

PROFESSIONAL READINESS

Playbook for Young Athletes

"Results may get you in the door. Your professionalism keeps you there."

- 01 Writing Thank-You Notes
- 02 Understanding Sponsor Relationships
- 03 Communicating Value to Partners
- 04 Long-Term Mindset & Accountability

CURRICULUM OVERVIEW

Professional Readiness — 4 Modules

**MOD
01**

Writing Thank-You Notes

STAR Formula · Format Guide · Timing Window · Gratitude Habits

**MOD
02**

Understanding Sponsor Relationships

4 Sponsor Types · Partner Lifecycle · PRIDE Checklist · Relationship Map

**MOD
03**

Communicating Value to Partners

VALUE Formula · Deliverables Menu · One-Page Value Report · Value Summary

**MOD
04**

Long-Term Mindset & Accountability

Career Thinking · GROW Framework · Accountability System · 90-Day Plan

WHY SPONSOR READINESS MATTERS

"Every racer today is also a brand — whether they know it or not. The question is whether you're building yours intentionally."

68%

of sponsors say gratitude
influences their renewal decisions

92%

of lost sponsorships involve
poor or no communication

10x

return on relationships built
through consistent professionalism

Gratitude

Sponsors fund athletes who make them feel valued.

Communication

Regular updates build trust that outlasts any single result.

Professionalism

Your reputation follows you for your entire career.

MODULE 01

Writing Thank-You Notes

How to build genuine, lasting sponsor gratitude.

IN THIS MODULE, YOU WILL:

- Understand why thank-you notes are a competitive advantage.
- Apply the STAR Formula to write compelling, authentic notes.
- Choose the right format and timing for every situation.
- Write a real thank-you note to a current or potential sponsor.

THE FRONT ROW RULE

Module 01: Writing Thank-You Notes

MODULE

01

"Sponsors remember who says thank you. A well-written note does more for your career than another trophy."

68%

of sponsors say gratitude affects renewal decisions

48 hrs

ideal window to send a thank-you after receiving support

3x

more likely to receive a referral if you follow up with thanks

Why a Thank-You Note Matters

It shows sponsors their investment is acknowledged and appreciated.

It creates a natural opening for future conversations and renewals.

It separates you from athletes who never follow up — immediately.

It builds a reputation for professionalism and character that sponsors share.

S

SPECIFIC

Name exactly what the sponsor did or provided. Be precise — vague thanks feel hollow.

EXAMPLE:

Example: "Thank you for sponsoring my entry fee for the Tri-State Karting Championship."

T

TIMELY

Send within 48 hours of receiving support. Speed signals sincerity and professionalism.

EXAMPLE:

Example: Write it the same evening or the next morning — not a week later.

A

AUTHENTIC

Write in your own voice. Sponsors can spot a copy-paste template instantly.

EXAMPLE:

Example: Share something personal — how you felt, what their support made possible.

R

RELATIONSHIP

Close with a forward-looking statement that continues the partnership.

EXAMPLE:

Example: "I look forward to representing [Brand] at our next event and sharing results."

ACTIVITY — WRITE YOUR THANK-YOU NOTE

Module 01: Writing Thank-You Notes

MODULE

01

Use the STAR Formula to draft a real thank-you note. Write it to a current or potential sponsor.

S — SPECIFIC

Name exactly what they did or provided:

T — TIMELY

When did you receive the support?

A — AUTHENTIC

What did this support mean to you personally?

R — RELATIONSHIP

What forward-looking statement will you close with?

Your Draft Note — put it all together:

MODULE 02

Understanding Sponsor Relationships

How sponsorships really work — and how to make them last.

IN THIS MODULE, YOU WILL:

- Identify the four types of sponsors and what motivates each one.
- Navigate the five stages of the Sponsor Partner Lifecycle.
- Apply the PRIDE checklist to every sponsor interaction.
- Map your current and potential sponsor relationships.

A sponsor is a business partner — not a donor, not a fan, not a charity. They invest in you because they expect a return on that investment.

TITLE SPONSOR

Primary funder. Name/logo on car, helmet, and suit. Highest investment, highest expectations.

SUPPORTING SPONSOR

Mid-level partner. Logo placement, event mentions, social tags. Regular updates required.

ASSOCIATE SPONSOR

Smaller investment. Logo on trailer or apparel. Great entry point for new partnerships.

IN-KIND SPONSOR

Provides products or services — gear, fuel, tires, photography. Just as valuable as cash.

What Motivates Sponsors

Brand Visibility — impressions at the track, on social, and in media

Community Connection — association with youth sports and local audiences

Sales & Lead Generation — direct exposure to your audience demographic

THE PARTNER LIFECYCLE

Module 02: Understanding Sponsor Relationships

MODULE

02

Every sponsorship follows a predictable arc. Your job is to perform well at every stage so the partnership moves forward — not backward.

1

PROSPECT

YOUR ACTION:

Research 10 companies.
Know their products and target audience.

2

PITCH

YOUR ACTION:

Prepare a one-page sponsor deck. Lead with value, not need.

3

PARTNER

YOUR ACTION:

Get everything in writing.
Review deliverables together.

4

PERFORM

YOUR ACTION:

Send monthly updates.
Document everything with photos and stats.

5

RENEW

YOUR ACTION:

Prepare an end-of-season recap. Come with data AND gratitude.

WHAT SPONSORS LOOK FOR — THE PRIDE CHECKLIST

Module 02: Understanding Sponsor Relationships

MODULE

02

Before every sponsor interaction, ask: "What value am I bringing to this partner today?"

P

PROFESSIONALISM

Shows up prepared, communicates promptly, represents the brand with class at all times.

R

REACH

Has a following — on social media, at the track, in the community — that sponsors can access.

I

IMAGE

Presents a consistent, clean brand image across all platforms and in person.

D

DEDICATION

Demonstrates commitment to their sport and long-term career — not just one season.

E

ENGAGEMENT

Actively promotes sponsors — tags them, mentions them, wears their logos with pride.

ACTIVITY — SPONSOR RELATIONSHIP MAP

Module 02: Understanding Sponsor Relationships

Map your current and potential sponsor relationships. A clear picture helps you focus your energy where it matters most.

Part 1 — Current Sponsors & Supporters

Sponsor / Person	Type	What They Provide	Last Thank-You

Part 2 — Potential Sponsors to Approach

Company	Why Good Fit	My Connection	Next Step

Communicating Value to Partners

How to show sponsors exactly what you bring to the table.

IN THIS MODULE, YOU WILL:

- Use the VALUE Formula to frame your sponsorship pitch.
- Build a personalized deliverables menu for each partner.
- Create a professional one-page value report.
- Complete a real value summary for a current sponsor.

THE VALUE FORMULA

Module 03: Communicating Value to Partners

MODULE

03

Every sponsor decision comes down to one question: "Is this worth our investment?" The VALUE Formula gives you 5 dimensions to answer it.

V

VISIBILITY

How many eyes see your sponsor's brand through your racing activities?

WHAT TO TRACK:

Track: Followers, race attendees, media impressions

A

AUDIENCE

Who are those eyes? Demographics — age, location, interests — matter.

WHAT TO TRACK:

Track: Fan demographics, geographic reach

L

LOYALTY

How engaged is your following? Loyal fans act on sponsor messages.

WHAT TO TRACK:

Track: Repeat engagement, community involvement

U

UNIQUENESS

What can only YOU offer? Youth story, underrepresented voice, local roots.

WHAT TO TRACK:

Track: Unique platform, compelling narrative

E

ENGAGEMENT

Does your audience actively interact with content and sponsor shoutouts?

WHAT TO TRACK:

Track: Likes, shares, comments, story views

A deliverable is anything you provide to a sponsor. Think of this as your menu — choose items based on the sponsor's goals and your capacity.

DIGITAL

- Social media post (per platform)
- Story / Reel feature
- Tagged race recap post
- Bio link or profile mention
- Newsletter shoutout

VISUAL

- Logo on race car / kart
- Logo on helmet
- Logo on race suit or apparel
- Logo on trailer or pit banner
- Branded gear in photos

PERSONAL

- Sponsor appearance at events
- Meet-and-greet with team
- Signed merchandise / keepsakes
- Live mention at the track
- Recognition in interviews

REPORTING

- Monthly performance update
- End-of-season recap report
- Race results with sponsor mention
- Photo / video documentation
- Social analytics summary

A Value Report is a simple document you send to sponsors — monthly or at season's end. Honest, specific, and visual.

1

YOUR STATS THIS PERIOD

Followers, race results, events attended, media appearances.
Numbers first.

EXAMPLE:

Instagram: 1,240 followers (+85). 4 races. Top finish: 2nd place.

2

WHAT YOU DID FOR YOUR SPONSOR

Every deliverable completed. Specific dates and platforms.

EXAMPLE:

3 tagged Instagram posts (avg 180 likes). Logo in 2 local news photos.

3

WHAT IT MEANT

Translate your activities into sponsor benefits — impressions, reach, exposure.

EXAMPLE:

Est. 2,400 social impressions. Brand seen by 850+ spectators at event.

4

WHAT'S COMING NEXT

Preview upcoming races, events, and planned sponsor deliverables.

EXAMPLE:

2 upcoming races. Planning a sponsor Reel. Championship push this month.

ACTIVITY — BUILD YOUR VALUE SUMMARY

Module 03: Communicating Value to Partners

MODULE

03

Autofluancer is a brand partnership platform that tracks tags from your social media post and shows you the Earned Media Value (EMV) of the post. This allows you to show a dollar figure to your sponsors when it comes to social media.



\$9.32k
EMV



\$19
Avg. EMV/post



4.50%
Engagement rate



124k
Views



11.2k
Engagements



490
Posts



15
Campaigns

ACTIVITY — BUILD YOUR VALUE SUMMARY

Module 03: Communicating Value to Partners

MODULE
03

Complete the sections below for one of your current or potential sponsors. Use real numbers wherever possible.

Sponsor I am reporting to: _____

1 — MY STATS THIS PERIOD

Social Followers:

Races / Events:

Best Finish:

Media Mentions:

2 — WHAT I DID FOR MY SPONSOR

3 — ESTIMATED IMPACT

Total Est. Impressions:

Spectators Who Saw Logo:

Sponsor Tags / Mentions:

4 — WHAT'S COMING NEXT

MODULE 04

Long-Term Mindset & Accountability

How to build the professional habits that define a career.

IN THIS MODULE, YOU WILL:

- Shift from season thinking to career thinking.
- Apply the GROW Framework to your professional goals.
- Build a personal accountability system that actually sticks.
- Complete a 90-Day Professional Action Plan.

Every interaction, every note you send, every promise you keep adds up to a reputation that follows you for your entire career.

SEASON THINKING

"I just need to win this race."

"I'll update my sponsor later."

"I don't need a bio right now."

"My results speak for themselves."

CAREER THINKING

"This race is one step in a longer journey."

"I send updates consistently — no matter what."

"My professional profile is always race-day ready."

"My results + professionalism = my brand."

The Compound Effect

1 thank-you note

-> Sponsor feels valued

5 consistent updates

-> Sponsor trusts you

1 full season of professionalism

-> Sponsor renews + refers you

3+ years of reliability

-> Career-defining partnerships

GROW is one of the most widely used professional coaching tools in sports. Apply it to any career or sponsorship goal.

G

GOAL — What do you want to achieve?

Be specific and time-bound. Race, sponsorship, and development goals all count.

EXAMPLE:

"Land one supporting sponsor by end of season."

R

REALITY — Where are you right now?

Honest self-assessment. What do you have? What are you missing? What has worked?

EXAMPLE:

"2 in-kind supporters. No cash sponsors yet."

O

OPTIONS — What paths are available?

Brainstorm every possible action — reach out to businesses, improve your bio, grow.

EXAMPLE:

"Approach 5 local businesses. Update sponsor deck."

W

WAY FORWARD — What will you actually do?

Choose 1-3 concrete next steps with specific dates. Commitment = results.

EXAMPLE:

"This week: update bio. Next week: email 3 companies."

YOUR ACCOUNTABILITY SYSTEM

Module 04: Long-Term Mindset & Accountability

MODULE

04

Professionalism is not an event — it's a practice. Build systems that keep you accountable even when motivation runs low.

01

ACCOUNTABILITY PARTNER

Find one person — parent, coach, mentor — who checks in weekly on your professional goals. Share your commitments and report back.

Action: Choose your accountability partner this week.

02

WEEKLY CHECK-IN

Every Sunday, spend 10 minutes: Did I send thank-you notes? Did I update my sponsor? Did I post consistently? What's my priority?

Action: Set a Sunday reminder: "Professional Check-In."

03

PROGRESS DOCUMENTATION

Keep a folder — digital or physical — with race results, sponsor notes, photos, and social stats. This becomes your portfolio and renewal evidence.

Action: Create your Professional Portfolio folder today.

The AMR Professional Standards Pledge

- I commit to representing AMR with pride, integrity, and professionalism.
- I will communicate with my sponsors promptly, honestly, and consistently.
- I will honor every commitment to partners, coaches, and teammates.
- I will pursue my career with a long-term mindset — each small action builds my future.

KEY TAKEAWAYS

MOD 01

Gratitude is a strategy.

Send STAR thank-you notes within 48 hours. Handwritten notes for major moments. Every note you send is a competitive advantage.

MOD 02

Sponsors are business partners.

Understand the Partner Lifecycle. Apply the PRIDE checklist. Think about value first — not what you need from them.

MOD 03

Value must be communicated.

Use the VALUE Formula. Build a deliverables menu. Send regular value reports with real numbers.

MOD 04

Careers are built one action at a time.

Apply GROW to every goal. Build your accountability system. Think in careers, not seasons.