



CARSON *Daly*

# SPONSORSHIP PROPOSAL

2022 Season



# CARSON DALY

I'm Carson Daly #97. I started karting at 6 years old in the Racket Cadet class. I am turning 12 this year and I am racing in the Vortex Mini Rok class and will be moving into the Rotax Junior class later in the year. Karting involves my whole family, mum and dad are there every event and now my sister Harper has even started karting in the Cadet Rok class.

It's important to us that we are together as a family as its a big commitment of time and effort to help both Harper and I to keep developing our skills. I am growing up in this sport and learning lots, especially social skills like how to speak in front of a crowd or with people at all different ages or understanding about karting and most importantly about good sportsmanship. I love my kart, I love karting and doing it with my family and friends and flying the flag for my awesome sponsors. When I'm in my kart I love the feeling of going fast, being in control and being competitive with others on the track.

I really want to go hard and do well this year!

## Kartsport for 2022

We participate in events throughout the year, ranging from club days to a number of national events. The outlook for FY22 has approximately 45 weeks we could enter into. Carson performs competitively at a national level, and this year will see him enter into Nationals in Wellington, North Islands in Bay of Plenty and National Schools down in Invercargill to name a few.

Our average weekend will require a set of slick tyres, potentially wet tyres as well, entry fees, practice fees and travel.

# SPONSORSHIP OPPORTUNITIES

Contribution to Carson's racing is important to enable him to continue competing and performing at the national level. We are seeking sponsorship alongside our existing partners SD European and Veloce Karting. As the Team Manager of Veloce has identified Carson has driving talent and capability which not only Chris but many others want to get in behind and support, we encourage you to be part of his awesome success.

## Personal Endorsement:

### Chris van der Drift

(Professional racing driver & Veloce Karting Owner)

"After many years of racing myself all around the world in various sport cars / GT3's and Single seaters I have recently setup my own kart team here in NZ. After checking out the local talent Carson was a driver that immediately stood out for me and this is why I didn't hesitate to get behind him and take him under my wing. We started off working together in the Cadet class and has moved up to the next tier/level of karting called Mini ROK. He has won many races and big events across both NZ championship classes and is pretty much guaranteed to be in the top 5 at every event we attend.



Carson is a great kid with a super likeable and friendly personality, heaps of talent and I'm sure with the right support he will be able to make it to the elite level of motor racing in the years to come. This is why we support him how and where we can."



# SPONSORSHIP OPPORTUNITIES

Below are some options to consider sponsoring Carsons racing. Fortunately with kart racing and its growing popularity there is great coverage of events through often the News, Skysport, SkySpeed, Facebook and Instagram therefore the opportunity for brand exposure continues to grow.

At every event we acknowledge our sponsors and at national events the commentator regularly highlights Carson's sponsors in every race and these are broadcasted through YouTube and other platforms that attract thousands of views from all over the world.

Further brand exposure is possible at any of the karting events through team branding on stickers, flags, sign boards, apparel and signage. We are open to discussing what might work for you and welcome the opportunity to meet with you.

## Helmet Sponsorship

- Branding on a custom helmet
- Facebook and Instagram acknowledgement and shares

## Kart Sponsorship

- Branding on the customer kit of the kart
- Facebook and Instagram acknowledgements and shares

## Trailer Signage

- Branding on a team custom race trailer - Taken all over country and on display at all tracks
- Facebook and Instagram acknowledgement and shares

## Suit Sponsorship

- Branding on a team custom suit
- Facebook and Instagram acknowledgement and shares

## Tyre Sponsorship

- Facebook and Instagram acknowledgements and shares

## Possible options for a karting experience

- Arrange "have a go" sessions at Hamilton Kart Club
- Be in on the action when there are local events
- Arrange for the kart to be on display at businesses or local events



# MY ACHIEVEMENTS

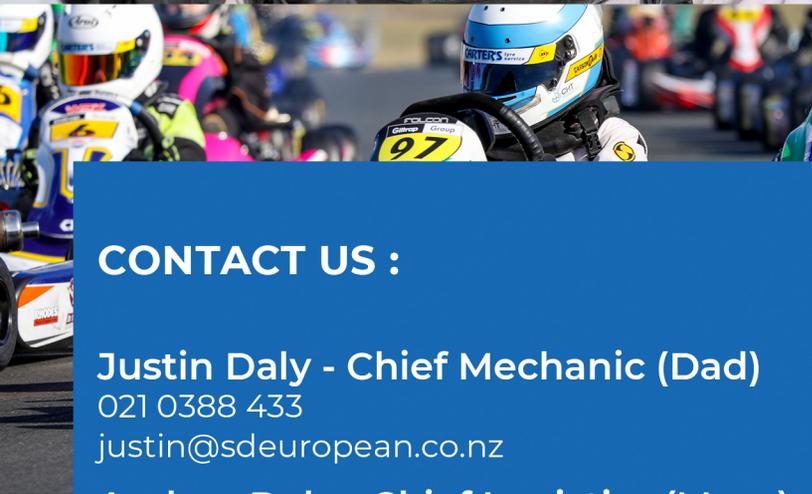
## Vortex Mini Rok (Started in January 2020)

- Position 2 – CIK Trophy/Challenge Cup 2022 (Qualifying P1)
- Position 4 – City of Sails 2022 (Qualifying P2)
- Position 1 – Prokart Series Tokoroa
- Position 1 - Hamilton Points Round
- Position 2 – Canterbury Club Championship
- Position 5 – City of Sails 2021
- Competed in National Championship Sprint Race in Christchurch with best position finish 4 and unfortunately had engine problems
- Podium finishes for Club competitions at every track (Hamilton, Tokoroa, Auckland Bay of Plenty, Rotorua, Christchurch, Nelson, Marlborough and Eastern Bay of Plenty)

## Cadet

- Position 3NZ - National Championship Sprint Race
- Position 2NI - North Island Championship Sprint Race (Two years in row)
- Position 2 City of Sails
- Club Points Championship Winner
- Hamilton Club Champion
- Tokoroa Club Champion
- Podiums throughout the Top Half Series (4 race weekends)
- Podium finishes for Club competitions at every track (Hamilton, Tokoroa, Auckland Bay of Plenty, Rotorua and Eastern Bay of Plenty)

We are fortunate to be supported by Chris Van der Drift, Owner of Veloce Karting New Zealand, he provides Carson with 1 on 1 driver training and coaching at events, mechanical and parts support



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