



TARDY PERFORMANCE // GENERAL PARTNERSHIP DECK

BUILT FOR THE FULL RACE WEEKEND

iRacing endurance competition, race-weekend social content, and stream-ready branding - one coherent platform for approved partnerships.

A RECOGNIZABLE TEAM FOR ENDURANCE RACING.

Tardy Performance is a laid-back but competitive iRacing endurance team. We prepare together, communicate clearly, and show up as one team.

TEAMWORK

Shared information and one clear race plan.

PREPARATION

Serious race prep without losing the relaxed team culture.

CLEAN EXECUTION

Reliable drivers, clear communication, and disciplined endurance racing.



A digital banner for Tardy Performance's driver search. On the left, there are two cartoon characters: one at the top wearing a racing helmet and goggles, and one at the bottom wearing a racing suit, helmet, and sunglasses while holding a steering wheel. The banner has a blue and black color scheme with white and yellow text. At the top right, it says 'TARDY PERFORMANCE // DRIVER SEARCH'. The main text reads 'NOW RECRUITING' in large, bold letters, followed by 'ENDURANCE DRIVERS'. Below this, there are four buttons: 'TEAM-FIRST', 'RELIABLE', 'CLEAN', and 'COMMUNICATIVE'. To the right of these buttons, it says '1.5K+ MINIMUM iRATING' with 'REQUIRED TO APPLY' in smaller text below. At the bottom, there is a blue bar with 'TARDY PERFORMANCE' in white, and below that, a link 'SEND PROFILE // CLASSES // AVAILABILITY // EXPERIENCE'.

TARDY PERFORMANCE // DRIVER SEARCH

NOW RECRUITING

ENDURANCE DRIVERS

TEAM-FIRST RELIABLE

CLEAN COMMUNICATIVE

1.5K+ MINIMUM iRATING

REQUIRED TO APPLY

TARDY PERFORMANCE

SEND PROFILE // CLASSES // AVAILABILITY // EXPERIENCE

AN ESTABLISHED TEAM VOICE

The same identity already carries across recruitment, team communication, and race-weekend media.

THE CONTENT FOUNDATION IS READY.



STREAM BRANDING

A clean no-webcam overlay, alerts, and lower thirds ready for a gradual rollout.



RACE-WEEKEND SOCIAL

Schedules, lineups, results, podiums, and driver announcements.



CHANNEL EXPERIENCE

About, schedule, drivers, partners, and social touchpoints.

One visual language carries across stream branding, race-weekend posts, and channel touchpoints.

PLACEMENTS SHOULD FEEL NATIVE TO THE CONTENT.

STREAM BRANDING

Approved integration in the gameplay overlay, scene screens, alerts, lower thirds, and partner panels.

RACE-WEEKEND SOCIAL

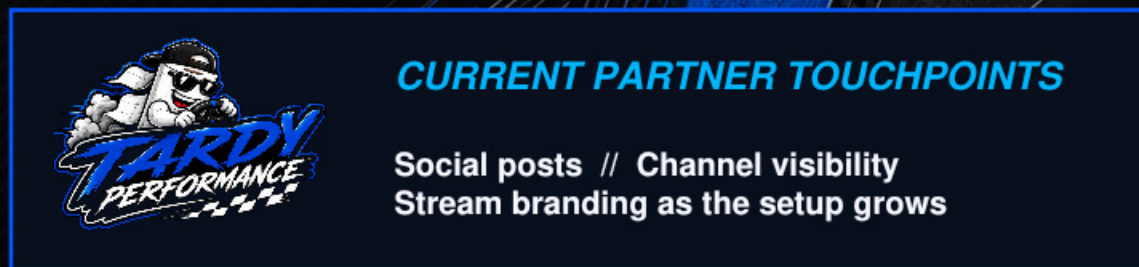
Approved placement across schedules, lineups, results, podiums, and announcements.

CHANNEL + COMMUNITY

Persistent partner recognition on channel panels and selected community posts.

LIVERY + BRANDED CONTENT

Custom livery or campaign opportunities can be developed subject to mutual approval.



Every mark, message, and usage is agreed before publication.

PARTNERSHIPS CAN START AT THE RIGHT SCALE.

01

RACE WEEKEND PARTNER

One confirmed event with selected stream, social, and post-race placements agreed in advance.

02

CONTENT PARTNER

A defined campaign, feature, or content activation built around one clear objective.

03

OFFICIAL PARTNER

Ongoing presence across agreed team, stream, social, and race-weekend touchpoints.

All scopes are tailored together around objectives, schedule, approved placements, and clear deliverables.

START THE CONVERSATION

LET'S BUILD THE RIGHT PARTNERSHIP.

If your brand values motorsport, teamwork, preparation, and authentic community-facing content, let's define a fit that makes sense for both sides.

tardyperformance@gmail.com

KICK Tardy_Performance
INSTAGRAM @tardy_performance
YOUTUBE @TardyPerformance

A short conversation is enough to define the audience fit, the activation, and the next step.

