

# Team Sakai Racing

## 2026 Social Media Posting Policy

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### *We Build Champions – On and Off the Track*

Our sponsors make it possible for Team Sakai Racing riders to compete at a high level. Social media is one of the most important ways we deliver value back to them. Every rider is expected to represent TSR professionally at all times.

### 1. Posting Expectations

- Post at least one race-related post per event weekend.
- Post one dedicated sponsor appreciation post per month.
- Maintain a positive and professional online presence.

### 2. Sponsor Tag Requirements (Mandatory)

- Tag a minimum of three sponsors using @mentions in every race post.
- Tag sponsors in both the caption and directly in the photo.
- Include the required team hashtag: #TeamSakaiRacing.
- Add three to five motocross-related hashtags.

### 3. Content Guidelines

- Post race photos, podium photos, practice sessions, and sponsor-visible content.
- Show bike, gear, and product close-ups when possible.
- Keep all comments respectful and professional.
- Avoid negative posts about tracks, promoters, officials, or competitors.
- Remember: You represent TSR and our sponsors at all times.

### 4. Why This Matters

Proper sponsor visibility increases repost opportunities, strengthens partnerships, and helps secure long-term support for Team Sakai Racing riders.

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***We race hard. We represent well. We build champions.***