

RAFFA TIWANA

RACING

THE ROAD TO FORMULA RACING STARTS HERE

2027 SPONSORSHIP PARTNERSHIP PROGRAM

Local roots. Proven speed. A bigger future.

Partner early. Grow with the journey.



THE STORY

THE ROAD TO FORMULA RACING STARTS HERE

Every Formula driver has a beginning.

Long before international circuits, professional teams, television cameras and grandstands, the journey starts at the grassroots level - in karting. For Raffa Tiwana, that journey has already begun.

He is not simply a young driver with a dream. He is already demonstrating the speed, consistency and race results that separate promising young drivers from the field.

THE OPPORTUNITY

Support a proven young driver now - and earn the right to say you were there from the beginning.



WHY RAFFA

NOT A PIPE DREAM. PROVEN RESULTS.



FASTEST

IN HIS CLASS

RECORDS

AGE-GROUP TRACK SPEED

100%

PODIUM RATE TO DATE

MULTIPLE

P1 FINISHES

RESULTS CREATE ATTENTION. ATTENTION CREATES EXPOSURE.

Partners are not backing an average kart in the paddock. Their brand is carried by a driver who is consistently running at the front, appearing on podiums and building a name within the racing community.

PARTNERSHIP POSITIONING

LOCAL VALUE TODAY. A BIGGER JOURNEY TOMORROW.

The current program is built around club racing and selected competition outside the province.

That makes the sponsorship practical for local businesses: your audience is racers, families, spectators, motorsport enthusiasts and businesses in the communities where Raffa competes.

We are not selling international exposure that does not exist yet. We are offering tangible local and regional brand visibility now - with the opportunity to grow alongside the driver as the competition expands.



THE PROGRAM

WHAT YOUR PARTNERSHIP HELPS FUND

\$50,000+

MINIMUM ANNUAL SPONSORSHIP GOAL
CURRENT PROGRAM COST: \$49,400 - \$50,600

Motorsport development is equipment-intensive. Partnership funding is directed back into the racing program so Raffa can continue testing, competing, improving and progressing.

TIRES \$12,000 Season tire program	TRAVEL \$10,600 Travel gas \$5,600 Lodging + incidentals \$5,000	RACE FEES \$5,500 Competition entry fees	KART CHASSIS \$7,500 Chassis investment / replacement
MOTORS \$6,100 Briggs \$1,600 + Rotax \$4,500	GEAR + DATA \$2,000 Gear \$1,550 + telemetry / transponder \$450	FUEL + OIL \$2,650 Kart gas \$2,200 + oil \$450	PARTS + DECALS \$3,050-\$4,250 Parts + cleaners \$2,500-\$3,500 Decals \$550-\$750

QUANTIFIED ANNUAL COST RANGE: \$49,400 - \$50,600

Current budget needs will rise as the program advances to higher levels of competition.

PARTNERSHIP STRUCTURE

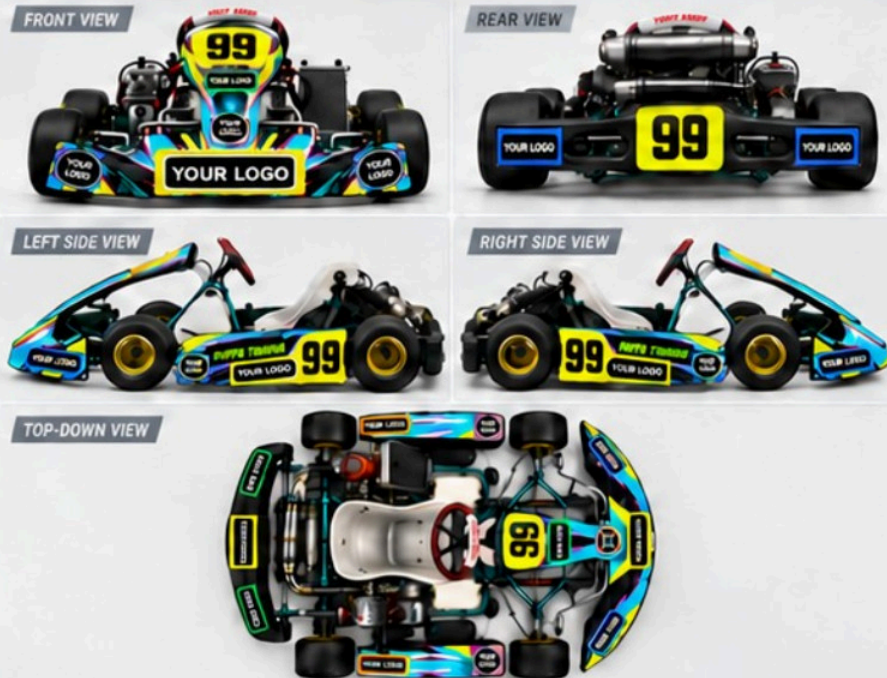
CHOOSE THE LEVEL THAT FITS YOUR BUSINESS

TITLE PARTNER \$10,000 1 EXCLUSIVE Primary commercial partner. Maximum branding across kart, helmet, suit and race-day assets.	FOUNDING PARTNER \$5,000 2 AVAILABLE Major early partner with premium visibility and a permanent place in the story of the program.	PERFORMANCE PARTNER \$2,500 4 AVAILABLE Strong season-long visibility across the kart, race-day presence and selected driver branding.
RACE PARTNER \$1,500 6 AVAILABLE Visible kart branding and race-day exposure designed for local businesses.	TEAM PARTNER \$750 LIMITED Accessible entry point with kart logo placement, team recognition and race-day invitation.	COMMUNITY PARTNER \$250-\$500 UNLIMITED Shared recognition for businesses and individuals who want to help keep the program on track.

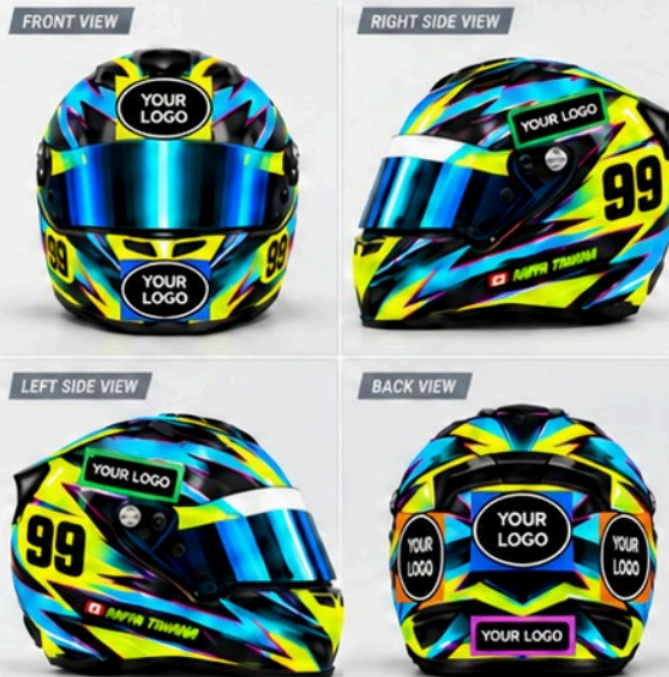
= TITLE PARTNER
 = FOUNDING PARTNER
 = PERFORMANCE PARTNER
 = RACE PARTNER
 = TEAM PARTNER
 = COMMUNITY PARTNER

DIFFERENT PARTNERS.
A BRIGHTER FUTURE.

KART – LOGO PLACEMENT



HELMET – LOGO PLACEMENT



SUIT – LOGO PLACEMENT



SPONSORSHIP TIERS

TITLE PARTNER

\$10,000

Exclusive / 1 Available

Most prominent branding on kart, helmet, suit and race-day assets.

FOUNDING PARTNER

\$5,000

2 Available

Premium branding in high-visibility positions across the program.

PERFORMANCE PARTNER

\$2,500

4 Available

Strong on-kart presence with selected helmet/suit branding and digital recognition.

RACE PARTNER

\$1,500

6 Available

Visible kart branding and race-day exposure.

TEAM PARTNER

\$750

Limited Positions

Entry-level kart branding and team recognition.

COMMUNITY PARTNER

\$250 – \$500

Unlimited

Shared community support recognition.

WHAT EACH TIER INCLUDES

TITLE PARTNER

- Largest logo positions
- Top billing and exclusive category rights
- Premium helmet branding
- Premium suit branding
- Business activation opportunities
- Race-day invitations

FOUNDING PARTNER

- Large logo positions
- Featured recognition
- One business activation opportunity
- Premium secondary helmet branding
- Strong suit branding
- Race-day invitations

PERFORMANCE PARTNER

- Medium-large kart branding
- Digital recognition
- Limited helmet branding
- Race-day invitations
- Smaller suit branding

RACE PARTNER

- Medium-kart branding
- Shared race-day signage
- Rear/lower helmet branding
- Digital recognition
- Smaller suit branding
- Race-day invitations

TEAM PARTNER

- Small kart branding
- Group digital recognition
- Optional small suit placement
- Race-day invitations
- Team recognition

COMMUNITY PARTNER

- Shared recognition only
- Group signage / thank-you panel
- Race-day invitations

PARTNERSHIP LEVEL

TITLE PARTNER



YOUR BRAND. FRONT AND CENTRE.

"A future sponsor can buy exposure. They cannot buy the history of having been there at the beginning."

\$10,000

ANNUAL PARTNERSHIP

ONE EXCLUSIVE POSITION AVAILABLE

The highest level of partnership - built for a business that wants to become the primary commercial partner behind the Road to Formula Racing.

- Largest branding presence on the kart
- Premium helmet and race-suit branding
- Primary race-day sponsor signage
- Business-category exclusivity
- Dedicated partnership announcement and race-weekend recognition
- Approved racing photography and promotional appearance opportunities
- Priority renewal as the program advances
- Race-day invitations

PARTNERSHIP LEVEL

FOUNDING PARTNER



HELP BUILD IT FROM THE BEGINNING.

"We helped build it from the beginning."

\$5,000

ANNUAL PARTNERSHIP

TWO POSITIONS AVAILABLE

A major partnership for businesses seeking significant presence and a meaningful connection to the earliest chapters of Raffa Tiwana Racing.

- Large premium kart branding
- Priority placement following the Title Partner
- Secondary premium helmet branding
- Prominent race-suit branding
- Prominent race-day sponsor signage
- Dedicated partnership announcement and podium/victory recognition
- One promotional kart/driver appearance
- Priority renewal opportunity
- Race-day invitations

PARTNERSHIP LEVEL

PERFORMANCE PARTNER



PUT YOUR BRAND WHERE PERFORMANCE GETS NOTICED.

Results create attention. Attention creates exposure.

\$2,500

ANNUAL PARTNERSHIP

FOUR POSITIONS AVAILABLE

Designed for local businesses that want meaningful physical branding and an ongoing association with a driver already producing front-running results.

- Medium-to-large kart branding
- Prominent secondary kart placement
- Race-suit branding where available
- Potential limited helmet branding
- Race-day sponsor signage
- Dedicated partnership announcement
- Selected podium and victory recognition
- Approved racing photography
- Race-day invitations

PARTNERSHIP LEVEL

RACE PARTNER



JOIN THE TEAM. GET YOUR BUSINESS ON TRACK.

Local businesses. Local racing. A bigger goal.

\$1,500

ANNUAL PARTNERSHIP

SIX POSITIONS AVAILABLE

An affordable way for local businesses to gain visible, season-long exposure while directly supporting the racing program.

- Medium company logo on the kart
- Season-long professional livery integration
- Shared race-day sponsor signage
- Individual sponsor announcement
- Periodic race-weekend recognition
- Sponsor appreciation content
- Selected racing photography for company use
- Priority renewal opportunity
- Race-day invitations

TEAM + COMMUNITY

ENTRY-LEVEL PARTNERSHIPS THAT STILL PUT YOU ON THE TEAM

TEAM PARTNER

\$750

Limited positions available

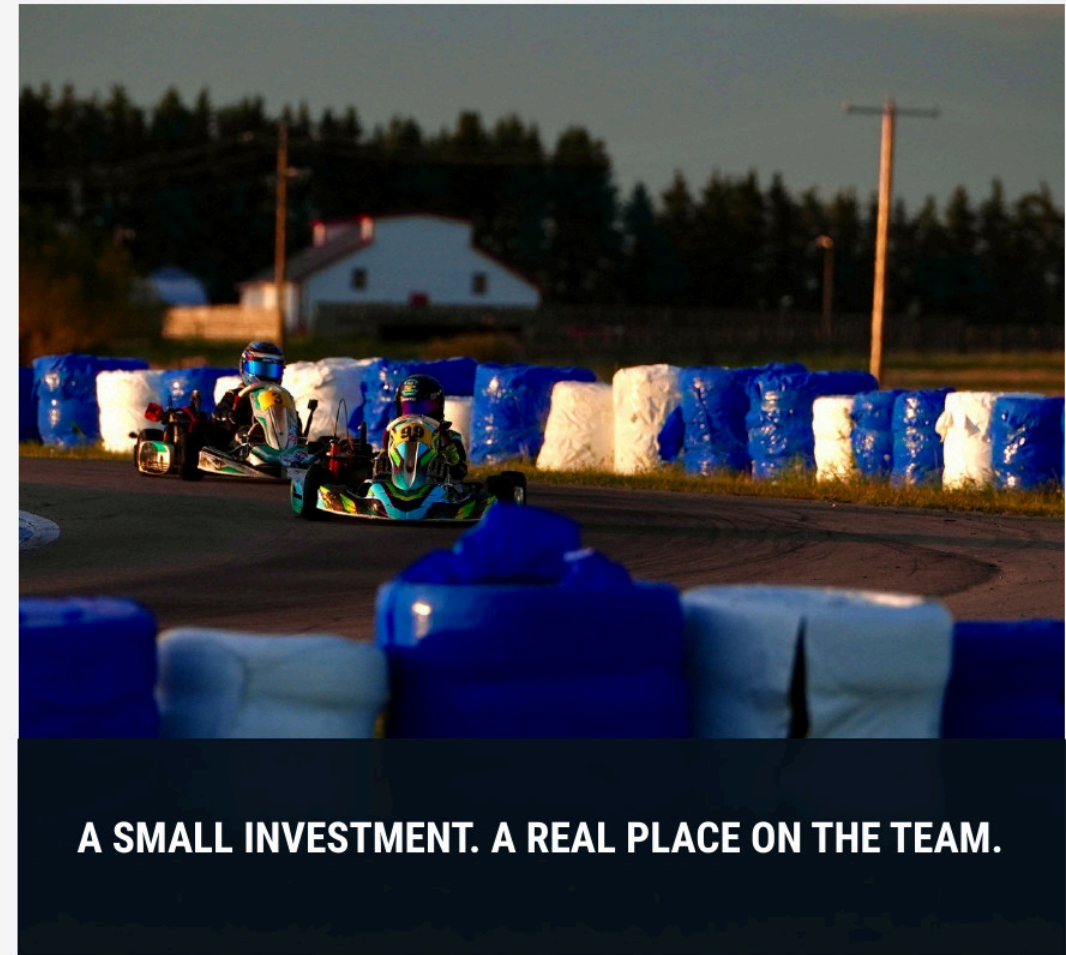
- Small company logo on kart
- Season-long branding
- Shared race-day sponsor signage
- Team Partner designation
- Group digital exposure
- Season-end recognition
- Racing/team photograph
- Race-day Invitations

COMMUNITY PARTNER

\$250 - \$500

Unlimited participation

- Name/logo on shared community panel
- Shared race-day signage
- Group digital recognition
- Season-end thank you
- Helps keep the kart on track
- Race-day invitations



A SMALL INVESTMENT. A REAL PLACE ON THE TEAM.



OFFICIAL SPONSOR PROGRAM

RAFFA TIWANA RACING

Supplementary Sponsorship Opportunities with Official Sponsor Badging.
Official Sponsor packages build on an existing partner tier and add elevated recognition.

MORE
THAN A RACE
A BRIGHTER
TOMORROW



= OFFICIAL TIRE SPONSOR



= OFFICIAL RACE DAY SPONSOR

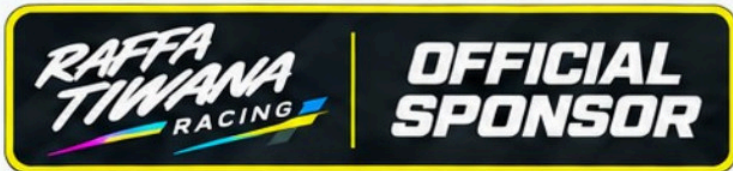


= OFFICIAL PARTS SPONSOR

SAME PASSION.
MORE OPPORTUNITIES.

OFFICIAL TIRE SPONSOR

POWERING PERFORMANCE TOGETHER



Receives the Title Partner logo placement package



Includes "Official Sponsor" badging



Top placement on sponsorship advertisement board



Investment structure:
Title Partner (\$10,000) + Official Sponsor Add-On (\$2,000)



Total annual investment:
\$12,000



Best fit for a premier partner seeking the highest visibility package.

OFFICIAL RACE DAY SPONSOR

ON TRACK. IN THE SPOTLIGHT.



Receives the Founding Partner logo placement package



Includes "Official Sponsor" badging



Top placement on sponsorship advertisement board



Investment structure:
Founding Partner (\$5,000) + Official Sponsor Add-On (\$1,000)



Total annual investment:
\$6,000



Ideal for a major local partner wanting strong visibility and event association.

OFFICIAL PARTS SPONSOR

QUALITY PARTS. A STRONGER TOMORROW.



Receives the Performance Partner logo placement package



Includes "Official Sponsor" badging



Top placement on sponsorship advertisement board



Investment structure:
Performance Partner (\$2,500) + Official Sponsor Add-On (\$500)



Total annual investment:
\$3,000



A strong option for a business wanting visible involvement at a more accessible level.

WHAT OFFICIAL SPONSOR STATUS ADDS



Official Sponsor category designation



Official Sponsor badging



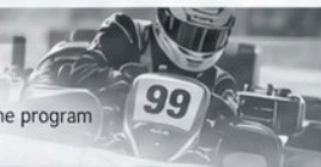
Top placement on sponsorship advertisement board



Underlying tier logo placements remain included



Enhanced sponsor recognition within the program



SUPPORT LOCAL TALENT | INVEST IN THE NEXT GENERATION | BE PART OF THE JOURNEY

Raffa Tiwana Racing | Local roots. Proven speed. Road to Formula Racing.

Partner early. Grow with the journey.

PARTNERSHIP ACTIVATION

TURN THE SPONSORSHIP INTO SOMETHING PEOPLE CAN EXPERIENCE



RACE-DAY INVITATIONS

Every partnership tier includes an opportunity to experience the program at the track.

KART + DRIVER APPEARANCES

Premium partners can coordinate displays, customer events, grand openings and company photo opportunities.

RACING PHOTOGRAPHY

Approved images featuring sponsor branding can be used in the partner's own marketing and social channels.

RACE-DAY SIGNAGE

Branding extends beyond the kart through sponsor boards, team/paddock displays and banners where permitted.

DIGITAL RECOGNITION

Partnership announcements, race-weekend recognition, selected results and sponsor appreciation content.

GET IN EARLY.

**HELP BUILD THE JOURNEY.
GROW WITH THE DRIVER.**

There are no guarantees in motorsport. Progression requires talent, development, commitment, opportunity, funding and results.

But if the journey reaches the highest levels, today's partners will have something future sponsors can never buy:

**THE ABILITY TO SAY
THEY WERE THERE FROM THE BEGINNING.**

RAFFA TIWANA RACING | SPONSORSHIP PARTNERSHIPS

