



CARS - MOTORSPORT MARKETING & EVENTS
QUALITY, PASSION & REAL FUN

SPARX

- Company behind successful racedriver Xavier Maassen
 - 2x Porsche Carrera Cup Champion
 - Winner 24h Nürburgring, 24h Zolder
 - 20 years of motorsport experience
- More than a racedriver
 - Keynote speaker
 - Master Degree in International Business
 - ICF Consciousness Coach & Trainer
 - Porsche Ambassador
 - Make A Wish Ambassador



Xavier: 'I am grateful to be able to live my dream. And to continue to pursue all dreams in life. On that journey I inspire others to follow their dreams'.

- Sports Marketing
 - Specialized in motorsport
- Sparx Business Club
 - Club for entrepreneurs and petrolheads
- Events
 - Racing Experience on track
 - Driving Experience on road and track
 - Porsche Experience Events
 - Rallies
 - Karting Experience & Safety Experience
- Coaching
 - Driver Coaching & High Performance Coaching



SPORTS MARKETING

- Challenging the biggest 24 hours races of the season
- Long standing relationship with Porsche
- 20 years experience in motorsport business
- Possible races/championships:
 - 24h Spa
 - 24h Zolder
 - 24h Nürburgring
 - 24h Le Mans
 - Porsche Carrera Cup Benelux
 - Porsche SuperCup
 - GT World Challenge Europe



Calendar 2023:

20-05	24h Nürburgring
10-06	24h Le Mans*
01-07	24h Spa
09-09	24h Zolder

*VIP Program only

SPARX

WHY MOTORSPORT

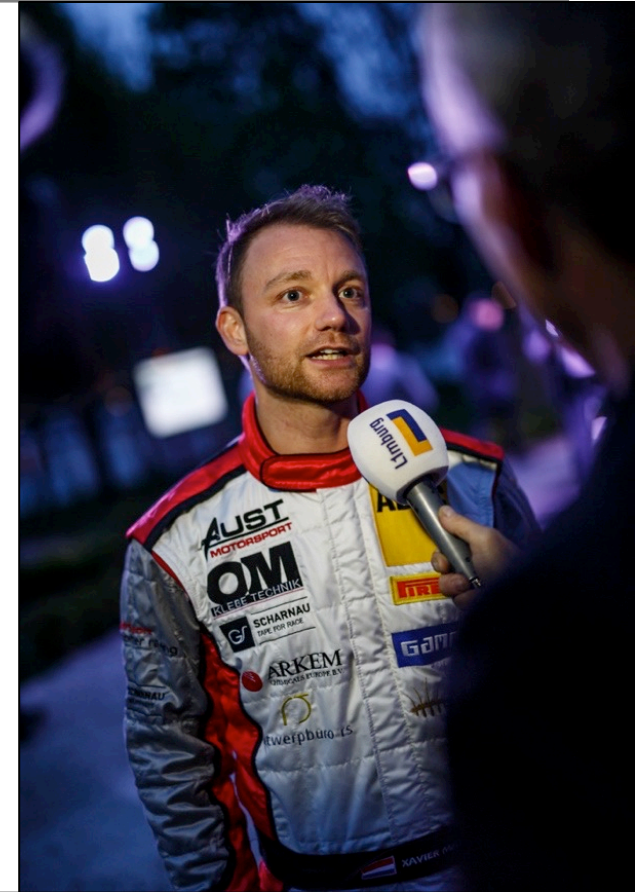
- Feel the passion of motorsport
- Sport has the power to inspire
- The 'Max Verstappen' effect
- Experience the world of speed & innovation
- Link your brand to the world of motorsport
- Create involvement in your company
- More than just sponsorship
- Quality & value for money



SPARX

EXPOSURE

- Brand Activation/ Brand Awareness
 - Apply metaphors of motorsport for your message
 - Link to Porsche Brand with Performance, Precision, Reliability, Quality, Endurance, Winning power & Glamour
- Activation on the racetrack
 - Racing cars, driver, pit garage, truck, team clothing...
- 360 degree exposure
- Global media coverage
 - Visitors, participants & viewers
 - TV & Print media
 - Social media, press release, newsletter, website, magazine



SPARX

RELATIONSHIP MARKETING

- EXPERIENCE MOTORSPORT
- Client entertainment & employee motivation
- VIP reception on top events
- Get to see motorsport up-close
 - Gridwalk
 - Pitbox visit
- All-inclusive packages
- Be part of the team & meet the drivers
- [Video](#)



MAKE A WISH PROGRAM

- Helping sick children with their wishes and dreams by funding, events for kids, exposure and creating a platform in motorsport
- Having 10-15 partners to fund our program based on exposure, relationship marketing and network for both Make-A-Wish and the funding partners



SPARX

EXTENSIVE EXPERIENCE

- Large network & partnership experience with national and international companies over the years



SPARX BUSINESS CLUB

- Great events on great locations with great people
- 50+ members / companies
- Mix of sport & business
- 6 events around the Euregion
- Network meetings & Inspiring workshops
- Action with karting & rallying
- Create new business
- Meet each other on races and events
- [Video](#)



Sparx Calender 2022*

April	Sparx Kick Off Presentation
Mei	Sparx Kart Cup
Juni	Sparx Company Rally
September	Sparx @InterClassics
Oktober	Sparx Director's Diner
November	Sparx Kennissessie

EVENTS

- Driving Experience
 - Porsche Driving Experience
 - Learn to race & get your race license
 - Individual or in groups, privately or with relations
- Race Experience
 - Race with Xavier on the track and experience the passion and sensation
 - Nordschleife Experience



SPARX

EVENTS

- Rallies
 - We organise your company rally
 - Our rally calender 2023:
 - 01-04 Sportscar Spring Rally
 - 13-05 Rallye de Gravenrode
 - 02-09 Tour de Mestreech
 - 04-11 Sportscar Winter Rally
- Safety Experience
 - Driver training, learn to react in an emergency
- Karting Experience
 - Experience the adrenaline of a high speed race together with your customers or staff



EVENTS

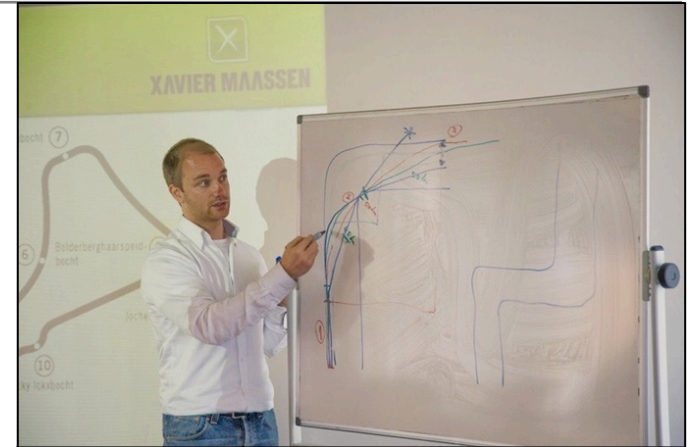
- NEW!! ERA Racing School
- Drive an electric F4 car at Circuit Zolder
- Sustainable event for customers
- Learn how to race and feel like a real racecar driver
- Enjoy our ERA Lounge for perfect entertainment



SPARX

COACHING

- Driver Coaching
 - Making you a better (race)driver
 - Enjoy the experience on track
- High Performance Coaching
 - Make your wishes and dreams come true
 - Making big impact
 - Leap forward and achieve big goals



POSSIBILITIES

- What can we do for your company?
- What is your objective?
 - Create Return on Objective (ROO)
 - Create Return on Investment (ROI)
- Tailor-made program
 - Adapted to the needs of your company
 - Sponsorship, Sparx Business Club & Events
 - Packages: Gold, Silver & Bronze partnerships
 - Special Make-A-Wish partnership!



CONTACT

- For any questions or other personalized proposals, please contact:

Sparx

Gauwakkerstraat 37

3621 Rekem

Belgium

T: +32 89371328

M: +31 655103999

E: xavier@sparx.one

W: www.sparx.one



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