

# NOVA TAURUS **APPLIED R&D**

SPONSOR PARTNERSHIP OVERVIEW | RACE LINK LIVE | 2026 SEASON

## THE OPPORTUNITY

### Desert racing has the passion. It needs the platform.

Desert racing draws tens of thousands of fans and millions of social media impressions, but the sport has lacked a real-time digital viewing experience. Race Link Live changes that. We built the first broadcast and telemetry platform designed for desert racing, giving fans live GPS, video, timing, and data on any device. Your brand rides with it.

## WHAT RACE LINK LIVE DELIVERS

**800+**

Miles of Coverage

**Live**

GPS, Video, Telemetry

**Every**

Vehicle Tracked

**Tracked**

Sponsor Impressions

## SPONSOR INTEGRATION

### Broadcast Overlays

Your logo and messaging displayed during live video feeds, tied to viewer count and duration.

### Telemetry Sponsorship

Brand placement on the telemetry dashboard. Fans watching speed, RPM, and heart rate see your name.

### Map & Timing Presence

Logo placement on the interactive race map and timing leaderboard, the two most-viewed features.

### Post-Race Reports

Every impression logged. You get a report showing exactly how many viewers saw your brand, for how long.

## WHY NOW

Race Link Live is built and ready for professional desert racing events. Early partners get founding sponsor positioning, premium placement, and direct input on integration features. As the platform scales across more races and series, early sponsors lock in ground-floor terms.

### Ready to get your brand on Race Link Live?

Schedule a call: [calendly.com/mitch-jones-tgkb/30min](https://calendly.com/mitch-jones-tgkb/30min)

Email: [mitch@novataurus.com](mailto:mitch@novataurus.com)