

Sponsor-content planner

For BMX and enduro riders | Type into the fields or print and write.

01 / Set the brief

Rider / team

Event / date

Main goal for this weekend

02 / Sponsor commitments

Check account handles, product names, deadlines and agreed image permissions.

Sponsor / correct handle

Content promised / format

Due date

Sponsor / correct handle

Content promised / format

Due date

Sponsor / correct handle

Content promised / format

Due date

03 / Useful shots to collect

☐ Rider and bike portrait

☐ Equipment in use

☐ Visible sponsor branding

☐ Race action

☐ Preparation / paddock

☐ Team and support crew

Who is capturing the content? Any access or safety notes?

Capture safely. Do not disrupt riders, marshals or people working at the event.

Plan, deliver, review

Keep the work useful, organised and easy for your sponsors to find.

04 / Before, during and after

Before: preparation, weekend introduction and sponsor mentions

During: clips, photos, short notes and verified updates

After: factual recap, thanks and useful files

05 / Delivery record

Folder / download link, post links, delivery dates and usage permissions

06 / Review for next time

What worked? Sponsor feedback, reach, saves, replies or link clicks

☐ Agreed content delivered

☐ Usage permissions checked