



SPONSORSHIP  
PACKAGES

## PACKAGES

Since its inception Racewars has enjoyed generous support from a wide array of automotive performance related businesses. Our continued viability relies on establishing mutually beneficial relationships with our sponsors and partners. In 2019 our expanded scope enables us to offer a broader range of opportunities for prospective partners and permits us the flexibility to tailor any one of our packages to suit our partners needs or branding strategy. These base packages should be viewed as a guideline which we can negotiate from in order get the best outcome for both parties.

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## NAMING RIGHTS PACKAGES

### THE RACEWARS 2019 NAMING RIGHTS PARTNER PACKAGE

- RW19 Event Naming Rights – logo on RW19 trophies + sponsor representative to present trophies.
- Logo on the RW19 windscreen banner.
- Primary logo placement on RW19 decal kit.
- Logo displayed during event mega screen coverage.
- Logo on the live timing Leader Board.
- Sponsor content ad's played during event mega screen coverage. (1 per hour)
- Premium Trade Display @ RW19 & RW Sprint (space only).
- 2 live on air interviews with Racewars Radio during the event. (1 Per Day)
- 2 x RW House Media Pre Event VLOG's.
- Logo on all official RW19 programs.
- Logo on all official RW19 merchandise.
- Logo inclusion on all RW19 press advertising.
- Logo on RW19 homepage and sponsor page.
- Banner ad on RW19 homepage.
- Logo on all RW19 competitor communique.
- Inside Cover + 1 x Full page & 2 ½ page ad's in Official RW19 Event Guide.
- Up to 6 promo models allowed during the RW19 & RW Sprint event.
- 10 x RW19 Staff Access Passes.
- Unlimited Premier Trackside Signage & Branding Placements at RW19.
- 10 x Complimentary Spectator General Entry passes.
- VIP Parking for 4 support cars @ RW19.
- Trade Stand @ Official RW19 Pre Meets in Perth & Kebabs & Car's Albany.
- Platinum Club entry for 2 x cars.

EOI – (Guiding Range \$20,000)

To tailor this package to suit your needs additional inclusions are available subject to negotiation.

## THE 2019 RACEWARS SPRINT NAMING RIGHTS PACKAGE

- RW Sprint Naming Rights – logo on RW Sprint trophies + sponsor representative to present trophies.
- Primary logo placement on RW Sprint decal kit.
- Logo on the live timing Leader Board.
- Sponsor content ad's played during RW19 event mega screen coverage. (4 x per day)
- Premium Trade Display @ RW19 + RW Sprint (space only).
- 2 live on air interviews with Racewars Radio during the event. (One Per Day)
- 2 x RW House Media Pre Event VLOG's.
- Logo on all official RW19 programs.
- Logo inclusion on all RW19 press advertising.
- Logo on RW19 homepage and sponsor page.
- Banner ad on RW19 homepage.
- Logo on all RW Sprint competitor communique.
- 1 x Full page & 2 ½ page ad's in Official RW19 Event Guide.
- Up to 6 promo models allowed during the RW19 & RW Sprint event.
- 8 x RW19 Staff Access Passes.
- Unlimited Premier Trackside Signage & Branding Placements @ RW Sprint.
- 4 x RW19 Complimentary Spectator General Entry passes.
- VIP Parking for 4 support cars.
- Trade Stand @ Official RW19 Pre Meets in Perth & Kebabs & Car's Albany.
- RW Sprint entry for 2 x cars.

### **\$8,000**

To tailor this package to suit your needs additional inclusions are available subject to negotiation.

## THE 2019 RACEWARS SUPERCUISE PRINCIPLE PARTNER PACKAGE

- RW Supercruise Primary Sponsorship Rights
- Primary logo placement on RW Supercruise Vehicle Pass decal kit.
- Sponsor content ad's played during RW19 event mega screen coverage. (4 x per day)
- Premium Trade Display @ RW19 + RW Sprint (space only).
- 2 live on air interviews with Racewars Radio during the event. (One Per Day)
- 1 x RW House Media Pre Event VLOG's.
- Logo on all official RW19 programs.
- Logo inclusion on all RW19 press advertising.
- Logo on all RW Supercruise competitor communique.
- 2 ½ page ad's in Official RW19 Event Guide.
- Up to 6 promo models allowed during the RW19 event.
- 8 x RW19 Staff Access Passes.
- Up to 10 x Premium Signage & Branding placements at RW.
- 4 x RW19 Complimentary Spectator General Entry passes.
- VIP Parking for 4 support cars.
- Trade Stand @ Official RW19 Pre Meets in Perth & Kebabs & Car's Albany.
- RW Supercruise Entry for 2 x Cars.

### **\$5,000**

To tailor this package to suit your needs additional inclusions are available subject to negotiation.





## THE 2019 "KEBABS & CARS" PRINCIPLE PARTNER PACKAGE

- Kebabs & Cars Albany & Perth Primary Sponsorship Rights.
- Sponsor content ad's played during RW19 event mega screen coverage. (4 x per day)
- Premium Trade Display @ RW19 + RW Sprint (space only).
- 2 live on air interviews with Racewars Radio during the event. (1 Per Day)
- 1 x RW House Media Pre Event VLOG's.
- Logo on all official RW19 programs.
- Logo inclusion on all RW19 press advertising.
- 1 x ½ page ad in Official RW19 Event Guide.
- Up to 6 promo models allowed during the RW19 event.
- 8 x RW19 Staff Access Passes.
- Unlimited Signage & Branding placement at Kebab's & Cars Albany.
- Primary Trade Stand Kebabs & Car's Albany.
- Trade Stand @ Official RW19 Pre Meets in Perth.
- Up to 6 x Trackside Signage & Branding placements at RW19 & RW Sprint.

**\$5,000**

To tailor this package to suit your needs additional inclusions are available subject to negotiation.

## RW19 & RW SPRINT SPONSORSHIP PACKAGES

### THE 2019 PLATINUM SPONSORSHIP PACKAGE

- Prominent logo placement on RW19 decal kit.
- Logo displayed during event mega screen coverage.
- Logo on the live timing Leader Board.
- 2x Sponsor content ad's played during event mega screen coverage. (1 Per Day)
- 12 x 12 Trade Display @ RW19 (space only).
- 1 live on air interviews with Racewars Radio during the event.
- 1 x RW House Media Pre Event VLOG's.
- Logo on all official RW19 programs.
- Logo on all official RW19 merchandise.
- Logo on RW19 sponsor page.
- 1 x Full page or 2 ½ page ad's in Official RW19 Event Guide.
- Up to 4 promo models allowed during the RW19 & RW Sprint event.
- 8 x RW19 Staff Access Passes.
- 10 x Premium Paddock Signage & Branding placements @ RW19 + 2 x placements @ RW Sprint.
- Trade Stand @ Official RW19 Pre Meets in Perth & Kebabs & Car's Albany.
- Platinum Club entry for 2 x cars.

**Package RRP = \$5,000** and can be tailored to suit your business requirements. (1/2 Mile Roll Racing Session Sponsor also available at this tier)

## **2019 GOLD SPONSORSHIP PACKAGE**

- Standard logo placement on RW19 decal kit.
- 2x Sponsor content ad's played during event mega screen coverage. (1 Per Day)
- 12 x 12 Trade Display @ RW19 (space only).
- 1 live on air interview with Racewars Radio during the event.
- Logo on all official RW19 programs.
- Logo on all official RW19 merchandise.
- Logo on RW19 sponsor page.
- 1 x Full page or 2 ½ page ad's in Official RW19 Event Guide.
- 4 x RW19 Staff Access Passes.
- 6 x Standard Paddock Signage & Branding placements @ RW19
- Standard RW19 entry for 2 x cars.

**Package RRP = \$3,000** and can be tailored to suit your business requirements.

## **2019 SILVER SPONSORSHIP PACKAGE**

- Standard logo placement on RW19 decal kit.
- 6 x 6 Trade Display @ RW19 (space only).
- Logo on all official RW19 programs.
- Logo on all official RW19 merchandise.
- Logo on RW19 sponsor page.
- 1 x ½ page ad in Official RW19 Event Guide.
- 4 x RW19 Staff Access Passes.
- 4 x Standard Paddock Signage & Branding placements @ RW19

**Package RRP = \$1,500** and can be tailored to suit your business requirements.

## **2019 BRONZE SPONSORSHIP PACKAGE**

- 6 x 6 Trade Display @ RW19 (space only).
- Logo on all official RW19 programs.
- Logo on RW19 sponsor page.
- 1 x ½ page ad in Official RW19 Event Guide.
- 2 x RW19 Staff Access Passes.

**Package RRP = \$750** and can be tailored to suit your business requirements.

## **OTHER PACKAGES & ADD ON'S**

- 2x 30sec commercials per day (1 per day) \$400
- 4x 30sec commercials per day (2 per day) \$550
- 8x 30sec commercials per day (4 per day) \$1,000

## **RW19 OFFICIAL EVENT GUIDE AD**

- Full page ad in the 2019 Official Event Program \$400
- Half page ad in the 2019 Official Event Program \$200

## **RW19 COURSE CAR**

The Racewars Course Car provides a unique opportunity to have your vehicle put through its paces keeping the track safe and the event running.

Over the years it's also served as a Taxi for VIP passes and is a highly visible branded asset that's in action in the lead up to the event plus all weekend and beyond! Package RRP = \$2,000 or the provision of a suitable vehicle and can be tailored to suit your business requirements.

## **TRADE STANDS**

The expansive Albany Regional Airport Complex allows us to provide traders with generous sized plot allocations.

Large Trade Stand – 12m x 12m = \$500

Medium Trade Stand – 6m x 6m = \$350

Small Trade Stand – 3m x 3m = \$200

Larger areas suitable for dynamic displays are available upon request.

## **OTHER PARTNERSHIP OPPORTUNITIES**

Don't see a sponsorship package that suits you?

Racewars is happy to work with you to develop a package that delivers a mutually rewarding outcome including 100% contra deal packages. Contact us to discuss your requirements today.

## SPONSORSHIP CONDITIONS

Where partners have access to official Racewars social media channels we reserve the right to remove any content that is not in line with community expectations or in alignment with the terms agreed to by both parties before access is granted. Any subsequent breaches of these terms may lead to posting rights being removed.

Sponsors will receive invoices as soon as practical after agreements are entered in to or after agreed milestones are achieved. Once invoices are issued we ask that payment is made within 14 days or as agreed if a payment plan is entered into.

To ensure continuity of service where sponsors are required to provide content for us to post or distribute we ask that it be provided no later than 1 day prior to its scheduled posting for online content (for partners without direct posting rights) or 1 week prior to Scrutineering for any item that needs to be physically distributed by Racewars prior to the event.

Full terms and conditions for sponsorship will be negotiated on a case by case basis to ensure both parties realize the maximum benefit from the relationship.

Racewars is an outdoor event so it's important to keep the weather conditions in mind when preparing for the event. Albany can get windy at times so ensure all your marquees are sufficiently weighed down and all your displays secured. Sponsors are also responsible for the provision and installation of their own signage and branding. When choosing what branding or promotional items to bring to the event please consider the possibility of strong winds and plan accordingly. Unsafe installations may be taken down.

While Albany airport is a secure facility we recommend you put all your valuable items away at the end of the day. We also recommend that you don't leave your display stand unattended during the day.

There's plenty of room so we are able to offer generous sizes for trade stands or displays but please ensure your exhibit does not limit or obstruct access to the neighboring exhibits.

All exhibitors over the event weekend must have a current Liability Insurance Certificate. Please provide the currency certificate via email no later than 14 days prior to your allocated bump in time.

To maximize on your investment and receive all listed benefits such as merchandise logos, please confirm sponsorship by 1st November 2018. Tailored packages will be available until 31st January 2019.

We look forward to working with you to deliver Racewars 2019 in Amazing Albany and thank you for your consideration in supporting Western Australian car culture and our event.

To secure a package or to find out more about partnership opportunities please contact Jessica Widenbar or Jamie Paolucci.

**Call:** 0417 473 211 / 0402 047 777

**Email:** [Jessica@racewars.com.au](mailto:Jessica@racewars.com.au)

[Jamie@racewars.com.au](mailto:Jamie@racewars.com.au)

