, all are designed to connect with your audience and maximise ROI.

Whether you're a small business or national brand, we make motorsport sponsorship simple, flexible, and results driven.

Why Motorsport Sponsorship?

Motorsport fans support the brands that support racing creating real long term brand loyalty.

Your brand gets seen at events nationwide, from Auckland to Invercargill.

Drivers become your ambassadors, representing your business on and off the track.

Your logo appears where it matters, on race cars, suits, helmets, trailers, and more.

Boost your digital presence through race day photos, reels, and social media content.

Reach a dedicated, engaged fanbase of thousands of motorsport enthusiasts across New Zealand.

How It Works

You set your sponsorship budget and tell us what suits your business preferences and marketing goals for sponsorship.

We'll send you a short form to gather your preferences, company values, and exposure goals.

We match you with drivers that align with your brand and offer strong promotional value within your budget.

You choose how the 15% Track Ties fee works — either added on top or deducted from your set amount.

We manage everything, from introductions and contracts to reporting, so you can stay focused on running your business.

Choose Your Sponsorship Level

Set Your Own Budget

Whether it's \$100 or \$20,000+, you decide how much to invest.

Custom Packages Built for You

We tailor the sponsorship benefits to fit your budget and marketing goals.

Transparent & Fair Pricing

You get exactly what you pay for with no hidden costs or surprises.

A 15% management fee applies

This fee supports Track Ties operations and services.

The more you invest, the more you get

Bigger budgets will bring better drivers, higher visibility, and stronger marketing returns.

What You Get with Sponsorship

Custom packages offer sponsorship benefits tailored to your budget and objectives.

Social media exposure through consistent posts and mentions by drivers to their engaged audiences.

Professional content including photos and videos showcasing your brand for your marketing needs.

Trackside presence ensures your brand is visible live to passionate motorsport fans at events.

Driver ambassadors actively promote your brand both on and off the track.

Why Choose Track Ties

We make sponsorship easy

With no hassle we handle the connections, communication, and branding.

Motorsport is in our DNA

Built by racers for racers, we understand the sport and the value of exposure and good results.

Custom packages for any budget

From \$100 to \$20,000+, we'll build something that works for you.

Real relationships with real drivers

We work directly with a wide range of drivers from grassroots to national champions.

Ongoing support

We keep you updated with photos, race reports, and shoutouts so your part of the team.

What's Included in the 15% Fee

Matching you with the right driver based on your brand, budget & goals

Handling all communication & negotiation with the driver

Drafting contracts and managing the paperwork

Managing payments & ensuring both parties are protected

Ongoing support throughout the season

We act as the main point of contact between you and the driver, making sure all sponsorship terms (like logo placement and media posts) are delivered, handling any issues or changes, sending reminders for appearances or promotions, and staying available for questions or feedback throughout the season.

Add Ons (Optional Upgrades)

Basic Media Report – \$200

End of season summary on the driver results

Breakdown of where and how your brand was seen

Driver performance highlights

Content Package – \$500

Everything in the Basic Media Report

5 branded photos of the car, team, or driver (taken by us) for your use

2 social media posts featuring your branding on Track Ties platforms

Premium Sponsor Support – \$1000

Everything in the Content Package

Mid season and end of season reporting on the driver results

Priority brand placement in future sponsorship matches

Strategy call to plan next season's sponsorship goals

Custom activation ideas to get the most from your sponsorship

Let's Get Started

Ready to put your brand on the track?

We'll build a custom sponsorship deal that fits your budget, your goals, and your style.

What Happens Next:

Once you're ready, we'll send you:

- A. Sponsorship Package Builder Form to tell us what you want
- B. Sponsorship Agreement to confirm the deal and get things rolling

Contact

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Based in Auckland, Working with businesses NZ wide

Call, email, message or set up a live meeting to get started

For more information on Add-Ons, please email us, and I will send you an attachment.