



SPONSORSHIP

Marketing Chief

- You run Helix Drives, an engine company. You want to sponsor Comet Racing, because when a team wearing your logo wins, people buy your engines.
- Logo size matters most. A giant logo on a racing pod is the best advertising there is.
- Sponsors usually pay between 100K and 300K cr per season. Paying less is better.
- More fan events would be preferable to fewer.
- A longer contract means more seasons of advertising.
- Nebula Racers, a slower team, will take 250K per season, a medium logo, 5 fan events, and a 2-season contract.
- Next month you launch a huge ad campaign, and you still need a famous face for it.

Negotiate:

Payment per season

Logo size on the racing pod (small, medium, or giant)

Number of fan events per season

Contract length (1, 2, or 3 seasons)