



CARSON *Dally*

SPONSORSHIP PROPOSAL

2024 ROK Super Final
Italy



CARSON DALY

Carson Daly (#97) started karting at 6 years old in the Racket Cadet class. Now 14 driving a full size kart it has become important to not only himself but his family too.

Karting involves the whole family, Mum & Dad are there at every event and even his sister Harper, she is 10 and races in Vortex Mini Rok. 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 Carson to keep developing their skills.

Carson is 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, understanding about karting and most importantly about good sportsmanship.

Carson love's his kart, He love's karting, doing it with his family and friends while flying the flag for his awesome sponsors.

"When I'm in my kart I love the feeling of going fast while being in control and being competitive with others on the track - I really want to go hard and do well this year!
To become a race car driver

Karting is the pathway and gateway to higher tier motorsport disciplines such as Supercars, Formula 1 & Indy Cars to name a few



ABOUT ROK CUP SUPERFINAL

The ROK Cup Superfinal is the event of the year for ROK category drivers from around the world. It is a real international final of the ROK Cup. The ROK Cup Superfinal is able to reach record numbers within the karting universe, with more than 400 participants from over 35 different nations.

Every year in this race converge the best drivers of all the national ROK Cup (ROK Cup USA, ROK Cup Germany, ROK Cup ASIA...there are over 20 around the world!) to compete in a race capable of deciding the best of each category. Historically it is held at the end of the season, in October, at the South Garda Karting in Lonato (Italy)

Here we will compete across two weekends. Starting with the Trophy Rok Cup and then the following weekend the Super Finale Rok Cup.



LETS TALK ABOUT SPONSORSHIP

We are seeking sponsorship which we would be keen to talk through what that might look like and whats in it for your business.

We can discuss how your company would get brand exposure through Carsons various self-managed social media platforms and website, and collective group of sponsors update emails, as well as branding on gear, karts, stickers and hand outs.

Have a quick look at Carsons website <https://carsondaly.co.nz/> We work really hard to ensure our sponsors are recognised and we are extremely brand conscious.

We are continuing to build Carsons awareness and life skills in this sport which includes the crucial relationship with sponsors and being a key brand champion from a number of perspectives like the social media posts, the speeches on the podium, the interviews with commentators or for TV programmes like SkySpeed.

Sponsorship can come in all shapes and sizes. We have varying arrangements with sponsors that can be multiple years, or staged contributions throughout the year, or tax invoice based for simplicity.



VELOCE KARTING
BY CHRIS VAN DER DRIFT

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CLIENT FOCUSED. RESULTS DRIVEN.


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WCS
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BACKING CARSON'S DEVELOPMENT

Contributions to Carson's racing is important to enable him to continue competing and performing at the national as well as international level. We are seeking sponsorship alongside our existing partners. As the Team Owner of Veloce has identified Carson has a 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 growth and development for further future success of a young kiwi talent.

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 setup my own kart racing 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 , he moved up to the next tier/level of karting called Mini ROK and then on to the full size karts called Junior Rotax and Junior DVS. He is a national champion and has won many races and big events across all 4 NZ championship classes he has raced in, he is pretty much guaranteed to be in the top 5 at every event we attend.



Carson is a great kid with a super likable 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."





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