

CAREER DEVELOPMENT PACKAGE

A career as an amateur or elite motor racing professional is about more than what happens between the starting line and the final flag. You need to attract the financial backing necessary to get you behind the wheel of the ultimate vehicle, surround yourself with the best possible team and lead a lifestyle that makes your commitment worthwhile.

Motiv8 Training's 26-week program guides you through the most challenging aspects of building your career, from identifying and securing sponsors, through to designing a social media plan, and leveraging media opportunities.

Our **Career Development Package** delivers all the tools you'll need to build your brand and establish your profile on your own, without investing in an expensive marketing agency.

SPONSORSHIP STRATEGIES

Not sure how to fund your motorsport career? Hotel, transport and equipment bills mounting? Having trouble sealing the deal with potential sponsors?

Attracting sponsorship is arguably the most vital aspect of building a successful motorsport career. Anyone involved in the motor racing industry knows just how expensive it is. There's equipment and vehicle costs, transport and accommodation expenses, mechanics' wages and even your own wage and personal expenses.

With the Career Development Package, you'll receive a one-on-one 30-minute consultation with our marketing and sponsorship expert. We'll help you secure sponsorship by demonstrating your worth and outlining an ROI that potential sponsors just can't say no to.

We can help you:

- Undertake an in-depth audit of your sponsorship proposal or prospectus
- Identify potential untapped sponsorship opportunities
- Undertake sponsorship activations
- By providing a comprehensive range of templates and resources, including:
 - Marketing strategy templates
 - Social media plans
 - Public relations strategy templates

Book a FREE consultation to discuss your strategy

Race to calendly.com/motiv8t



SOCIAL MEDIA

If you're not using social media, you're not capitalising on an incredibly beneficial marketing tool. So, if you want to attract sponsorship dollars, and lead a successful career, you need a social media presence.

Whether you're a social media aficionado or a novice, our **Career Development Package** gives you the tools you need to run an effective long-term social media strategy and build a highly engaged following.

We can help you:

- Undertake an audit of existing social media profiles & strategies
- Devise a quarterly social media plan outlining what to post & when
- Determine the type of posts that will resonate with your target audience
- By providing a range of templates and resources

PUBLIC RELATIONS

Interested in building your brand but unsure where to begin? Just don't understand how the world of PR works?

Effective public relations and a polished media presence can be the difference between lucrative sponsorship deals and race invites, and going it alone.

An attractive media presence is all about confidence and polish. Our Career Development Package provides all the tips and training you need to feel assured in front of the media, so you can represent your own personal brand, as well as that of your sponsors, in the best possible light.

We can help you:

- Capitalise on positive media opportunities
- Improve and expand your own personal brand by providing a range of templates and resources

MEDIA TRAINING

Tongue-tied and too nervous to take on media interviews?

Our media training program is designed for anyone who needs to step in front of a camera, and wants to deliver a professional, confident and polished performance.

These days, video content is king—whether it's to share on social media, your website, or mainstream media. Polishing your on-camera presentation skills will ensure that you produce better quality content, which means a more engaged audience and increased brand awareness.

With our media training are available face-to-face or online, individually or in small groups, you'll learn how to control your nerves, look the part, and deliver your key messages in a relaxed, professional and friendly manner.

Once you master your on-camera technique, you can step into the limelight with confidence.

We can help you:

- Practice your interview and presentation skills
- Hone your key messages
- With tips on personal grooming
- With warm-up exercises to keep your nerves at bay