

THE BUSINESS OF RACING X ESIC Business & Marketing School

SPRINT 4 — MARKETING & FAN ENGAGEMENT

Participant Brief • 11:40 – 12:15

THE BRIEF

A racing team is nothing without its fans and sponsors. In this final sprint you bring your brand to life: develop a marketing and fan-engagement strategy and build the momentum that turns a team into a movement. Everything you created in the earlier sprints — your identity, your finances, your car — comes together in the story you tell here, ready to carry into your final pitch.

Note: Your team's pitch to the panel is a separate exercise, assessed on its own merit. This sprint is about the marketing and fan-engagement work behind it.

WHAT YOU NEED TO PRODUCE

Deliverables

- **Marketing Strategy** — how you will build a fan base and promote the team, include key channels and messaging.
- **Fan Engagement** — at least one creative idea for an activation or campaign concept to win the crowd.
- **Sponsor Value** — a clear sponsor proposition to achieve backing for the team.
- **Brand Story** — a compelling narrative that ties your identity, finances and car together.

How to Submit

- Go to business-of-racing.com/events PASSWORD: esic2026
- Find **SPRINT 4 – Marketing & Fan Engagement** and upload before the deadline.

⚠ **Mind the deadline:** if you do not upload your work in time, your team receives a **Stop-and-Go penalty**. Watch the clock and submit it early.

AI on the pit wall: Use AI to generate campaign ideas, refine your key messages, and shape a memorable brand story.

MARKING CRITERIA (OUT OF 10)

Criterion	Marks
Strategy — a clear, credible marketing approach	3
Creativity — original, memorable fan-engagement ideas	3
Sponsor Value — a convincing case for why sponsors should back you	2
Brand Story — a compelling narrative that ties the day together	2
TOTAL	10