



SPONSORSHIP
PROSPECTUS

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Since the inaugural event in 2013 Racewars has offered a unique and exhilarating car culture experience for grass roots enthusiasts and participants from Western Australia and beyond. Racewars is not just the largest event of its type in Australia in terms of participants and attendees it's also the only event of its type in the nation that allows 1000m timed VMAX sprints. The corner stone of the event has always been Racewar's ability to allow participants to run the unique to Racewars ¼ mile and ½ mile roll racing sessions. Our mission at Racewars is to offer an attainable and enjoyable experience that's as close to real street racing as possible in a safe, legal but most importantly off street environment.

Racewars is run by a not-for-profit organization of the same name dedicated to furthering and destigmatizing the pursuit of car culture via safer, legal and socially responsible means. The organization is a passion project for its key volunteers who have invested their own time, money, and resources to kick start the event from an idea over a few beers in a suburban Perth pub, to pursuing its growth towards being an integral part of WA's car culture calendar.

Our move to Albany heralded a significant new chapter for the event. Utilizing Albany's extensive appeal as a tourism hub helped deliver not just the biggest and best events to date in 2017 & 2018; it finally gave Racewars the structure required to evolve from a speed focused niche event into a more socially focused weekend-long celebration of car culture. Racewars believes our future growth relies on developing this social aspect of the event. Our plans for RW19 and beyond are aimed at maximizing our growth through offering inclusive and unique experiences for existing car culture enthusiasts and importantly those that don't know they are "Petrolista's" yet.

In the "The RW19 Roadmap" section we're going to outline some challenging new events joining the main event on the runway as well as a raft of refinements to our existing event model. Taking lessons learnt since inception in 2013 we're now working to deliver the best weekend of car culture we can for our participants, our attendees and our event partners such as you. So on behalf of the entire Racewars team I'd like to extend an invitation to you and your organization to join us and help continue the growth of this truly unique event.



RACEWARS STATISTICS

Racewars is Australia's largest runway racing event and one of Western Australia's most popular car culture events.

The numbers speak for themselves.

Overall Attendance 9,000+ Attendees over the weekend.

Total Competitor Sign Ups 334 Total over all RW18 events (not including RW18 Car + Bike Show)

Largest Participation Event ½ Mile Roll Racing – 177 Competitors.

Total Number of Passes Made 2000+

Number of RW18 300+ km/h entrants – 13 (12 VMAX + 1 ½ Mile Roll Racing)

Highest Speed Achieved

334.93 km/h – Ed Tassone – Active Automotive HSV GTO

Racewars Official Facebook Page

Statistics – RW18 Event Period

Reach – 1,311,036

Engagement – 352,109

Followers - ~29,000

RW18 Media Partner Stats

Live Video Feed Statistics (Views)

1320 Video (International) – 187,000

StreetFX (International) – 267,000

MotiveDVD (Domestic) – 67,200

Sparesbox (Domestic) – 21,800

Street Machine (Domestic) – 30,000

RACEWARS RESPONSE TO THE CHANGING SOCIAL MEDIA ENVIRONMENT

Recent changes to the way social media platforms treat commercial content has resulted in costly and complicated expectations for groups such as ours to get our message out and reach new followers. We continue to have significant success engaging and activating people via social media however it's apparent that in order to continue to grow our reach, we need to do more than we have before online and most importantly offline.

One of our most successful avenues for engaging people is our video content. For 2019 our online presence will be bolstered by us bringing onboard an internal RW House Media team with a planned series of VLOG's, behind the scene's videos and more Racewars Radio content.

Selected RW19 partners will have access to the House Media team to generate content in conjunction with us for cross promotional use across the event lead up and event period. On top of this selected partners will also be given direct posting rights to the official Racewars 2019 event page allowing you to directly connect with attendees and run your content your way. Sub event sponsors will also have co-hosting rights to their pages once again improving your ability to connect and communicate with our followers on your own terms.

Importantly we invite all our partners to directly engage with our participants by contributing competitor pack content and joining us at our pre RW activation events. Selected partners will also be able to work with us to develop or co-host existing pre RW activation events. Nothing beats real world interaction. Where potential exists to add value for our partners and participants, the Racewars team is open to your ideas.





THE RW19 ROADMAP

Racewars 2019 will once again permit up to 300 participants to take to the runway across 2 days of on track action over the Labor Day long weekend. Additional participants will also be able to get a taste of Racewars action via our new-for-RW19 Racewars Supercruise, all new Racewars Sprint, and a special Albany only fresh take on the exceptionally popular Kebabs & Cars social car meet.

Racewars was born off the back of a desire to go fast and the need for speed will always be an integral part of who we are. RW19's headline event remains the all day Runway Racing sessions on Saturday & Sunday commencing with ¼ mile roll racing before moving on to the unique to Racewars ½ mile roll racing sessions. The Runway Racing culminates in the headline 1000m VMAX Challenge on Sunday which is now Australia's only 1000m sprint event.

After 2 years of running into the night with 1/8th Mile heads-up under lights; Cash Days will not be returning for RW19. Instead, Racewars is going to throw a free-to-attend Petrolista Party hosted by our Kebabs & Cars brand to celebrate our shared love of custom car culture on RW Saturday night. With static and dynamic attractions, ample space for participants and attendees as well as a location in the heart of our host community set against a photogenic background this static and dynamic display of car culture will almost certainly become a pivotal and popular part of the Racewars weekend.

The Racewars Sprint is also stepping its game up for 2019. Extracting the positives from the previous industrial area sprint, Racewars is introducing an exclusive new route. From the picture perfect sands of Middleton Beach, to the stunning vistas atop of The National Anzac Center. The sprint for 2019 will take place over a stunningly scenic but immensely fast flowing and challenging 3km road course carried throughout Monday of the Racewars weekend. 2019 will see the Racewars Sprint is no longer just an add-on to the RW weekend, but now a fully-fledged headline event in its own right.

While 2017 & 2018 saw the start of a change in philosophy for the event, 2019 moves the game along significantly. The center point of our focus on incorporating more noncompetitive, social and interactive elements is the "Racewars Supercruise". Racewars is now fortunate enough to be in the position to help sanction approved participants to legally drive their unregistered hot rods, street machines, race or modified cars (or just about anything for that matter) that aren't normally permitted to be driven on public roads to visit a range of The Great Southern Regions must see sights, stunning natural attractions and world class food and beverage providers. While this is still in development and will be run in a carefully controlled and limited manner for 2019, once proven, the opportunity for participants to legally take a lap in their pride in joy will see a whole new demographic more interested with "the show" rather than "the go" engage with the Racewars weekend. Supercruise participants

will also enjoy complementary VIP parking at the airport across the RW weekend allowing them to skip the spectator lines and drive right in to the heart of the trackside action.

Our focus on improving the amount of things to see, try and buy in the paddock across the RW weekend remains as strong as ever with well-priced trade stands available, space for static or dynamic product demonstrations and our revamped "RW Club" premium spectator area once again hosting music, premium food and beverage, and much more.

ABOUT ALBANY

Racewars continues to work closely with the "Amazing South Coast" tourist brand to put a spotlight on what this stunning region has to offer. From world class food and beverage producers to some of the best coastline our great state has to offer; the region is quite rightly viewed as a must visit destination.

Located approximately 400km's from Perth, Albany is situated in the heart of the beautiful Great Southern Region and a major tourism center for Western Australia. Thanks to its foundations as a tourism and regional business hub Albany also offers Racewars attendees of wide variety of choice for accommodation, dining and other amenities which helps make Racewars a truly family friendly weekend away. Thanks to significant local support for the event The Racewars weekend is one of the largest and well attended annual events held in the region.



On behalf of the Racewars team I hope this prospectus gives you an insight in to who we are, what we stand for and most importantly where we want to take our event. Without support from entities with a belief in the continued importance of progressing and developing WA's car culture our event would not be possible. Enclosed with this prospectus is a flyer outlining our RW19 sponsorship packages. If you're willing to "step your game up" and join us for 2019 please have a look through our RW19 Sponsorship Packages document and contact us to discuss how we can work together for to make RW19 the biggest & best Racewars to date!

JON MURRAY

Co-Founder & Motorsport Manager
Racewars

