

AZURIO

RACING TEAM

Sponsorship & Media Opportunities



About Azurio Racing Team

Azurio Racing Team is a not-for-profit grassroots motorsports team, supporting young kart racing driver, Alfie Atmore.

Alfie's very focused ambition is to forge a career in motorsports and race engineering once school & A Levels are finished!

Kart racing is the perfect opportunity for young racers to get involved in grassroots motorsports and produces focused, disciplined kids with ambition, drive and a winning mentality!

Based in Tarporley, Cheshire, we compete across the length and breadth of the country within the NatSKA Schools Karting Association championship.

In 2017, at the age of 10 years old, Alfie developed a keen passion for motorsport and plans to go on to compete in the higher level karting championships, before turning his attention to becoming involved in a race engineering career.

Finishing both of the last two race seasons in 2nd place in the national championships, this puts us in pole position for another exciting season!

The objective this season is to continue with the success we have been enjoying - whilst racing our new OTK kart in the high power Rotax 125 Junior class - at speeds around 80 mph!

With that in mind, we are looking forward to welcoming some more sponsors to help us achieve our goals!



Our kart team is the crucial first step in to the fast-paced world of motorsport and we hope to gain your support in supporting the continued success and development of Alfie's career in this fast-paced, competitive but ultimately incredibly rewarding sport.



Why sponsor us?

Karting is fun.....

What we do is exciting, it's fast paced and it gets attention from people of all ages! As a multiple trophy winning racer, Alfie has a strong following of people in the region and wider racing circles who pay close attention to what we do. Our social media pages continue to grow followers at a rapid rate

Our new website will increase the attention and is an opportunity to showcase our sponsor partners with links to their own websites if requested.

To increase the awareness of your company, your logo on our karts & trailer will gain the attention of many potential new clients for your business as we travel the length and breadth of the country to race meetings



In addition, with your support we would like to use your logo on our latest Team-wear which means that our crew will soon become your walking, talking advertising boards!

Azurio Racing Team are a succesful and exciting sports team, with a hardworking, committed young driver - and we would love the opportunity to work with you.

Where does your money go?

Some of the biggest "barriers to entry" within the sport of karting are the very substantial costs of equipment and maintenance. Keeping the high-powered engines and kart chassis at the peak of their performance requires constant and often expensive attention. Race suits and helmets are not in the same league as F1, but they're certainly a major investment!

With your support we can continue to race throughout the year - and push hard to progress and develop our performance, reliability and competitive edge! We have to keep the equipment in peak condition to ensure that it still passes Motorsport UK inspections and meets the latest safety standards in order to protect our driver.

As an example, we've shown some of these costs below:

Racewear

Motorsport UK Approved Racing Helmet: £600

Motorsport UK Approved Race Suit: £400

Kart Boots: £80

Kart Gloves: £40

Total cost to set up the driver: £1120

Kart

Rolling Kart Chassis: £2500+

2 of Rotax Evo 125 Max Engines: £2000+ each

Set of 4 Wet tyres: £180

Set of 4 Slick tyres: £190

Set of Wheel Rims: £150

Kart Trolley: £300

Total Per Kart: approx. £7300+

These figures don't include all the mechanical bits and pieces like brakes, chain/sprockets, engine parts and bearings etc. which often need replacing during or after a race meeting.

Azurio Racing prides itself on its ability to 'make-do-and-mend' where possible, but with the current age and condition of some of our equipment we are in need of some financial support to continue to help keep the equipment at the high standards needed to race safely and successfully!



PACKAGE A

- A social media announcement to our followers.
- Your logo will feature in our list of supporters linking viewers to your company web page.
- A picture with one of our karts outside your offices—a great conversation starter with your clients!
- Open invite to join us at any of our race meetings

£500 per year

PACKAGE B

Includes all of Package A plus:

- Your logo will feature prominently on our Team karts and on the sleeve of our Teamwear
- Prominent display of your company branding in regular social media posts and on our website

£1000 per year

PACKAGE C

Includes all of Package A & B plus:

- Your company logo will be displayed across the UK by featuring on our team race trailer
- Your logo will feature prominently on the chest of our 2023 Teamwear, front nose cone of our team karts and on any trackside banners, ensuring maximum photographic exposure
- Quarterly Social media posts advertising your company and race photos for your own social media.
- Promotion of your company in any post-race driver interviews

£2500 per year

**Our
Sponsorship
Packages**

Thank you for taking the time to read our introduction to our Sponsorship & Media opportunities .

We look forward to hearing from you soon.

For more information about supporting Azurio Racing Team, feel free to call Pete Atmore, on 07570 765223.

Useful Contacts:

Pete Atmore - Team Manager

azurioracing@gmail.com

Mobile: 07570 765223



Further Reading:

Find out more about Azurio Racing Team by viewing our website and Facebook page for general updates, pictures and race results:

www.azurio-racing.com

www.facebook.com/azurioracing

www.instagram.com/azurio_20

