

RALLYCROSS



SPONSORSHIP OPPORTUNITY – JORRIT VAN DASSELAAR



WHAT IS RALLYCROSS

Rallycross is a combination of rallying and circuit racing. It is head-to-head short, sharp races on mixed surfaces (dirt and asphalt) contained within amphitheater venues. Very visitor friendly and awesome to watch.

Teams and drivers help each other like family, and events can be like festivals, especially at bigger events with campings, bbq, drinks and music.



Dear reader,

My name is Jorrit and I am from Friesland in the Netherlands. After a long journey in motorsport that included go-karting, sim-racing, livery design and much more, I decided a few years ago to follow my dream and compete in Rallycross. During the challenging Covid period, I entered my first events with a rental BMW. That first taste exceeded all expectations, and the next chapter began.

In early 2023, I acquired my current VW Polo Maxi. The car is prepared and run by the experienced Ron Snoeck Racing team. While learning the ropes, I immediately achieved podium results in my first part-time season with the car in 2023. In 2024, I competed in my first full Dutch national rallycross championship season. As a rookie with far less experience than many competitors, I finished vice-champion, top front-wheel-drive car, and best-placed Dutch driver. As a bonus, I tested in Sweden with former World Rallycross champions Olsbergs MSE. In 2025, the goal of becoming Dutch champion became reality. I secured the national title in the Supernational- class, marking a major milestone in my rallycross journey and proving the strength of our team, our partners and our development path.

Looking ahead, the focus now shifts from national to international competition. We are exploring multiple growth routes. Targets are championships like RallyX or FIA EuroRX, with their strong partner platforms, free livestream coverage and large social media reach. Or a European Tour at strong national events with the VW Polo. Although this all depends on available options, resources and partners. Competing nationally in the Netherlands, Belgium and Germany remains possible.

My mission extends beyond results alone. I want to prove that following your dream is worthwhile, and I aim to bring others along on that journey. Through my social media, I share openly, honestly and transparently what happens both on and off the track — to inspire, connect and build a passionate community around rallycross and motorsport.

Jorrit van Dasselaar

MISSION "To master every terrain, pushing my limits to achieve maximum results while embracing the spirit of rallycross and uniting the community through camaraderie worldwide."

VISION "To inspire a new era of rallycross and become a global ambassador for the sport by sharing my journey with transparency, inspiring fans, and shaping the future of rallycross."



JVD 20+ YEARS IN AUTOSPORT

GO_KARTING

From 2003 till 2005 I competed in Go-Karting. Club champion and competed national.

SIM_RACING

I competed at EEC from 2012-2018. There I won championships and races with different cars and formats. Think about GT3, LeMans prototypes, IndyCars, Touring Cars and more. Next to it I also helped with organizing the events. Highlight was the Sepang 2 Hours where I competed for Asian powerhouse **Absolute Racing**.

LIVERY_DESIGN

For both real-life and sim-racing teams their cars. My biggest achievement was winning the 2017 McLaren Spa 24 Hours art contest. The livery was applied on the **McLaren** 650S GT3 factory entry for this endurance classic.

RALLYCROSS

2021-2022: Debut in Rallycross. 3 events with a standard BMW 325i.

2023: Acquired VW Polo Maxi. 3 podiums in 3 events in DutchRX.

2024: First full rallycross season. **DutchRX Vice-Champion**. 🏆
Best placed FWD and Dutch driver.
FC2 & Lite test in Sweden with former World Champions Olsbergs MSE.

2025: **DutchRX Champion!** 5 victories in a row!!!



RON SNOECK RACING

A very experienced rallycross team active for decades already. Competed in multiple classes: Euro2000, Super1600, Supercars and Touring Cars. Won now 15 RX championships, highlighting the 2003 and 2004 European Rallycross titles in Super1600, and Supercars titles in Netherlands and Belgium with their own unique developed Seat Leon Supercar. Their passion truly lies in developing and preparing a car in their workshop in Winterswijk (NL) and trying to squeeze the maximum out of it.



VW POLO MAXI RX

The car is custom build for Rallycross for front wheel drive class under 2L. It is according to FIA safety requirements like rollcage, seatbelts, and more.

Engine - VW 9A 2.0L 16v naturally aspirated engine. 236hp / 220nm. Carries parts from our partners Flatlander Performance and Coated Race Bearings.

Gearbox - 5-speed dogbox from SQS Racing, with VW Motorsport shortshifter.

Bodykit - 15cm widebody based on VW Polo Super 2000 Rally car. Windows are Lexan.

Suspension - Custom and reinforced front and rear, with special Reiger RX dampers.

AMBITIONS

There are multiple interesting routes in the future, if resources are available to do it. As we got now national title, the ambition is to compete international in the future, which could be competing in other national events (Euro Tour), RallyX and/or FIA EuroRX.

NATIONAL



EURO TOUR



RALLY



RallyX social media statistics in appendix

*Facebook: 29k followers
Instagram: 24k followers
YouTube: 19k subscribers*



*Facebook: 1.3m followers
Instagram: 370k followers
YouTube: 277k subscribers*

Ofcourse the bigger the national or international championship, the better the perks are. For example (free) live stream on YouTube, bigger media coverage, bigger social media content, more followers, more fans at the track, bigger impact. Also it is possible to make for example a gymkhana style video for social media.

SOCIAL MEDIA

Below here you can see the numbers of the JVD RX social media channels. Percentages are compared to 2024 season. A total impression of more than 500.000 has been achieved in 2025.

The combination of for example a big national or an European championship (EuroRX3, RallyX) and the JVD RX socials gives a lot of potential, also to go viral.

500.000+ IMPRESSIONS



+43%

FOLLOWERS

1.526

VIEWS

239,6K

REACH

58,5K



+89%

FOLLOWERS

2.112

VIEWS

256,6K

REACH

33.8K



+15%

SUBSCRIBERS

434

VIEWING HOURS

382.7

VIEWS

55.8K

AUDIENCE

The audience for rallycross tends to be a diverse group of motorsport enthusiasts who are attracted to the unique combination of speed, skill, and unpredictable racing conditions that rallycross offers.

1. Motorsport Fans

Rallycross appeals to traditional motorsport fans who enjoy events like Formula 1, MotoGP, and WRC. These fans are often drawn to rallycross for its fast-paced, high-adrenaline races that happen on a mix of dirt and asphalt, which keeps the races dynamic and visually engaging.

2. Traditional Fans

Rallycross is traditionally a sport in Europe, originally starting in the Scandinavian countries, Netherlands, Belgium, France and Great Britain. The sport has grown and most countries in Europe have a rallycross championship. In America the sport has grown as well.

3. Younger Audience

With events that are typically shorter, intense, and packed with action, rallycross appeals to a younger audience, particularly those aged 18 to 34. A perfect fit for social media.

4. Families and Casual Spectators

Rallycross events often attract families and casual spectators who may not follow motorsport year-round but enjoy the atmosphere, outdoor settings, and spectator-friendly layouts of rallycross tracks. The sport's accessibility and the relative affordability of rallycross events make it suitable for a broader audience.

5. Digital and Streaming Viewers

Rallycross also has a growing fan base online, including viewers who prefer streaming and digital content. Rallycross events are often broadcast live or made available for on-demand viewing. Both RallyX and EuroRX, as well as some national Rallycross series offer free live-stream on for example YouTube.

6. Automotive Enthusiasts

Finally, rallycross attracts car and engineering enthusiasts who enjoy seeing modified and specially engineered RX cars pushed to their limits.



11,8%



88,2%

PORTUGAL

24,1%

BELGIUM

22,2%

NETHERLANDS

20,1%

HUNGARY

12,4%

FRANCE

11,6%

GERMANY

10,4%



14,1%



85,8%

GERMANY

23,5%

BELGIUM

17,4%

NETHERLANDS

15,9%

HUNGARY

6,7%

FRANCE

6,1%

UNITED KINGDOM

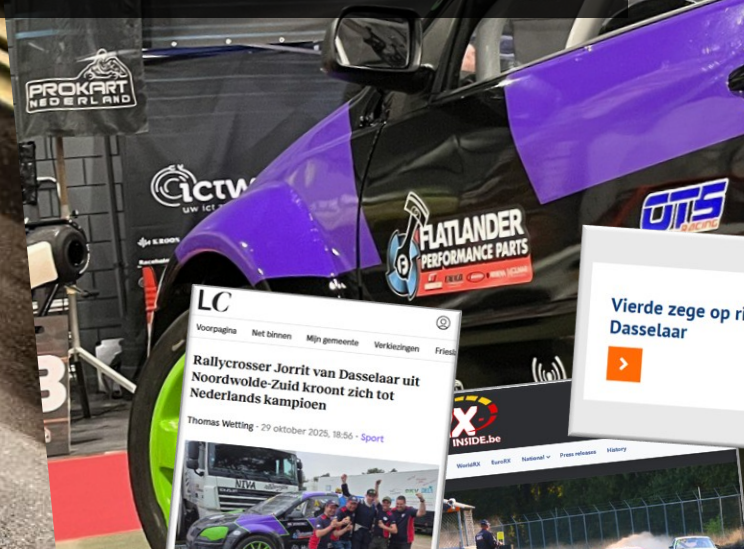
4,1%

OTHER EXPOSURE

Besides the JVD RX social media channels, there has been more exposure that created extra impressions. From visitors at the track, to media, to expositions, etc. For example in 2024 we revealed the fully rebuilt VW Polo and its new livery, together by our partners Flatlander and Eurol. We have been in magazines (KNAF, Turbo, Start84) and in newspapers like the Leeuwarder Courant (70.000 print, 171.000 Saturday print, 400.000 online weekly visitors). But also think about photographers posting photos on their social media, or photos and videos by our media partners or fans, etc.

250.000+ IMPRESSIONS

Other media sources to consider: Photographers, YouTube channels, newspapers, magazines, autosport news websites, colabs with partners, socials of DutchRX / fans / other partners, etc.



3E CONCEPT

For partnerships I use my own created 3E Concept model for marketing. Specifically made for racing and sport. The triangle (strongest shape) connects three E terms: Exposure, Experience, Evolve. Three keywords to make a partnership successful.

Exposure – The traditional way of partnership. To make the brand known more with an audience.

Experience – This is for activation purposes. To be part of a team or driver. Think about a co-drive experience, sample giveaways, ticket giveaways, merchandise, create ways to get clients buy your services or products. Or to give colleagues a great day or generate business.

Evolve – To make your company grow with network possibilities or services. Review and build websites, create content, product videos, colabs and more.

There is usually a connection between them, though one company prefers certain aspect(s) more than the other. Let us know how we can help with your 3E.



SPONSORSHIP BENEFITS

Brand exposure

- Online with live streaming of events.
- Online with social media coverage.
- Media coverage through website, magazines and more.
- At events and car shows.
- Live at the racetrack.

Association with

- High Energy and Adrenaline sports.
- A sport with advanced racing cars.
- High technical skilled teams with development and engineering.
- The potential to race with 100% fossil-free fuel.

Direct engagement with fans/audience

- Through social media.
- At event with meet-and-greet, hero cards, and open paddock.
- Accessible events for young and old, families, friends, ...

Unique opportunities

- To experience a thrilling ride as co-driver.
- Specific race-day branding.
- Hospitality, B2B and networking possibilities.

Global market

- Unique opportunity for your brand to be active in Europe.
- To expand further to also America.
- And possibility to grow a superstar and your brand globally.



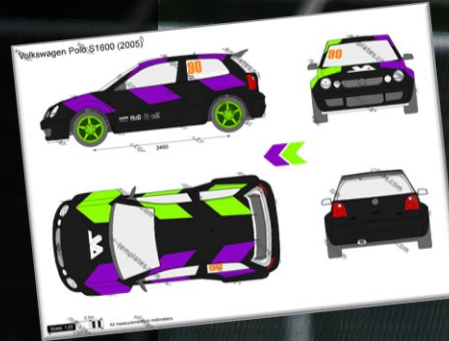
TANGIBLE ASSETS

Assets

- Logo on race vehicle
- Livery colors and design on the race vehicle
- Logo visible during transport to/from events
- Logo on driver's race clothing
- Logo on driver's helmet
- Logo on driver's cap
- Logo on driver's normal clothing
- Logo on driver's website
- Logo visible on social media
- Logo on crew uniforms
- Logo on poster / hero card
- Mention in posts or press releases
- Logo visible through other partners/sponsors
- Logo in onboard camera footage
- Logo in TV / Streaming footage
- Tickets for events
- Hospitality
- Experiences, (co-)drive possibilities
- Personal appearances of driver/car at company events
- Hand-out of goodies/cards/etc. at events
- ...

What to consider

- Size of logo. A bigger logo will give a more quality reach.
- Placement of logo on car or clothing. Certain areas will give a higher quality/quantity reach.





INTANGIBLE ASSETS

Assets

- Reputation of team and driver
- Long-time experience of team in RX
- Fan loyalty to team and sport
- Awareness and level of a racing series
- Opportunity to network / create B2B and B2C
- Determination and drive by team and driver

Values and principles of the team and driver

- Transparent
- Competitive
- Creative
- Integrity
- Adaptability
- Efficient
- Effective

CASE STUDIES



Eurol has been partner of the Ron Snoeck Racing team for over 20 years. The successful partnership that brought European Rallycross titles and championship wins in the Supercar class, while using the high-quality lubricants from Eurol in action.



Flatlander Performance Parts is a long-standing partner of the team, for over a decade. It has been the supplier of engine parts for multiple cars including Seat Leon Supercar, Volvo C30 Touring Car and the current VW Polo Maxi.



Coated Race Bearings started in 2023. They supply engine bearings with special coatings. This gives extra performances and saves the engine in extreme conditions and lowers the maintenance costs. For CRB I have reviewed recently their website and there has been colabs with social media.



OTS Racing is like Eurol and Flatlander a long-time partner of Ron Snoeck Racing. It has engineered and supplied parts for multiple cars of the team. For example the front wishbones and rear axle of the VW Polo are from OTS. I also supplied digital services for them.

Before I started racing with the Polo in 2023, I not had much to offer yet for partners. Both my media attendance and my track record was almost nothing after 2022. Therefore I delivered some digital services instead. For Wezoo and lenPM I developed websites, for Kormee an impressionvideo about their nanodrill, and for Ploegstra I implemented an app for their core process. In return I received budget to be able to make the step with the VW Polo Maxi.

RETURN ON INVESTMENT - EXAMPLE

For the calculations I make use of examples from Alex Striler, a specialist in sponsorship in the USA and author of the book "Motorsport Marketing and Sponsorships". Based on that I keep in mind the amount of spectators/reach, the size and placement of logos, the quality and quantity, and finally the percentage of spectators or reach that will notice it. This is an careful example for the VW Polo in RallyX for a medium to large sponsorship.

LOGO ON RACECAR

Towards 10.000 visitors or more will visit an event in RallyX. Tracks in the sport are visitor friendly and compact, and therefore the value is decent.
4 events x 7.500 spectators x 75% will see the car x €0,25 = € 5.625

LOGO IN DIRECT MEDIA

Think about team/driver social media, photographers, expositions, magazines and more. In 2025, competing in DutchRX, this was 750.000.
750.000 views x 25% quality reach x €0,05 = € 9.375

LOGO TV OR LIVE STREAM

Around 50.000 views a day for RallyX live stream. Limited cars on track, means high potential. YouTube adverts starts at €0,05 a view.
4 events x 2 days x 3 races x 50.000 views x 25% quality x €0,05 = € 15.000

OTHER TANGIBLE OPTIONS

Not calculated, but options are logo in onboard footage, suits, helmet, cap, website, team clothing, hero-cards/posters, transport-views, personal appearances. For now set on: € 2.500

EXPERIENCE

Unique experience for your clients / colleagues to enjoy the thrill in the co-driver seat. Day can be exclusive or shared with other sponsors. Value is set on 500 euro a person. A shared day with 3 persons = € 1.500.

ESTIMATED TANGIBLE VALUE

The tangible assets calculated together to have an estimated value.

Logo on racecar	€ 5.625,-
Logo in direct media	€ 9.375,-
Logo TV or Live Stream	€ 15.000,-
Other	€ 2.500,-
Experience	€ 1.500,-
TOTAL TANGIBLE VALUE	€ 34.000,-

RETURN ON INVESTMENT - EXAMPLE

We continue with the ROI with the calculation with the intangible assets. These assets are difficult to quantify. Alex Striler describes them as qualitative and emotional. Per intangible a percentage will be calculated based on the tangible value. As base value we use the tangible value, without the experience and other tangible assets. That makes a value of €22.625,-.

DRIVER AND TEAM

As a driver I am quite new. The team however is already a long-time competitor in rallycross with multiple titles national and international. Therefore, the percentage is set on 15%. $15\% \text{ of } €34.000 = € 5.100$

FAN LOYALTY

Rallycross fans, and motorsport fans in general, are very loyal fans. Fans tend to buy from brands that support the series, teams and drivers. Therefore, the percentage is set on 20%. $20\% \text{ of } €34.000 = € 6.800$

AWERENESS, STRENGTH AND VIABILITY OF SERIES

RallyX is an established rallycross series. Although it is growing rapid, it works hard on getting better every day. It has a high level of competition and engineering. Therefore, set on 10%. $10\% \text{ of } €34.000 = € 3.400$

OTHER TANGIBLE OPTIONS

These can be differentiation (f.e. livery), opportunity to network and generate B2B, the determination and drive of the team and driver. This can add more value, but for the example we not add extra.

ESTIMATED INTANGIBLE VALUE

The tangible assets calculated together to have an estimated value.

Driver and Team	€ 5.100,-
Fan loyalty	€ 6.800,-
Series	€ 3.400,-
Other	€ 0,-
TOTAL INTANGIBLE VALUE	€ 9.049,-

TOTAL POSSIBLE SPONSORSHIP VALUE

Both total assets values calculated together to have an estimated value.

Tangible value	€ 34.000,-
Intangible value	€ 15.300,-
EST. TOTAL VALUE	€ 49.300,-

An investment from 10.000 euro could bring a potential 4.9:1 ROI ratio. What important is with this value is relevancy. While Alex Striler sees this as an intangible value, and result in a higher total value, I see this as a percentage of the total possible value. An international brand would keep the 100% of the estimated total value for RallyX, but a national brand might be more towards 50-75% in the same case. It can also be done more precise when calculating the relevancy per (in)tangible.

NEXT STEP

CONTACT

Let's call by phone and/or set-up a meeting for further information, to discuss the partnership and possibilities in more detail.

DETAILS

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APPENDIX

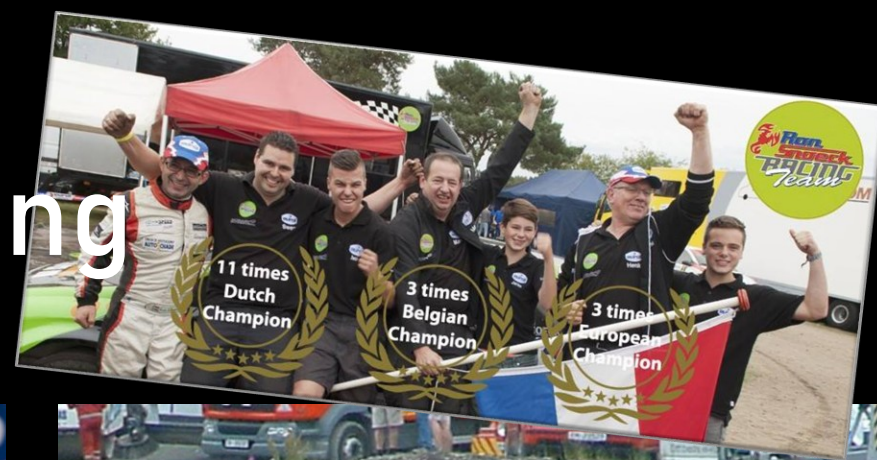
Appendix – Partners



Appendix – Media Partners



Appendix – Ron Snoeck Racing



Appendix – Drone footage



Appendix – Onboard Footage



Appendix – Helmet POV Camera



Appendix – 2026 Calendars*

RALLY X

NEW MAYENNE, FRANCE
11-12 APRIL

VALKENSWAARD, NETHERLANDS
25-26 APRIL

NEW HONKAJOKI, FINLAND
23-24 MAY

NEW ELDOORA, USA
27-28 JUNE

CRANDON, USA
20-21 JUNE

NYSUM, DENMARK
1-2 AUGUST

NEW CRANDON, USA
5-6 SEPTEMBER

ESTERING, GERMANY
8-9 AUGUST

NEW GRAND PRIX DE TROIS-RIVIERES
CANADA
22-23 AUGUST

NEW MONTALEGRE, PORTUGAL
RALLY X GLOBAL FINAL
24-25 OCTOBER

**RALLYCROSS OB
VERSENYNAPTÁR
2025**

HUN	NYIRÁD	Márc. 15-16
HUN	MÁRIAPÓCS	Ápr. 19-20
HUN	FUGLAU	Máj. 24-25
HUN	MÁRIAPÓCS	Aug. 9-10
HUN	GREINBACH	Aug. 23-24
HUN	NYIRÁD	Szept. 20-21
HUN	SLOVAKIA RING	Okt. 18-19

CEZ CEZ NIGHT

BRX

1.	MAASMECHELEN - DUIVELSBERG	07/04/2026
2.	ARENDONK - GLOSSO CIRCUIT	18/04/2026
3.	ARENDONK - GLOSSO CIRCUIT	06/07/2026
4.	VALKENSWAARD - EUROCIRCUIT	20/07/2026
5.	MAASMECHELEN - DUIVELSBERG	26/07/2026
6.	ARENDONK - GLOSSO CIRCUIT	13/08/2026
7.	MAASMECHELEN - DUIVELSBERG	26/09/2026
8.	MAASMECHELEN - DUIVELSBERG	03/10/2026
9.	METTET - CIRCUIT JULES TACHENY	07/08/2026

RACING ACTION

RX FIA EURO RALLYCROSS CHAMPIONSHIP

2025 CALENDAR

MAY-1 JUN EURO RX OF PORTUGAL LOUSADA

JUL EURO RX OF SWEDEN HÖLES

10 JUL EURO RX OF HUNGARY NYIRÁD

AUG EURO RX OF FINLAND KYMRING

SEP EURO RX OF TÜRKIYE

PROJET CALENDRIER 2026

#01	LESSAY - MANCHE	2-3 MAI
#02	FALEYRAS	16-17 MAI
#03	CHÂTEAUXROUX	20-21 JUIN
#04	TOURAINÉ	11-12 JUILLET
#05	KERLABO	25-26 JUILLET
#06	LOHÉAC	28-30 AOÛT
#07	MAYENNE	18-20 SEPT.
#08	DREUX	10-11 OCTOBRE

*Ce projet de calendrier est publié sous réserve de validation par la Commission des Ligues de la FFSA.

DRX powered by ADAC

- » LAUF 1&2
18.-19.4. ESTERING
BUXTEHUDE
- » LAUF 3&4
23.-24.5. GRÜNDAUTALRING
GRÜNDAU
- » LAUF 5
20.-21.6. EUROCIRCUIT
VALKENSWAARD (NL)
- » LAUF 6
22.-23.8. EWALD-PAULI-RING
SCHLÜCHTERN
- » LAUF 7&8
10.-11.10. MOTORSPORT ARENA OSCHERSLEBEN
OSCHERSLEBEN

KALENDER 2026

R1	28	EUROCIRCUIT		
	MRT	VALKENSWAARD (NL)		
R2	09	EUROCIRCUIT		NK
	MEI	VALKENSWAARD (NL)		
R3	6-7	GLOSSOCIRCUIT		NK
	JUN	ARENDONK (BE)		
R4	20-21	EUROCIRCUIT		NK BRX
	JUN	VALKENSWAARD (NL)		
R5	29-30	EUROCIRCUIT		NK BRX DRX
	AUG	VALKENSWAARD (NL)		
R6	26-27	DUIVELSBERG		NK
	SEP	MAASMECHELEN (BE)		
R7	10	EUROCIRCUIT		NK BRX
	OKT	VALKENSWAARD (NL)		

KNAP

WWW.NRV.CLUB

Appendix – RallyX Social Media numbers




Appendix – RallyX Leagues & Classes

BEYOND LIMITS, BEYOND BORDERS

RALLYX CARS CHART 2026

	FC1	FC2	FC4/SCL	OPEN 4WD	OPEN RWD	OPEN FWD	CC	CCJ	GUEST CLASS
RALLYX - NORTH	✗	✓	✓	✓	✓	✓	✓	✓	✗
RALLYX - SOUTH	✗	✓	✓	✓	✓	✓	✓	✓	✗
RALLYX AMERICAS	✓	✓	✗	✗	✓	✓	✓	✓	✓
RALLYX GLOBAL	✓	✓	✓	✓	✓	✓	✓	✓	✗

FC1 OPEN 4WD FC2 FC4 / SCL OPEN RWD OPEN FWD CROSSCAR CROSSCAR JUNIOR



Appendix – RallyX Overview



Service VILLAGE

The Service Village is designed to provide all the essential accommodations for teams, partners and fans, creating a convenient and vibrant hub. It will feature logistics, mediacenter, VIP area, dedicated spaces for fan engagement and more. This all-in-one setup ensures a seamless and enjoyable experience for everyone involved.





GLOBAL LOGISTICS



RACECAR LEASING



FC SPARE PARTS



FOSSIL FREE FUEL



EV POWER/SUPPLY



TEAM REGISTRATION



TIRES



BIZHUB



VIP



MEDIACENTER



TV STUDIO



PARTNER ACTIVATION



MERCHANDISE



CATERING



RALLY BIZHUB

RallyX Bizhub - The ultimate business hotspot at every RallyX event.

RallyX BizHub is designed for companies that want to combine world-class motorsport with powerful networking and brand visibility. Here, partners and guests can meet, collaborate, and create new opportunities right in the heart of the action.

Inside the BizHub, you can host business meetings, present your company on dedicated screens, invite guests, and enjoy exclusive marketing rights within the area. A shared chat group connects all BizHub members, making it easy to communicate, network, and stay updated throughout the season.

RallyX BizHub is more than a space – it's your gateway to new partnerships, increased exposure, and a stronger presence in the RallyX community.



CONNECT. SHOWCASE. GROW.



BEYOND LIMITS. BEYOND BORDERS

BEYOND LIMITS. BEYOND BORDERS

Appendix – RallyX Epic Drone Footage



Appendix – Test Sweden Olsbergs MSE



Appendix – Start84 article



Appendix – Racing Expo Leeuwarden

