

SPONSORSHIP OFFER 2026

GR GRZEGORZ
ROŻAŁSKI

2026
EUROPEAN MASTERS
SEASON



WHO ARE WE?

Meet the team that went from the Polish Championships to the European Champion title in just two years.



DRIVER

- 2025 FIA EHC European Hill Climb Champion (Category 1, Group 1).
- 2024 GSMP Polish Champion, previously national vice-champion - hill climb specialist.
- Competes in a Mitsubishi Lancer Evo 9 built to hill climb racing specification.

SUPPORT TEAM

- An experienced technical team with a full European season under their belt.
- Data-driven approach: mapped routes, telemetry, thorough preparation instead of driving "by memory".
- Process-based project organization: planning, budgets, and accountability for results.

2026 EUROPEAN MASTERS SEASON

The 2026 season is not about a full calendar of races, but a conscious choice of a few of the strongest events – where the media, brand image, and business value for brands truly grow.

WE BUILD THE PROJECT IN STAGES:

1. MEDIA AND CREDIBILITY

Structured communication following the European Champion title, presence in key media, and strengthening the project's media positioning.

2. PARTNER SELECTION

Selection of the Main Partner and selected Strategic Partners, with whom we jointly design activities tailored to specific company goals.

3. SCALING COMMUNICATION

Expansion of campaigns and activations (B2B, B2C, HR) around the season: key EHC rounds, Masters – Sardinia, and the year-end summary.



EUROPEAN MASTERS SEASON 2026

Selected rounds and events with the highest sporting, media, and brand value.



ECCE HOMO ŠTERNBERK (CZECH REPUBLIC)

One of the oldest hill climb races in Europe. A combination of history, excellent organization, and strong visibility in industry media.



LIMANOWA (POLAND)

Racing in front of a home crowd, with strong support from local fans and national media. The best moment to showcase a partner "at home" – with high PR potential and activation opportunities for clients and employees.



SAINT-URSANNE - LES RANGIERS (SWITZERLAND)

A fast, demanding track surrounded by Swiss precision and a high standard of organization. A natural context for brands that want to communicate precision, quality, and reliability.



SPECIAL EVENT:

SAINT-URSANNE - LES RANGIERS (SZWAJCARIA)

Elite competition organized once every four years, featuring the best drivers from recent seasons. An "invite-only" format, analogous to the Masters in golf – prestige, selection, quality over mass reach.



HILL CLIMB MASTERS 2026

Elite FIA event for the top hill climb drivers.

ELITE FIA EVENT FOR THE TOP HILL CLIMB DRIVERS.

- An FIA event that gathers top hill climb drivers from all over Europe – champions and the frontrunners of national and international classifications.
- "Masters" format: one event, one list of the very best – the hill climb equivalent of an "All-Star Game"

WHY IS THIS EVENT UNIQUE?

- Only drivers with actual titles compete – participation alone builds status.
- The condensed attention of the entire motorsport community and media in one place.
- No random teams or partners – high visibility for every brand.

HOW CAN THIS BE USED IN PRACTICE?

- Invitations for key clients / partners for a trip to Sardinia.
- Video coverage, photo materials, and short formats for social media featuring the brand.
- A strong signal that "we are playing in the Champions League", ideal for brands focusing on quality and ambition.



WHAT DOES THE SPONSOR RECEIVE? **EXACTLY**

A whole season of storytelling.

ACCESS TO THE DRIVER AND THE TEAM

Interviews, expert commentary, presence in editorial materials, and the partner's own custom formats.

READY-TO-USE PHOTO / VIDEO MATERIALS FROM THE SEASON

Professional photos, onboard footage, behind-the-scenes, short social media formats – easy to use in media and brand communication.

SEASON-LONG CONTINUITY, NOT A "ONE-OFF"

Stories from preparations, key rounds, the Masters, year-end summary – multiple natural hooks for editorial teams and PR.

OPPORTUNITY TO CO-CREATE FORMATS

Content series, video cycles, thematic publications – a project open to joint concepts with media and partners.



A CONCRETE SET OF MARKETING AND BUSINESS TOOLS

..which can be immediately integrated into the brand's annual plans.



COOPERATION MODEL

Limited number of partners, clear roles, alignment with company goals.

1. MAIN PARTNER

The highest level of cooperation – one brand at the forefront of the project.

- Maximum exposure on the car, race suit, helmet, and digital assets.
- Service area branding (Sponsor's technical tent, banner/2 flags).
- Jointly defining the program name (e.g., "SPONSOR – European Masters Season").
- Priority rights to the driver's and car's image in ATL/BTL campaigns.
- Extensive hospitality package (selected races, events, internal corporate events).
- Co-designing key B2C/B2B/HR activations according to the Sponsor's objectives.



WE TREAT EVERY LEVEL AS A STARTING POINT

We will jointly tailor the scope of benefits and investment so that the sponsorship effectively delivers on your business goals.



COOPERATION MODEL

Limited number of partners, clear roles, alignment with company goals.

2. STRATEGIC PARTNERS

Strong presence alongside the project for 2-3 brands, with ample room for activations.

- Visible exposure on the car, race suit, helmet, and in the team's digital materials.
- Service area branding (banner/2 flags).
- Access to content and the right to use it in brand communication (online).
- Opportunity for joint promotional campaigns around selected races and events.



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COOPERATION MODEL

Limited number of partners, clear roles, alignment with company goals.

3. SUPPORTING / MEDIA PARTNERS

- Smaller but well-positioned exposure (e.g., elements of the car / team infrastructure).
- Association with a specific aspect of the project (technology, safety, etc.).
- Opportunity to leverage project participation in industry communication and EB (Employer Branding).

4. PARTNER

- Smaller but well-positioned exposure (e.g., elements of the car).
- Opportunity to leverage project participation in industry communication and EB.



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WHY DOES THIS PROJECT DELIVER FOR COMPANIES?

A sporting result plus a format that can be effectively integrated into business.

AUTHENTIC RESULT-DRIVEN STORYTELLING

European Champion, Hill Climb Masters, and selected EHC rounds provide a ready-made story with a solid foundation, not just a "pretty creation from a stock photo library".

PRESTIGIOUS, SAFE CONTEXT FOR THE BRAND

Top-level motorsport, free of controversial topics – simple associations: courage, precision, responsibility.

A TOOL FOR SALES AND HR SUPPORT

Sales competitions, partner programs, trips, meetings, and workshops with the driver – a single project benefits marketing, sales, and HR departments alike.

STATUS AND B2B RELATIONSHIP BUILDING

Attendance at the most prestigious races in Europe is a natural pretext for conversations with key clients and partners – in an environment that inherently elevates the prestige of the meeting.



THE PROJECT DOES NOT JUST "SHOW A LOGO"
...but delivers concrete tools to work on brand image, sales, and team engagement.



WHY NOW?

A momentum that cannot be repeated in this exact configuration.

REIGNING EUROPEAN CHAMPION, "BEST PERFORMANCE 2025"

The title is fresh – this is when the story works hardest, the media is open, and the project has natural momentum.

A SEASON BASED ON PREMIUM EVENTS

Selected FIA EHC rounds, FIA Hill Climb Masters – fewer races, but carrying greater sporting and brand weight.

LIMITED NUMBER OF PARTNERS

One brand as the Main Partner and a few carefully selected partners. No "wall of logos", distinct visibility for each brand.

PROJECT READY TO INTEGRATE INTO ANNUAL PLANS

Clear season structure, calendar, cooperation format, and tools for marketing, sales, and HR – allowing for realistic action planning for 2026.



THIS IS NOT A MASS MARKET OFFER

This is an invitation to co-create a project built on results, prestige, and responsibility.



GR GRZEGORZ
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WE INVITE YOU
TO COOPERATE

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