AxeOne

THE MOTORSPORT PARTNERSHIP FIT FRAMEWORK

How brands should evaluate motorsport investment as sponsorship becomes more outcome-driven.

THE PROPERTY IS NOT THE STRATEGY

The business objective comes first.

A motorsport opportunity should be evaluated against a defined business brief, not against a universal ranking of properties.

MOTORSPORT SPONSORSHIP IS CHANGING

MORE CAPITAL

US$2.54bn

Estimated Formula One team sponsorship revenue in 2025.

Source: SponsorUnited, 2025

MORE BUSINESS-LED INVESTMENT

US$769m

Estimated Formula One team sponsorship spend from technology alone in 2025.

Source: SponsorUnited, 2025

MORE EXPECTATIONS

Visibility still matters, but brands increasingly expect commercial, technological and stakeholder outcomes from the same investment.

FROM

Visibility

logo exposure
media value
audience reach
available inventory

→

TO

Business Fit

target audience
market relevance
business ecosystem
activation potential
stakeholder access
measurable outcomes

As sponsorship becomes more sophisticated, property selection has to become more sophisticated too.

AXEONE VIEW

The commercial value of a motorsport property will increasingly depend not only on how many people it can reach, but on what it can unlock for the business.

Source: SponsorUnited, Formula 1 Sponsorship Intelligence Report 2025-26 (30 April 2026)

SAME PROPERTY DIFFERENT BUSINESS VALUE

The framework remains constant.
The priorities change according to the brief.

GLOBAL CONSUMER BRAND

Objective:

International awareness + customer growth

Audience & Customer	VERY HIGH
Geography	HIGH
Business Ecosystem	BRIEF-DEPENDENT
Brand & Culture	VERY HIGH
Rights & Activation	VERY HIGH
Hospitality & Access	BRIEF-DEPENDENT
Measurement	HIGH

B2B TECHNOLOGY COMPANY

Objective:

Commercial growth + product credibility + senior-level relationships

Audience & Customer	HIGH
Geography	BRIEF-DEPENDENT
Business Ecosystem	VERY HIGH
Brand & Culture	HIGH
Rights & Activation	VERY HIGH
Hospitality & Access	VERY HIGH
Measurement	HIGH

Illustrative briefs only. Priorities vary by company, market and objective.

SAME FRAMEWORK. DIFFERENT PRIORITIES. DIFFERENT VALUE.

THE AXEONE PARTNERSHIP FIT FRAMEWORK

GATE 0 - BUSINESS OBJECTIVE

What must the investment change?

Awareness / customer growth / B2B pipeline / market entry / product credibility / stakeholder engagement / talent or employer brand

The objective is not another scored dimension. It is the starting condition against which the opportunity is assessed.

01
AUDIENCE & CUSTOMER FIT
Who does the organisation actually need to influence?

02
GEOGRAPHIC FIT
Does the platform support priority markets?

03
BUSINESS ECOSYSTEM FIT
Who sits around the property?

04
BRAND & CULTURAL FIT
Is the association strategically credible?

05
RIGHTS & ACTIVATION FIT
Can the available rights deliver the objective?

06
HOSPITALITY & ACCESS VALUE
Can the property create meaningful stakeholder interactions?

07
MEASUREMENT POTENTIAL
Can the partnership generate measurable evidence of the outcome it was bought to deliver?

08
INVESTMENT EFFICIENCY
Is the expected value proportionate to the rights cost and activation requirements?

AxeOne combines this framework with property-level intelligence, commercial benchmarking, rights analysis and market context. Weightings vary according to the organisation, objective, geography and opportunity.

COMPETITIVE ADVANTAGE WILL INCREASINGLY COME FROM FIT, NOT SIMPLY REACH.

As motorsport attracts more capital and more sophisticated partners, the question will increasingly move from “How much exposure can we buy?” to “What can this property unlock for the business?”

Measure what you actually bought.