

PITCH DECK

EXPERIENTIAL MARKETING THAT MOVES

DriftX

PROJECT MENTOR: SHIVANI SHARMA
UID: 29443



WE TURN PASSIVE EVENT AUDIENCES INTO ACTIVE BRAND AMBASSADORS THROUGH HIGH-ENERGY MOBILE GO-KARTING.

ABOUT US

WHO WE ARE:

We are DriftX, a high-energy, experiential go-karting venture. We are a team focused on building ecosystems that integrate technology, marketing, and motorsport.

WHAT WE DO:

We deploy portable go-karting tracks and electric karts at colleges, tech fests, and expos. Our mission is to create thrilling motorsport experiences that double as a powerful platform for brand visibility and youth engagement.

OUR PHILOSOPHY:

We are built on innovation, accessibility, and entertainment, aiming to revolutionize how brands interact with India's youth with every lap.



DriftX

THE **PROBLEM** FOR CUSTOMERS: THE EXPERIENCE IS OUT OF REACH

DriftX



INCONVENIENT ACCESS:

Go-karting is a destination activity. Customers have to visit a specific place, often on the outskirts of the city, just to participate.

HIGH INCIDENTAL COSTS:

Beyond the ticket price, customers have to spend extra time and money just travelling to the track.

REQUIRES DEDICATED PLANNING:

We are built on innovation, accessibility, and entertainment, aiming to
It's not a spontaneous thrill. The need to travel makes it a special, pre-planned event rather than an accessible form of entertainment. The customer has to go to the provider, not the other way around.



THE **PROBLEM** FOR PROVIDERS: A HIGH-COST, STATIONARY MODEL

DriftX



Massive
Capital Outlay



Expensive
Marketing Funnel



Geographically
Locked

MASSIVE CAPITAL OUTLAY:

Go-karting is a destination. Traditional providers have to spend lakhs, even crores, on acquiring land, building tracks, and managing the entire park on activity. Customers have to visit a specific place, often on the outskirts of the city, just to participate.

EXPENSIVE MARKETING FUNNEL:

They must spend heavily on marketing and promotions just to convince people to travel to their fixed location.

GEOGRAPHICALLY LOCKED:

A stationary track can't tap into high-density, temporary events like college festivals or tech expos where the audience is already gathered.



THE **PROBLEM** FOR SPONSORS: A SPONSORSHIP VOID

DriftX



LIMITED, HIGH-COST OPTIONS:

Brands find it difficult to effectively sponsor mobility and motorsport events. They either have to pay enormous sponsorship amounts for major events or get very little return.

INEFFICIENT COLLEGE FEST SPENDING:

Brands pay heavy amounts to sponsor college tech fests, only for their logos to be lost on static backdrops.

POOR ROI:

There's a clear lack of sponsorship opportunities that provide a valid, measurable ROI for cool, youth-focused brands in this space.



3 PROBLEMS

CUSTOMERS

PROVIDERS

DriftX

SPONSORS

1 SOLUTION



WHAT IS *Drift*X

A RACETRACK ON DEMAND

PAST EVENTS



HOW IT WORKS:

DriftX A TURNKEY EXPERIENTIAL PLATFORM

WE DEPLOY:

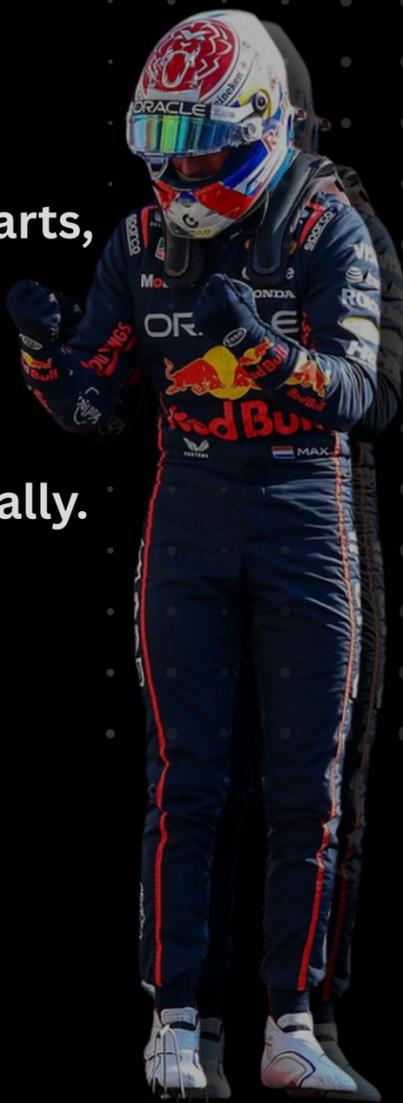
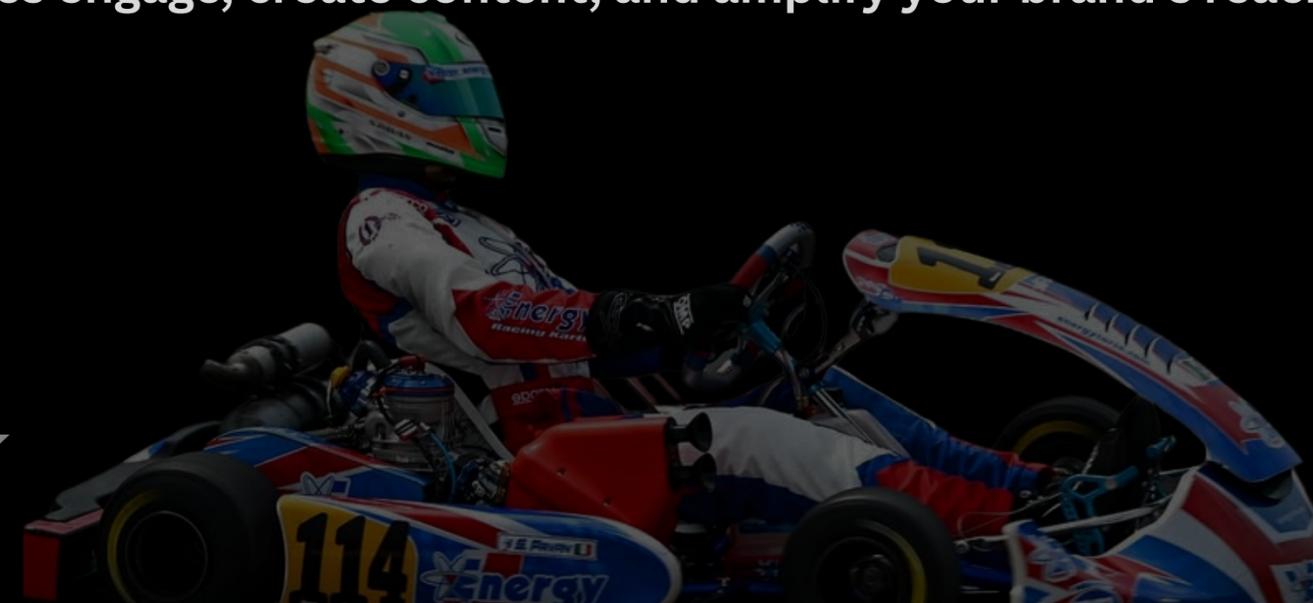
We set up a complete racing ecosystem with high-quality, portable go-karting tracks and electric karts.

YOU INTEGRATE:

Your brand is seamlessly embedded into the core experience via logos on karts, trackside banners, and event flags

THEY SHARE:

Audiences engage, create content, and amplify your brand's reach organically.

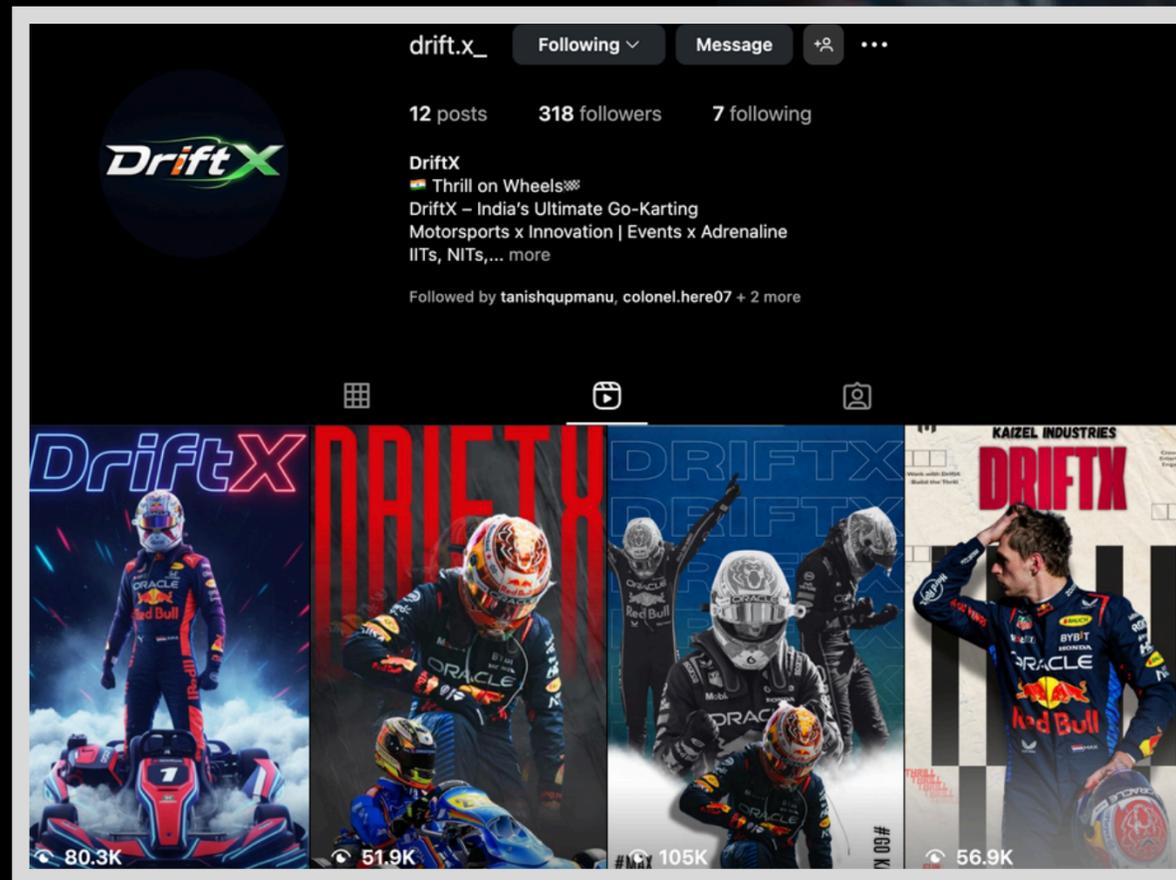


DriftX

OUR TRACK RECORD

- Collaborated with top-tier institutes such as IITs, NITs, and major state universities.
- Attracted over 2,00,000 footfalls across different events.
- Delivered measurable brand impressions, student outreach, and media coverage.

200K+ VIEWS



WHAT WE OFFER

We provide high-quality, portable go-karting tracks and electric karts that can be set up at colleges, universities, and festivals, creating immersive and memorable racing experiences. These are strategically used to enhance brand visibility, youth engagement, and lead generation opportunities for our sponsors.



DriftX

BUSINESS MODEL



EARNING

AVERAGE CUSTOMERS IN AN EVENT: 300

TICKET PRICE: 300₹

TOTAL TICKET SALES IN AN EVENT: 90,000₹

SALES FROM MERCH AND GOODIES: ~30,000₹

SPONSORSHIPS: 50,000₹

GROSS TOTAL EARNING: 1,70,000₹

EXPENSES

FUEL COST: 3000₹

TEAM & VEHICLE LOGISTICS: 20,000₹

UNIVERSITY COMMISSION: 10,000₹

GOODIES RAW MATERIALS: ~10,000₹

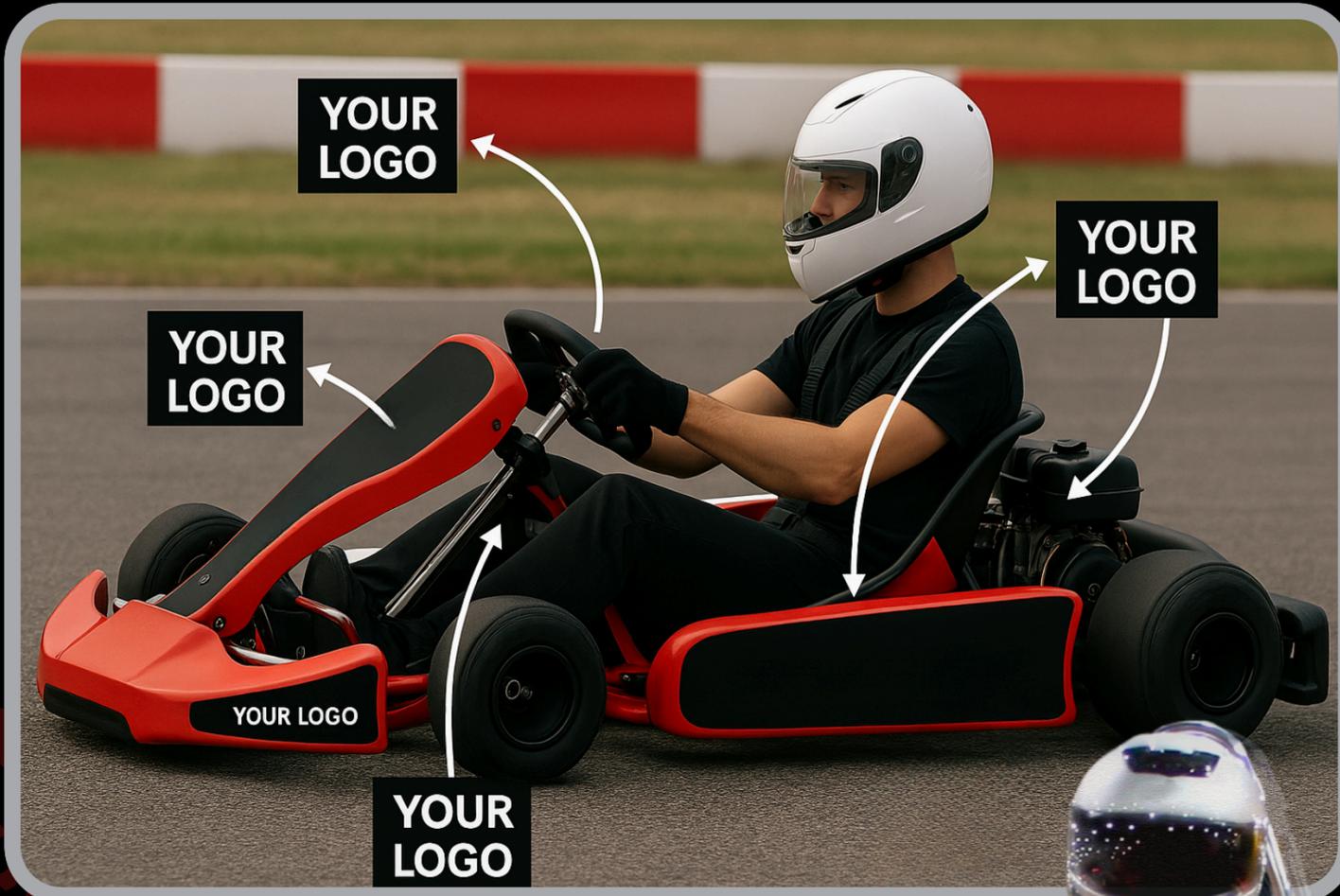
TEAM SALARY: 12,000₹

MISCELLANEOUS: 10,000₹

GROSS EXPENSES: 65,000₹

TOTAL PROFIT EARNED FROM 1 EVENT: 1,05,000₹

Drift X SPONSORSHIP OPPORTUNITIES

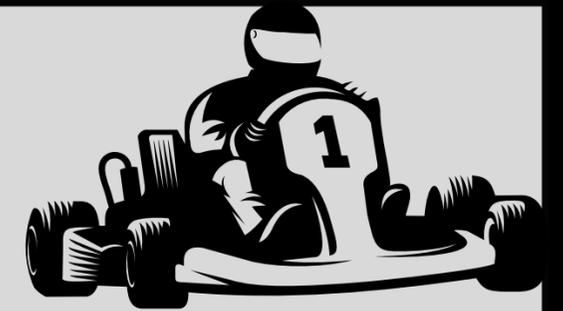


DRIFT X OFFERS DIRECT BRAND VISIBILITY THROUGH:

- Go-Kart Branding: Logos on kart body, front, side, rear
- Trackside Banner Placement
- Helmet Branding (Optional)
- Event Flags and Booth Spaces
- Anchor and Emcee Mentions
- Dedicated Reels and Posts Featuring Brand Name



Drift X SPONSORSHIP TIERS



Tier	Cost per Event	Branding Inclusions
Bronze	₹30,000	Logo go-kart + digital creatives mention
Silver	₹50,000	Logo on 1 go-karts + banner near track + social media tag
Gold	₹80,000	Logo on 2 go-karts + premium banner spots + announcer shoutouts
Title	₹1,50,000	Full co-branding: 3 go-karts, all banners, booth space, giveaways, social media reels

BRONZE SPONSOR



Benefits:

- Logo Placement on Go-Kart Side Panel
- Your brand's logo will be printed and placed on the side panels of our go-karts, ensuring visibility throughout the duration of the event.
- Social Media Mention in Event Story Post
- A shoutout in our Instagram and Facebook event stories, tagged with your official handle, reaching thousands of youth and motorsport enthusiasts.

Ideal For:

Startups and growing brands looking for targeted brand awareness at a budget-friendly rate.

SILVER SPONSOR



Benefits:

- **Includes all Bronze Benefits, plus:**
- **Logo Placement on Event Banners-** Your logo will appear on on-site banners placed at high footfall zones including registration desks and race pit areas.
- **Branded Social Media Post-** One dedicated graphic or carousel post announcing your brand as an official event sponsor with reach-boosted promotion.

Ideal For:

Brands looking for on-ground visibility and online presence among college youth and motorsport lovers.

GOLD SPONSOR



Benefits:

- **Includes all Silver Benefits, plus:**
- **Dedicated Instagram Reel or Short Video-** Professionally edited content showcasing your brand integrated with the Drift X experience, shared across our platforms and tagged.
- **Prominent Logo on Karts & Racing Suits-** Priority logo placement on all go-karts and team uniforms for maximum audience capture and photo/video exposure.

Ideal For:

Established brands looking to align with youth, thrill, and adrenaline-fueled experiences.

TITLE SPONSOR



Benefits:

- **Includes all Gold Benefits, plus:**
- **Verbal Mentions by Emcee-** Your brand will be mentioned during every race heat or key moment by the host/emcee, ensuring direct audience recall.
- **On-Ground Brand Stall-** Showcase your products or services with a mini booth setup at the venue, attracting one-on-one engagement with attendees.

Ideal For:

Companies looking for direct engagement, branding, and lead generation opportunities at high-energy events.

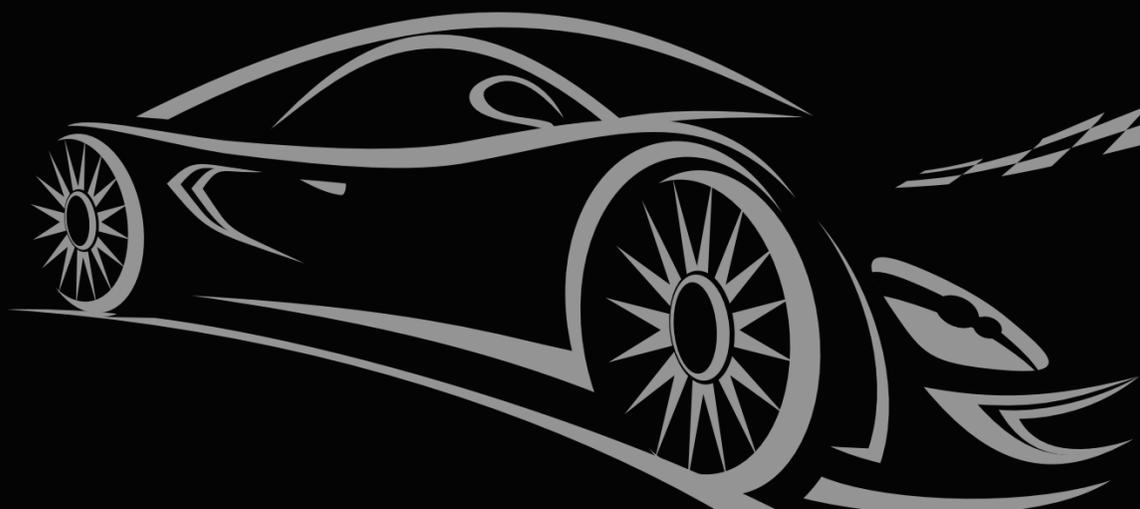
WHY SPONSOR US?



Why DriftX Offers Superior Brand Visibility Compared to Traditional Event Sponsorships

Unlike traditional event sponsorships—where brand logos are often limited to banners, backdrops, or stages that receive minimal attention—DriftX offers immersive and organic brand exposure. Our go-karting experience is designed to be highly engaging for Gen Z, who actively capture and share their experiences through photos, videos, and social media stories. Each ride becomes a personal moment of excitement and self-expression, turning every participant into a content creator and brand ambassador.

As a result, your brand's logo—strategically placed on the go-karts, racing suits, helmets, and track—receives far more visibility and impact, organically reaching thousands through peer-to-peer sharing. This approach creates a dynamic and authentic promotional channel that outperforms traditional sponsorship in both reach and influence.



Branding 20%



Branding 100%

CONTRACT DURATION

- **Short-Term:** 1-month partnership (4-Events)
- **Medium-Term:** 3-month partnership (12-Events)
- **Long-Term:** 6-month / 1-year contract (25-50 Events)
- **Strategic Partnership:** 2 to 3-year contract with co-branding opportunities, joint campaigns, and custom builds



DRIFTX



THANK YOU

DriftX

EMAIL-

office.driftx@gmail.com

PHONE-

+91 9682842872

IT'S MORE FUN WHEN WE DRIFT TOGETHER

