

# BREAKING BARRIERS IN MOTORSPORTS

**SLATE**  
RACING

Slate Racing is the first female founded race team in Canada. With a mission to create opportunities for women in motorsports, Slate has invested in elevating women in all areas from female engineers to drivers and crew over the past two years.

Here are some key statistics on how sponsoring women's sports can positively impact your company:

**56%**

of female fans are more likely to purchase from companies who support women in sports.

**88%**

of respondents recognize pro women athletes as impactful role models for young women.

**46%**

of female respondents think more highly of companies that support female sports.

## PARTNERSHIP BENEFITS

### 1 Brand Ambassadors

According to Parity Now's latest survey, women's sports fans are 2.8 times more likely to purchase a product recommended by a female athlete, over any other type of influencer.

Connect with your consumers and reach larger markets authentically by partnering with brand ambassadors to generate brand awareness, drive engagement and ultimately increase sales.

See your brand on social media and in real-life represented by a team driving change for women.

### 3 Corporate Events and Track Day Experiences

Bring the thrill of racing to your clients or team. They'll get hands-on coaching from pro drivers, enjoy high-speed passenger laps, and access VIP hospitality—all designed to create unforgettable, adrenaline-filled moments. Partner with us to deliver excitement, connection, and a unique showcase of your brand.

### 2 Creating Emotional Sentiment

Differentiate yourself from your competitors by creating an emotional connection with your customers. When customers feel a connection with a brand on an emotional level it can lead to increased customer satisfaction, repeat business, and positive word-of-mouth referrals.

**Aaron Sobol, Head of U.S. Media Investment, Unilever:**  
"By supporting women's sports, we connect with a passionate and growing audience, driving both brand loyalty and community impact."



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Statistics come from Parity Now's most recent survey and More Than Equal Research Report.