

SPONSORSHIP OPPORTUNITY – JORRIT VAN DASSELAAR



Dear reader,

My name is Jorrit and I am from Friesland in the Netherlands. After a long journey with go-karting, sim-racing, livery design and many other things, I decided some years ago to follow my dream to compete in Rallycross. To not make the challenge any easier for myself, I started with a few RX events during the Covid pandemic with a rental BMW. This first taste was to check if the sport was what I expected. That went more than well, so a next chap in the chapter unfolded.

In early 2023 the current VW Polo Maxi was acquired. The car is being prepared and run by the experienced Ron Snoeck Racing team. While learning, immediately podiums were taken during my first part-time season with the car in 2023. In 2024 the full Dutch national rallycross championship was on the agenda. And while being still a rookie and relative very inexperienced compared to my competitors, I managed to become immediately vice-champion, beste front-wheel drive car, and best placed Dutch driver. And as a bonus I managed to get a test in Sweden with former World Rallycross champions Olsbergs MSE.

The next chapter is on the horizon, and with that a shift from national to international. The focus is on the RallyX European championship as that gives a new challenge. Also important is that RallyX offers the best package for partners, teams and drivers with things like free live-streams and a big social media reach. As it stands now, the idea is to continue with the current car in the OpenFWD (front-wheel-drive) class, while there are also options available to climb the ladder and enter the top classes Supercars or Supercar Lite. National events in for example Netherlands, Belgium and Germany are also possible.

Next to achieving the maximum possible, to inspire people to follow their dreams is for me important, as well to take my followers with me and my journey. With my socials I try to be open, helpful and transparent about what happens off and on track.

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. I became club champion and next to it I competed on national level.

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 I designed liveries for racing 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 the Belgian 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.



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.

RALLY



RallyX is THE leading international rallycross championship. Their roots are from Scandinavia, but with their experience and innovative approach they expand fast globally in Europe and America.

- Free Live Stream on YouTube.
- Fast growing social media package worldwide.
- New RallyX-TV platform (comparable with F1-TV, but more innovative and interactive).
- Was first racing series with amazing live drone footage.
- Possible for teams/drivers to grow and become stars.



[WATCH RALLYX PLANS FOR 2025](#)



ROADMAP

It is always good to give an idea how the future in the coming years can look like. The roadmap has three phases. Ambition is growing and climbing the ladder more internationally. RallyX is an option, as it gives that as it offers great possibilities and value. Next to competition also other great stuff can be planned, for example creating Gymkhana videos or giving rallycross demonstration runs. If a partner wants to step up immediately to FC2, then that is of course possible.

🌱 FOSSIL-FREE FUEL POSSIBLE 🌱



📹 RACING VLOG

1. Going national and international with the VW Polo Maxi. Grow more both on-track and off-track

🌱 100% FOSSIL-FREE FUEL USED 🌱



📹 TEST SWEDEN

2. Making the step towards 4x4 racing in RallyX. This can be the Lite (which can be transformed to FC2). Polo f.e. used national or for partners.

🌱 100% FOSSIL-FREE FUEL USED 🌱



📹 TEST SWEDEN

3. Upgrade or switch to FC2 (or Supercars). Car can be used globally in RallyX. Perfect car also for Gymkhana videos and demo runs.



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.

RON SNOECK RACING

A very experienced rallycross team active for decades already. Competed in multiple classes: Euro2000, Super1600, Supercars and Touring Cars. Won 14 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.



SOCIAL MEDIA

On the right you can see the numbers of the JVD RX social media. Percentages are compared to 2023 season. A total reach/views of more than 120.000 has been achieved in 2024.

The social media score statistics of RallyX can be found in the appendix. The combination of the RallyX and the JVD RX socials gives a lot of potential.



+104%

FOLLOWERS

1.068

+133%

PAGE VISITS

8.2K

+135%

REACH

86.7K



+317%

FOLLOWERS

1.108

+269%

PAGE VISITS

4.0K

+112%

REACH

23.2K



+23%

SUBSCRIBERS

375

+126%

VIEWING HOURS

441.8

+140%

VIEWS

55.8K

OTHER EXPOSURE

Besides the JVD RX social media, there has been more media exposure that created extra reach/views. The VW Polo its new livery was revealed, by partners Eurol and Flatlander, at the Racing Expo Leeuwarden (20.000 visitors). In July 2024 there was a four-page article featured in the Start84 magazine, one of the biggest autosport magazines in the Netherlands. Recently there was a big article in the Saturday edition of the Leeuwarder Courant (average 171.000 readers).

400.000+ TOTAL IMPRESSIONS

Other media sources to consider: Photographers, YouTube channels, newspapers, magazines (f.e. KNAF, Turbo), autosport news websites, socials of DutchRX / fans / other partners, etc.



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. RallyX offer free live-stream on YouTube and starts a new interactive RallyX-TV platform.

6. Automotive Enthusiasts

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

3E CONCEPT

For partnerships I use my own created 3E Concept model. It is a triangle shaped concept that 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 under an audience.

Experience – This is for activation purposes. Think about a co-drive experience, ticket giveaways, 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 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.



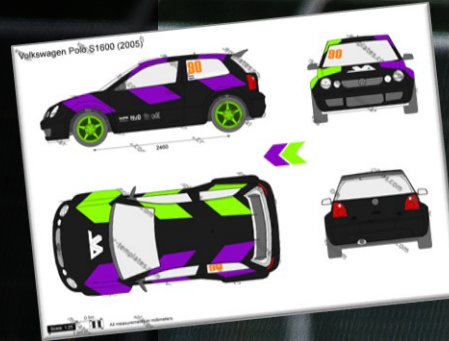
TANGIBLE ASSETS

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
- 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. The example is about 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 driver's social media, photographers, expositions, magazines and more. In 2024, competing in DutchRX, this was a reach of 400.000.
400.000 views x 25% quality reach x €0,05 = € 5.000

LOGO TV OR LIVE STREAM

Around 40.000 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 40.000 views x 25% quality x €0,05 = € 12.000

OTHER TANGIBLE OPTIONS

Not calculated, but options are logo in onboard footage, suits, helmet, cap, website, team clothing, hero-cards/posters, transport, 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 350 euro a person. A shared day with 3 persons = € 1.050.

ESTIMATED TANGIBLE VALUE

The tangible assets calculated together to have an estimated value.

Logo on racecar	€ 5.625,-
Logo in direct media	€ 5.000,-
Logo TV or Live Stream	€ 12.000,-
Other	€ 2.500,-
Experience	€ 1.050,-
TOTAL TANGIBLE VALUE	€ 26.175,-

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 10%. $10\% \text{ of } €22.625 = € 2.262$

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%. $20\% \text{ of } €22.625 = € 4.525$

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%. $10\% \text{ of } €22.625 = € 2.262$

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	€ 2.262,-
Fan loyalty	€ 4.525,-
Series	€ 2.262,-
Other	€ 0,-
TOTAL INTANGIBLE VALUE	€ 9.049,-

TOTAL POSSIBLE SPONSORSHIP VALUE

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

Tangible value	€ 26.175,-
Intangible value	€ 9.049,-
EST. TOTAL VALUE	€ 35.224,-

An investment from 10.000 euro could bring a potential 3.5:1 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

Jorrit van Dasselaar

jorritvdasselaar@gmail.com

+31 6 28332265

www.jorritvandasselaar.com



APPENDIX

Appendix – Partners 2024



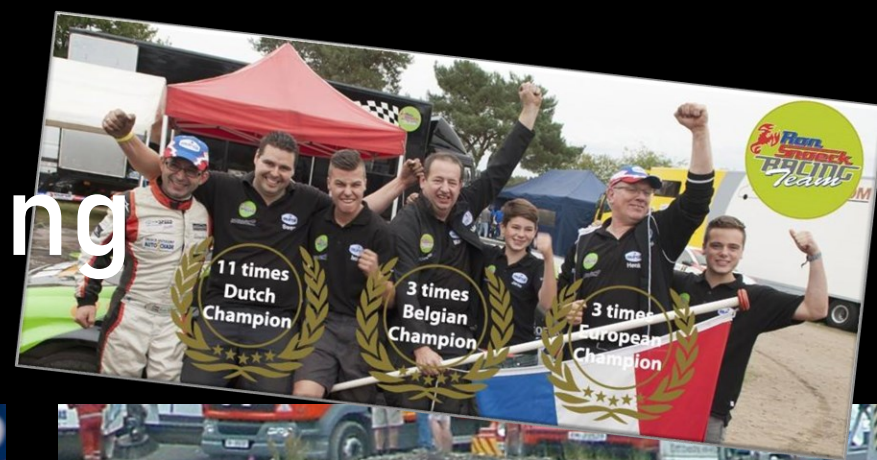
CLUB VAN 50



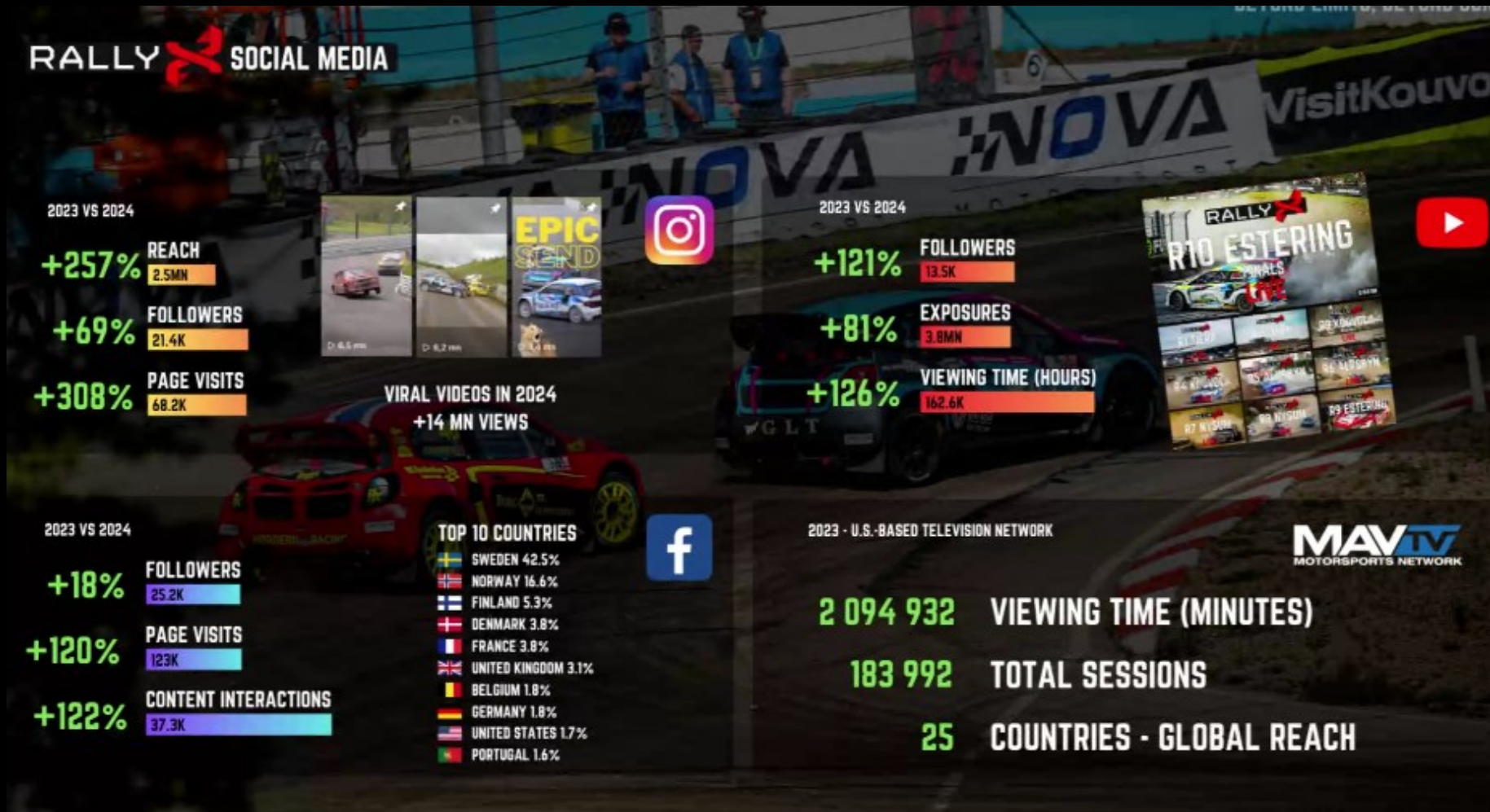
Appendix – Media Partners



Appendix – Ron Snoeck Racing



Appendix – RallyX Social Media Statistics



Appendix – RallyX Euro South

BEYOND LIMITS, BEYOND BORDERS

RALLYX EURO LEAGUE SOUTH

MONTALEGRE, PORTUGAL
29-30 MARCH

ROUND 1-2 SOUTH

TBC
5-6 APRIL

ROUND 3-4 SOUTH

HOLLAND, VALKENSWAARD
26-27 APRIL

ROUND 5-6 SOUTH

GERMANY, BUXTEHUDE
9-10 AUGUST

ROUND 5-6 SOUTH
EURO LEAGUE FINAL

Appendix – RallyX Euro (North & South)

RALLYX EURO LEAGUE

BEYOND LIMITS, BEYOND BORDERS



RALLYX EURO LEAGUE CHAMPION - POINTS FROM SELECTED WEEKENDS SOUTH AND NORTH + FINAL, GERMANY

Appendix – RallyX Leagues & Classes

RALLYX LEAGUES/CARS CHART

	FC1	FC2	FC3	FC4/SCL	OPEN 4WD	OPEN RWD	OPEN FWD	CC	CCJ	GUEST CLASS
RALLYX EURO - NORTH	✗	✓	✗	✓	✓	✓	✗	✓	✓	✗
RALLYX EURO - SOUTH	✗	✓	✗	✓	✓	✓	✓	✓	✓	✗
RALLYX EURO LEAGUE	✗	✓	✗	✓	✓	✓	✗	✓	✓	✗
RALLYX AMERICAS LEAGUE	✓	✓	✓	✗	✗	✓	✗	✓	✓	✓
RALLYX GLOBAL LEAGUE	✓	✓	✓	✗	✗	✗	✗	✗	✗	✓

FC1



FC2



FC3



FC4 / SCL



OPEN 4WD



OPEN RWD



OPEN FWD



CROSSCAR



CROSSCAR JUNIOR



Appendix – RallyX Epic Drone Footage



Appendix – Onboard Footage



Appendix – Helmet POV Camera



Appendix – Test Sweden Olsbergs MSE



Appendix – Start84 article



Appendix – Racing Expo Leeuwarden

