

Sponsorship Proposal

2020 Race Season



Heaven & Hell
Racing

Because racing is Heaven. And sometimes it's Hell.



The 2020 Adventure

Team Heaven & Hell is happy to announce a wider European tour for the 2020 race season, which will include the United Kingdom as well as Finland, Norway and Sweden.

The 2020 season is very special to us. It marks the beginning of the Stock/Super Stock class at Santa Pod Raceway, the track that we feel is our original home from home, and the long established home of European drag

racing, therefore we must include it in our travels even though we now live over 1000 miles away!

We moved to Sweden in 2015 to race in our favourite class and love the country and the racing, but we feel we must make it back to support the initiative! If we can join forces with your organisation, the result of this season can be great for everyone.

Heaven & Hell Racing is well known for never giving up. Racing is hard on parts, if you push your combination to give the best performance sooner or later something will let go, but we have never believed in crying over a broken transmission and sitting around doing nothing. Many were the times when we drove home and fixed the damage overnight, getting back to the race track at dawn and racing all day.

This is who we are. Passion, hard work, skill, commitment. These are the team's major strengths.

Stock/Super Stock drag racing

NHRA legal Stock and Super Stock, together with Comp Eliminator, are definitely among the most professional in the sportsman classes, investing in the high technology trickling down from the research in Pro Stock, striving to improve in performance despite the very strict construction rules, and embodying the very spirit of hot rodding.

After racing for many years in other categories in the UK, Team Heaven & Hell acquired the first Super Stock legal car in 2008, followed by a legal engine in 2010, the year that saw our debut in the class at Mantorp Park. Since that first meeting we have raced at several tracks in Scandinavia and have now two legal cars after Carla's car was completely rebuilt by the Williams Brothers and acquired a Brian Tillburg engine. That car won the Swedish Championship in 2019 and has achieved a 1.10 seconds under index performance. The Super Stock car, with Rick at the wheel, has two major Scandinavian championship wins under its belt, the EDRS Pro Nordic series in 2017 and 2018, as well as multiple championships in other categories in the United Kingdom over the years.



The 2020 tour will see the team compete in championships in Scandinavia and the United Kingdom. We will be travelling extensively throughout Europe, by road and by sea, showing your logo and distributing your promotional material. Talk to us, let's make it work, we believe in a two way relationship: you support our racing and we put the same passion and the same commitment that has seen us so often in the winning circle, into promoting your business. As simple as that.



A travelling advert

We can be your travelling advert, a billboard that gets your name and logo to speak to Swedes, Danes, Germans, Dutch, French, British... and those are just the countries we're driving through!

And when we reach our destination, at the racetracks, your advert can become interactive, we can be your voice or liaise with a local representative to distribute samples, leaflets and promotional material from our pit space, as well as displaying your message on our trailers and race cars and displaying your banners.

The deal for 2020 includes:

Large logos and marketing message on both sides of two race car trailers (available space up to 40m² in total) – full overall wrap with sponsor's advert also possible if preferred.



Mobile billboards travelling through Europe

Logo and marketing message on main space on both sides of the blue race car.
Decals on the red race car.
Banners display (any number of banners) in race paddocks during race meetings.



A get up and go advert! Literally!

Leaflet, advertising material and sample distribution from the race paddocks.

Liaising with sponsor's local representatives at race meetings to coordinate possible marketing actions.

Attendance and display of race cars and promotional material at local trade and car shows.

Support of sponsor's marketing initiatives.

A wheels up adventure



With team Heaven & Hell the launch is always wheels up. It means proactive, it means dynamic, vibrant. Just like you want your business to be perceived. With that get up and go feeling.

In partnership with us, you will feel that the road goes both ways.

It isn't just some advertising space that you are using, it's a relationship. It's a race. And we are veterans at winning races. Our collection of trophies testifies to our stubbornness, our dedication, our hard work.

Come and win with us.



ON OFFER:

- Large logos and marketing message on both sides of two race car trailers (available space up to 40m² in total) – full overall wrap with sponsor's advert also possible if preferred.
- Logo and marketing message on main space on both sides of the blue race car.
- Decals on the red race car.
- Banners display (any number of banners) in race paddocks during race meetings.
- Leaflet, advertising material and sample distribution from the race paddocks.
- Liaising with sponsor's local representatives at race meetings to coordinate possible marketing actions.
- Attendance and display of race cars and promotional material at local trade and car shows.
- Support of sponsor's marketing initiatives.
- Add your own ideas!

Heaven & Hell Racing

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