



WCR Racing Sponsorship Proposal



HELLO!

I am William Rasmussen
And I am going to be an
Indy 500 winner.



Motorsports are not possible without sponsorship.

- Your business is a perfect fit
- You have the opportunity to have a spokesperson talking to your customers
- Sponsorship for advertising is tax deductible
- We travel around to many different locations and your logo will be seen by thousands
- My Instagram is very popular
- 1,000's of people attend each racing event



You can find me at @WCR-Karting
WCR-Racing.com
williamrasmussenracing@gmail.com



Who am I?



**Second
Place**

**First
Place**

**Third
Place**

2

9

3

After years of begging my parents and winning my local K1 championship in December of 2019 my parents finally agreed to purchase my first go-kart. It's been a whirlwind since then. I was able to get in lots of practice in spite of the shutdown. Unfortunately, I wasn't able to race in the 2020 season due to a broken and dislocated wrist. Now still racing that very first Tony Kart and having a blast I secured my first major win at Buttonwillow in my first Pro Kart race. My favorite track so far is Santa Maria Kart Track and I look forward to competing there later this year. I have continued my success in the ProKart series winning my second race and placing in my third. Currently I am ranked in first place on the west coast.

In 2020 I also received my black belt in Taekwondo. I also play the piano and keep in shape doing CrossFit. I am a straight A's honor's student and excel in mathematics. I am actively involved in Boy Scouts and hope to earn my Eagle Scout in the coming years.

In my free time you will find me taping race tracks to the floors of my house and racing my Greenlight Indy cars across those tracks. I also like playing MineCraft with my friends.

I aspire to someday race in IndyCar series.



My Race record

I am currently ranked 1st in my age group on the West Coast.

Mini S / Formula Works				R1 (Buttonwillow)					R2 (CalSpeed)				
rank	driver	kart #	Total Points	Pole	Pre-Final	Final	Fast Lap	Race Points	Pole	Pre-Final	Final	Fast Lap	Race Points
1	William Rasmussen	132	870		100	200		300		100	200		300
2	Charlie Smith	112	756		46	150		196	10	80	160	10	260
3	Keagan Kaminski	134	725		40	160	10	210		90	180		270
4	Lucas Bruncati	121	657		75	134		209		56	170		226
5	Nico Sarphati	111	642		52	170		222		58	142		200
6	Johnie Stamps	118	609	10	90	90		190		65	150		215
7	Cypress Andruss	126	601		56	126		182		75	126		201
8	Ryan Giannetta	147	594		60	180		240		54	118		172
9	Rocky Moran	171	589		50	142		192		70	134		204
10	Shea Aldrich	131	487		65	110		175		60	110		170
11	Andy Creighton	177	398		44	66		110		48	96		144
12	Jax Small	107	328		54	72		126		50	DQ		50
13	Jackson Baldus	175	318					0		52	102		154
14	McLaren Carroll	127	182		80	102		182					0
15	Brody Budelli	166	166		48	118		166					0
16	Ethan Hadler	141	154		58	96		154					0
17	Keagan Dabissoff	100	154		70	84		154					0

“

William has an obsession with motorsports. An obsession that is far beyond what just happens at the track, It's an obsession that follows him everywhere he goes, in everything he does. Where most of us see a normal world, he sees race tracks... he sees racing lines... and I have no doubt he has thought of the fastest way to make it through all of it.

-Kyle Hayner

HRT Driver Development



What is karting and Formula 4

Kid Kart



Cadet kart



Full size kart



Karting is one of the first steps to becoming a race car driver. It is where almost every professional driver starts. A go kart is much like an open wheel car (like Formula 1).

Karting consist of:

- 96% MALE AND FEMALE 4% PARTICIPANTS
- AVERAGE AGES PERCENTAGES: AGES 6-21 31% AGES 22-35 48% AGES 36+ 21%
- 500+ STAND-ALONE KART RACETRACKS IN U.S. AND CANADA
- SANCTIONED/ORGANIZED IN 90+ COUNTRIES
- 1.5 - 2 MILLION KART RACERS WORLDWIDE
- 2,000+ CONCESSION TRACKS IN U.S.
- 100% OF 2018 F1 DRIVERS EMERGED FROM KART RACING
- 600+ DEDICATED RETAILERS IN U.S. AND CANADA
- 10,500 ESTIMATED NEW UNITS SOLD ANNUALLY
- 120,000 ESTIMATED ACTIVE PARTICIPANTS - \$60+ MILLION NET SALES - \$5+ MILLION AFTERMARKET SALES

Formula 4



Formula 4 is the next step in the racing journey. Formula 4 is a great transition between go karts and professional cars. Formula 4 is an open wheel car that is smaller, similar to a go kart but the body work covers the driver much more.

- BROADCASTED IN 140,000,000 HOMES
- ESTIMATED 1.4 MILLION VIEWERS OVER 7 EPISODES
- 499,154,936 PEOPLE REACHED
- 1,186,402 FACEBOOK IMPRESSIONS - 1,098,355 TWITTER IMPRESSIONS - 104,861 INSTAGRAM ENGAGEMENTS
- 64,551 YOUTUBE VIEWS, 91,407 YOUTUBE HOURS WATCHED
- TOP COUNTRIES ENGAGED: UNITED STATES, MEXICO, CANADA, UNITED KINGDOM AND NEW ZEALAND
- 844,752 WEBSITE VIEWS - 249,594 UNIQUE VISITORS
- 319 EARNED MEDIA HITS
- 189% INCREASE OVER 2016 IN PUBLICATIONS TOP DIGITAL OUTLETS F

Sponsorship Opportunities



Tire sponsor

New tires are required for each practice session and each race day. A set of tires cost \$250.

For my upcoming racing, to fully sponsor my tires, the cost is \$7,000.



Coaching Sponsor

My coaching is one of my biggest expenses. Coaching is required to understand racing lines, racing technique, the mechanics of racing and defensive driving strategies.

Coaching, which includes a pit spot for each of my kart races is \$325 a day.

To fully sponsor my coaching for the year \$11,375.

My 2022 season coaching will exceed \$30,000 for my national races.



Formula 4 Sponsor

Formula 4 is the next step to achieving my dream of becoming an Indy Car Driver. Weekends in a Formula 4 car are \$6,000 which includes coaching, tires, car rental, insurance, and track fees.

Although I can't start racing in Formula 4 I can start practicing now. I like to put in a lot of practice time now to increase my chances of success later on. A year of Formula 4 is \$72,000.



Don't see a program that works for you? Let's come up with a plan.

Sponsorship Opportunities



Logo Display

We can display your logo on our trailer for maximum exposure as we travel around each weekend. We travel about **20,000 miles** with our trailer each year on crowded highways.

We can also place stickers on parts of the kart or racing helmet.

Logos can also be embroidered on the racing suit.

Handing out samples

Race track events attract hundreds to thousands of people each weekend. Many events will have competitors from all over the southwest and some events attract competitors globally.

This provides an excellent opportunity for us to meet your customers face to face.

We would be happy to hand out samples of your product.

Social Media and Website

My Instagram and website are great ways to get the word out to my worldwide audience.

Each of our posts currently reaches 5,060 accounts.

We currently post daily.

Other ideas?
We are open





2021 Karting Costs Breakdown

Yearly Total-\$55,585

	Entry Fees	Coaching	Kart Repair	Tires	Totals	Multiplied by number of races
ProKart	\$175	\$1,300	\$150	\$750	\$2,375	\$9,500
SuperNats	\$1,300	\$2,600	\$450	\$1,250	\$5,600	\$5,600
Winter Nationals	\$1,300	\$4,000	\$2,000 rental	\$1,250	\$8,550	\$17,100
All other races	\$170	\$325	\$150	\$250	\$895	\$6,265

To move to the next level in 2022		Amount Needed	Totals
New Kart	\$5,000	1	\$5,000
New Engines	\$2,300	3	\$6,900
Engine Rebuild	\$870	6	\$5,220



THANKS!

Any questions?

You can find me at

@WCR-Karting  WCR-Racing.com
williamrasmussenracing@gmail.com