



SFRC New Racer Workshop

13 December 2012

**Racing Financials**



# Rule #1

- You'll never end up with more than what you started with
- But ... you *can* get money and stuff

# Contingency - overview

- Companies reward you for winning
- Usually pay down to at least 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup>
- Usually “in kind” payment:
  - Bridgestone gives you vouchers for tires
  - Silkolene gives you vouchers for fluids
  - Etc.
- This can amount to many hundreds of \$!

# Contingency – how to get it

- OMRRA builds relationships with companies
- You fill out some paperwork each raceday
- You put stickers on your bike, patches on your leathers, etc.
- You win, and get free stuff

# Contingency - details

- Not all classes are supported
- Only some companies offer contingency
  - Check with OMRRA's contingency rep!  
Shannon is great and will help get you set up
- Requirements vary from company to company

# Sponsorship - overview

- Businesses help offset your racing costs
  - In-kind support (stuff, like brake pads)
  - Cash \$
  - Discounts on parts and service
  - Other (free lifts to track)
- You don't have to win
  - (but they might not continue to sponsor you!)



# Sponsorship - details

- Who offers sponsorship?
  - National businesses
    - Cycle Gear
    - Woodcraft
    - Sharkskinz
  - Local businesses
    - Independent motorcycle shops
    - Motorcycle dealers
    - Motorcycle-related businesses
    - Other
    - Your own business or employer?



# Local business examples

- Independent motorcycle shops
  - Vicious Cycle
  - Cheshire Motorsports
- Motorcycle dealers
  - MotoCorsa
  - Pro-Caliber
- Motorcycle-related businesses
  - Icon
- Other
  - Stumptown
  - Uptown Hardware
- Your own business or employer
  - If you're a business owner, can you write off racing expenses?
  - Will your boss sponsor you?

# Sponsorship – how to get it

- How do you get sponsored? ASK!!!
  - This is a great opportunity to build relationships with businesses, especially local ones
  - “All boats rise”
- Some businesses require a race resume
- If you’re sponsored, you are a representative of that business
  - Support the business outside the track
  - Exercise good form when seeking multiple sponsors

# Budget Review

- Numbers on handout are baseline #s
- Talk with racers in your class to get a better handle on actual costs

# Ways to make racing cheaper

- Spend wisely!
  - Your first budget priority are entry fees – if you can't afford those, you can't race!
  - Budget a good amount as a “buffer”, for the unexpected
- Make the most of what you have
  - What's in your garage right now?
  - Is it legal for a class?
- Remember there are “levels” of bike prep
  1. First get your bike LEGAL!!!
  2. Then focus on parity
  3. Then on go-fast bits

# More ways to make racing cheaper

- Get creative - every dollar counts!
  - Use products that offer contingency
  - Don't run a bike that requires race gas
  - Pack your lunch on race days
  - Share rides to the track
  - Enter value classes
  - Get a track-only beater truck
  - Put your bike on layaway and eBay all the street junk
  - Etc.

# Upcoming Meetings

- Safety Wiring 101 (January)
  - bring your fasteners
- Raceday Walkthrough (February)
  - registration, bike tech, ASIT, looking good on the podium
- Fundraiser Party (March)
  - bike show

*Locations are revolving, so visit [sang-froidridingclub.com](http://sang-froidridingclub.com) the week before for details*

Thanks for coming tonight!