

DHG

MOTO

MOTORSPORTS & EVENT MARKETING



GET THE MOST OUT OF YOUR MOTORSPORTS MARKETING.

DHG MOTO has such a strong connection with the motorsports industry because we are racing fans ourselves. And what we love even more than the smell of burnt rubber and race fuel on a hot summer day, is doing whatever it takes to guarantee you get the most out of your motorsports marketing.

Because, when a sponsor sees an increase in sales, they'll keep you. And if a driver has established a strong social presence, a sponsor will be more likely to pick them up.

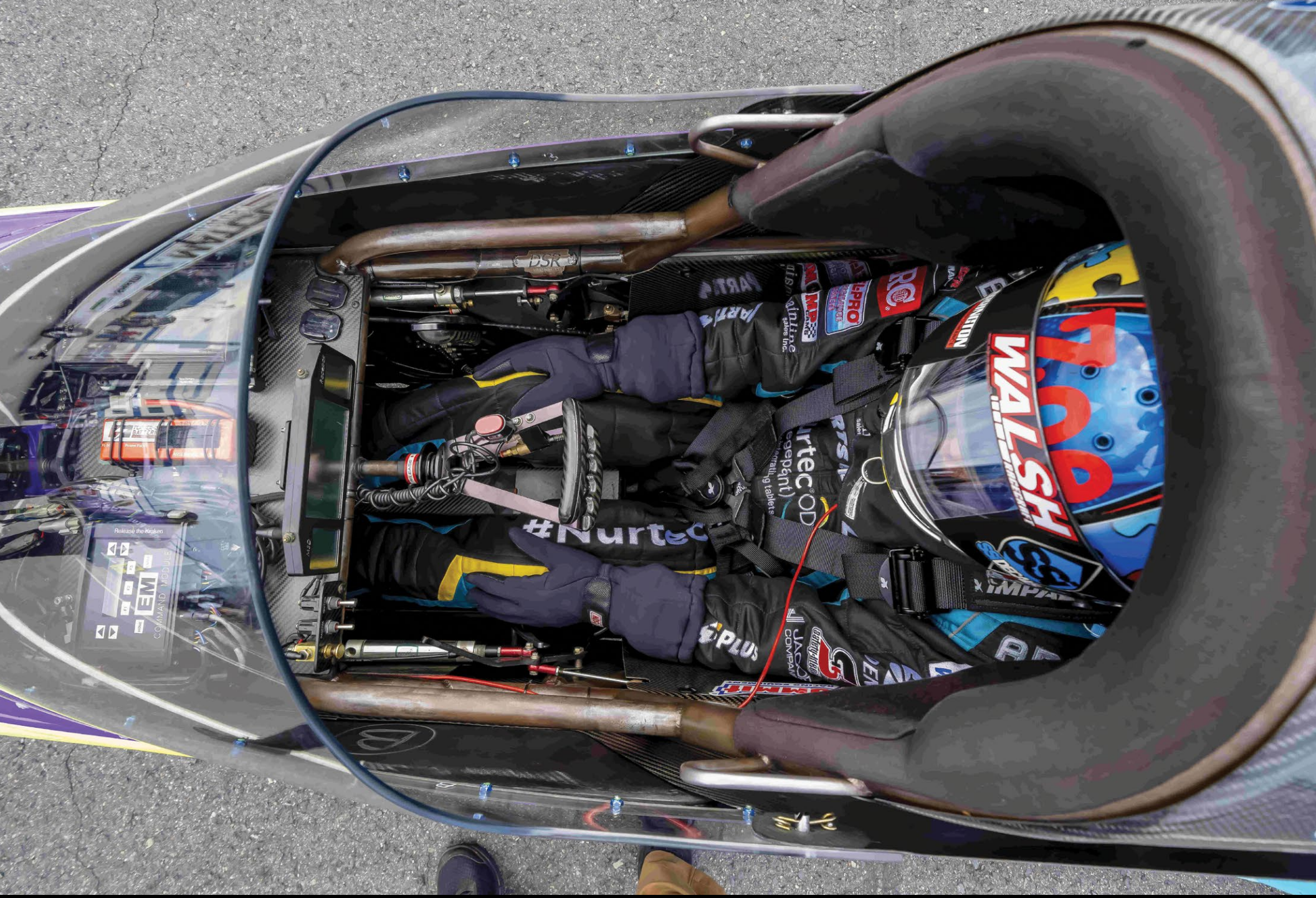





PHOTO BY DHG MOTO



**TELL ME AND I'LL FORGET.
SHOW ME AND I MAY REMEMBER.
INVOLVE ME AND I'LL UNDERSTAND.**

Teams need to give sponsors what they need, and that's not visibility. It's activation. Our branding strategies, designs, and executions are geared to create a positive impact for your end users whether they be clients attending a sponsor activation at the track, a pitch for a team seeking financial support, a social program for driver awareness, or simply putting butts in seats at an event.



If you're a race team, a driver, or a venue, DHG MOTO helps you become a brand ambassador for your sponsors. And for the sponsors, we help you activate your customers, clients, and race fans. Because at the end of the day the consumer is the biggest stakeholder in your universe. Everything else trickles down from there.



PORSCHE
963

PORSCHE

PENSKE

IMSA

PENSKE

BOSS

MOTUL

TAG
HEUER

MICHELIN

WeatherTech
7

GTP

Mobil 1



PHOTO BY DHG MOTO

DHG MOTO IS A

HARD-CHARGING

CREATIVE SHOP

THAT TURNS CASUAL CONSUMERS
INTO LOYAL, BRAND WARRIORS.

SERVICES:

Brand Identity/Strategy

Pitch Deck/Proposal/Proof of Performance

Social Media Marketing/Management

Media Planning and Buying

Content Creation

Graphic Design

Video/Audio/Multimedia Production

Website Design and Development



BMW



PHOTO BY DHG FOTO

LOP

GEOX
BELL
DRAGON

PNC

PNC

7

DRAGON
GEOX

VARIETY
Robb Report

ARGO
ABB

Julius Bär

FOSMILAE

FENSKA
AUTOSPORT

GEOX

molex
AVIA

NEOM

MICHELIN



PHOTO BY DHG MOTO

DRIVERS

The driver is the action hero of the motorsports industry. After all, it's the drivers who the fans come to see. They love the excitement of watching their favorite drivers go dangerously fast. Our job is to design programs that connect you with those fans on a whole new level. DHG MOTO will help you elevate your notoriety, develop unwavering brand strength, and become irresistible to sponsors.

RACE TEAMS

Race teams move at the speed of cash and DHG MOTO knows what it takes to attract more sponsors. We can write and design powerful and persuasive pitch decks and proposals, or refresh your brand with eye catching trackside banners, fresh merchandise, and creative collateral materials.

Most importantly, we'll position you as a quality brand ambassador for sponsors by creating cross-platform campaigns to keep fans and followers engaged even when they aren't at the track.



TOYOTA
OFFICIAL
RACING
PARTNER

THINGS

FB
MOTORSPORTS

@ANTRONBROWNTF

MATCOFRANCHISE.COM

MATCO
TOOLS

FB
MOTORSPORTS

@ANTRONBROWNTF

MATCOFRANCHISE.COM

SUNOCO
RACING

WESTWOOD

TOYOTA

SUNOCO

WT

MATCO
FRANCHISE

MATCO
FRANCHISE

F

MATCO
FRANCHISE



SPONSORS

What does value mean to you? DHG MOTO understands that in motorsports marketing ROI means different things to different sponsors. Our mission is to align your product or service with the right team, driver, or venue that activates your target consumer. We'll position your brand for increased engagement, loyalty, and ultimately more spend. With the right strategy and a strong team like DHG MOTO, race fans will jump at the opportunity to become your biggest brand warrior.

TRACKS

Turn your track into the area's most exciting entertainment destination. We'll help you sell more tickets and wow your fans with immersive and interactive experiences that keep the venue feeling fresh and fun. DHG MOTO will develop and implement creative new solutions that provide race fans with a way to experience the thrill of motorsports as a spectator, or better yet— a participant.

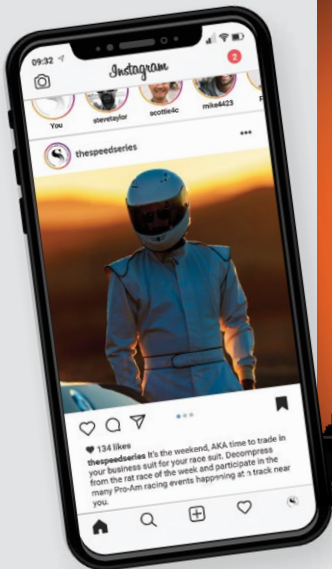
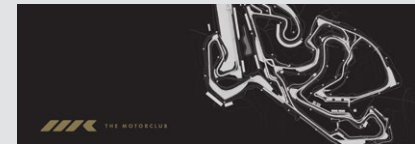
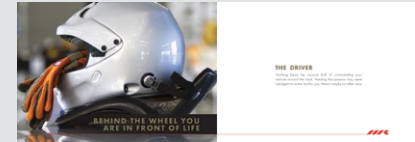




RACING IS AN IMMERSIVE EXPERIENCE.

Activating fans to go to more races, collect more memorabilia, support sponsors, and line up for autographs from your drivers is what we do best. Creative solutions based around brand strategy and design is how we do it.





HOW FAST DO YOU WANT TO GO?

There are many approaches to motorsports marketing. The team at DHG MOTO will explore every one of them to make sure you get the competitive edge you want and need. Our team of brand strategists, producers, designers, and copy writers are looking forward to working with you.

WE FUEL:

WORDS | IMAGES | IDEAS | DESIGN

We help motorsports executives create engaging touch points with the consumer to drive more sales, increase team sponsorships, make drivers more notable, and bring fans to the track.



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