

— FREE GUIDE

HOW I WENT FROM NO REPLIES TO MULTIPLE FIVE- FIGURE DEALS

The mistakes I made chasing sponsors, and what actually changed.

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BY

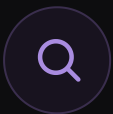
WHAT ACTUALLY CHANGED

I started by sending hundreds of emails. **Almost nothing came back.**

Everything changed when I stopped approaching sponsorship as charity, as a donation, and started treating it as a real commercial partnership instead. I also started growing my personal brand, moved my outreach to Instagram, and at some point brands even started reaching out to me first!

The reason it works is simple. When a company visits your Instagram before replying, your profile either builds credibility or kills it. I optimized my bio and pinned posts so that in under a minute, anyone landing on my page understands exactly who I am, what I do, and where I'm going: **becoming the first Bulgarian to win Le Mans.**

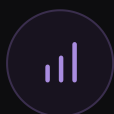
That shift, from cold emails to a personal brand companies could actually check, is what led to signing multiple five-figure partnerships with **LLAGGI, TEODOR Fashion, and Synergon Energy.** Here's exactly what changed.

**THE MISTAKE**

SENDING THE SAME MESSAGE TO EVERY COMPANY, WITH NO QUALIFICATION PROCESS.

✓ THE FIX

Before writing a single message, do the market research. Look at which companies already sponsor racing drivers or motorsport, and understand why, what they get out of it, what sector they're in, what their marketing actually needs. Not every company is a fit. Build a shortlist of qualified prospects first, then tailor your message to each one.



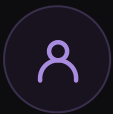
THE MISTAKE

TREATING IT LIKE A DONATION. ASKING A COMPANY TO FUND YOU BECAUSE YOU'RE TALENTED AND NEED HELP.



THE FIX

This isn't charity, it's a commercial partnership. Both sides get something, that's what makes it work. Walk in with real ROI on the table: visibility, content, access, audience, not a request for money. Companies don't sponsor talent, they invest in a return. The moment you present yourself as a professional offering real business value, not just another driver asking for help, you get taken seriously instead of ignored.



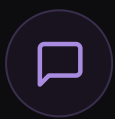
THE MISTAKE

HAVING NO PERSONAL BRAND FOR COMPANIES TO CHECK BEFORE THEY REPLY.



THE FIX

Before a company ever responds to you, they look you up. If your profile doesn't immediately show who you are, what you do, and where you're going, you've lost credibility before the conversation starts. Your bio and pinned posts should do that work in under a minute, no scrolling required. This is also the reason outreach eventually flips: once your profile does that job well, companies start reaching out to you first.

**THE MISTAKE****ONE MESSAGE, THEN SILENCE. NO FOLLOW-UP, NO SECOND CHANNEL.** **THE FIX**

Most replies don't come from the first message. Follow up. If you messaged on Instagram and got nothing, try email. If you emailed and got nothing, a short, polite follow-up a week or two later is normal business practice, not pestering. Companies are busy, not necessarily uninterested.

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THE MISTAKE

NO CLEAR ASK.



THE FIX

End every message with something specific and easy to say yes to. Not "let me know if you're interested," a direct ask: 15 minutes this week for a call.

THAT'S IT

THIS IS THE PROCESS BEHIND EVERY PARTNERSHIP I'VE CLOSED.

No tricks, no shortcuts. Research, partnership over charity, a personal brand worth checking, consistent follow-up, and a clear ask every time.

If you want to go deeper, follow along. There's more coming.

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