

SECTION 2 : SPONSORSHIP

Toro Rosso



Partner	Category	Estimated sponsorship value
Bridgestone	Not given	\$1m
Puma	Not given	\$1m
Total		\$2m

Number of partners: 2 Average deal value: \$1m

Source: author estimates

2009 TEAM PARTNER APPROXIMATE LOGO LOCATIONS

Ferrari



Sponsor	Location on car	Location on driver	Other key locations
Marlboro (barcode logo)	Large on engine cover Large on front of rear wing Small on back of cockpit	Top right sleeve of overalls Top left sleeve of overalls Small on gloves Small on left chest Small on both epaulettes Small on collar Top front of helmet Across visor Bottom side of helmet Back of overalls Small on both sides of cap	Small on team headsets Both shoulders of team overalls/shirts Both sleeves of team overalls/shirts Left chest of team overalls/shirts Reverse of team helmets Back of team overalls/shirts
Shell	Large on sidepod Medium on top of nose Small on rear wing endplate Small on front wing	Top right chest of overalls Small on gloves	Top right chest of team overalls/shirts Both sides of team helmets Back of team overalls
Etihad Airways	Large on back of rear wing Small on side of cockpit	Top of both sleeves of overalls Bottom front of helmet	
Alice	Medium on rear wing endplate Medium on front wing endplates Small on steering wheel Small on top of nose		
Bridgestone	Medium on rear wing endplate Small on top of nose Small on bottom rear of chassis Small on centre of front wing	Top right chest of overalls	Top right chest of team overalls/shirts
AMD	Medium on rear wing endplate		Both sleeves of team overalls/shirts Rear of team helmets
Mubadala	Medium on side of nose	Front of cap	
Fiat	Small towards rear of chassis Small on top of nose		
OMR	Small at bottom of sidepod	Bottom side of helmet	