

SPONSORSHIP PROSPECTUS

3 - 5 MAY, 2019 |
SPONSORSHIP ROUND 3



ABOUT THE EVENT

The Whitsundays Festival of Motoring is a multi-day event intended to showcase the Whitsunday region as one of Queensland's premier event and holiday destinations.

The Whitsundays Festival of Motoring will grow strategically to reach three pillars of growth. The first year being dedicated to developing the foundations of the festival and will include a round of the Queensland Rally Championship called Rally Whitsundays. This round will serve as a candidate round with the potential to host an Australian Round Championship that is aimed to take place as part of The Whitsundays Festival of Motoring in the 2nd year (2020 or 2021). From there the event growth has potential for the Whitsundays to be recognised as the premium motorsport rally location in Queensland..

The Whitsundays Festival of Motorsport will provide an event based on land and without a marine focus, which the local community can embrace and take pride in. The event will deliver strong social and economic returns to the community in terms of increased visitation. The event will promote the natural wonders of the Whitsunday region on a domestic and eventually an international stage.

The festival will showcase the Whitsundays unique competitive advantage stunning marine landscapes, hinterland mining and agricultural communities and the diversity of the entire region. By developing a festival of motorsport around the competitive rally rounds, the festival will reach the wider sports and leisure community and non-competitive motorsport enthusiasts alike.



ECONOMIC BENEFIT

The future of the event includes an Australian Rally Championship round in 2020 or 2021 resulting in significant economic benefit and national media coverage.

The figures below relate to the potential of an Australian Rally Championships round and are based on a past round hosted in Ballarat, NSW.

- 53 teams (of 12 people) staying 5 nights – consisting of 3180 bed nights
- Average spend per team on food and beverage over 5 days \$3000 = \$159,000
- Estimated number of additional visitors/ spectators is 4811 = 24,055 bed nights
- Overnight visitor expenditure estimated to be \$1,194,703
- Intrastate visitation estimated at 1276 – average daily spend \$91.34 p/ person
- Interstate visitation estimated at 629 – average daily spend \$147.68 p/person
- Overseas visitation estimated at 420 – average daily spend \$103.65 p/person
- Visitor day trips estimated at 542 visitors and expenditure of \$37,626
- Over 45,000 TV viewers with footage broadcast through the Fox Sports network bringing huge national spotlight on the region alike.



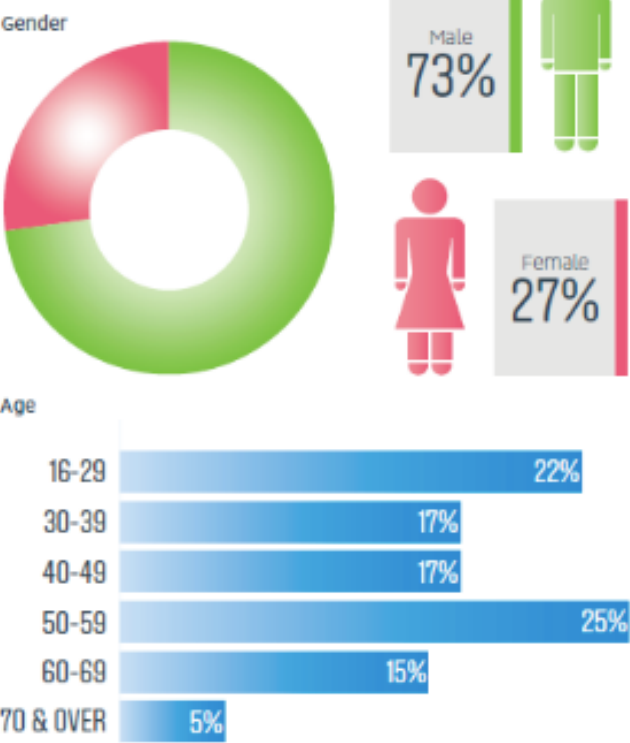
EVENT VISITATION & DEMOGRAPHICS

Statistics based on International Rally of Queensland (2015)

ATTENDANCES



DEMOGRAPHIC PROFILE



CORE OBJECTIVES

The core objectives of the Whitsundays Festival of Motorsport are;

- Increase engagement in motorsport throughout the Whitsunday region
- Provide exposure and promotional opportunities for the whole region on a national stage
- Generate additional visitation and visitor expenditure in the local and broader regional economy
- Drive visitation to the whole Whitsunday region by showcasing diversity of regions and townships
- Deliver a calendar of land-based motorsport events with the natural beauty of the Whitsundays as the centerpiece
- Become commercially sustainable after three years
- Secure the support of the local community and the people of Queensland to build pride, connectivity and cohesiveness for the Whitsundays
- Bring a sense of cohesiveness and cooperation through the tourism industry in the Whitsundays.



EVENT GROWTH

The focus of the festival is to grow a sustainable multi-year land-based event which brings economic benefit to the entire Whitsunday region. Those sponsors involved in Year 1, will be given first right of refusal for future events. The below event strategy outlines how we will achieve this:

- Pillar 1 – Round of CAMS Queensland Rally Championship
- Pillar 2 – Round of CAMS National Australian Rally

	Pillar 1 – Year 1 2019	Pillar 2 – Year 2 or 3 2020 / 2021
Competitors	25 Cars	40 cars
Rally	120 KM / 1 Day	200kms / 2 days
Festival of Motoring	2.5 days	4 days
Month	May	May / June
Target Focus	1. Competitors 2. Officials 3. Local business & groups 4. Motorsport groups & enthusiasts	1. Competitors 2. Officials 3. Local business & groups 4. Motorsport groups & enthusiasts 5. Interstate & Drive Market 6. High Schools
Car value	\$60K to \$120K	\$200K with a few \$350K
Economic Injection	\$80,000 plus	\$ hundreds 000's
Rally Growth	Blind State Championship Rally – 1 day	Pace Note Event <ul style="list-style-type: none"> • Preview opportunity • Parade & stage • 2 Heat stage Sat/Sun • Invitation ARC competitors
Entertainment	Local Band	Australian Known

SPONSORSHIP

- As with any new activity the foundation year requires significant investment to ensure all elements run well and that CAMS (Confederation of Australian Motorsport) endorses any future rounds to be hosted in region (to which they have already committed).
- The festival will be a collaboration between Abell Point Marina, Whitsunday Regional Council, Tourism Whitsundays, Whitsundays Regional Council and the Whitsunday Sporting Car Club. In addition, operational support in the rally element of the festival will be provided by the Queensland Rally Panel (QRAP) and Confederation of Motorsport (CAMS).
- In order to secure state and federal government funding for future events, the foundation year requires adequate seed funding from Whitsunday stakeholders (both government and private enterprise in conjunction) to ensure a successful event.

Sponsorship Investment

You can select which sponsorship investment meets your company objectives.

Value in kind sponsorship will be considered. Please speak to us to discuss.

Diamond	Platinum	Gold	Silver	Bronze
\$15,000 - \$25K	\$10,000	\$8,000	\$5,000	\$2,000

SPONSORSHIP BENEFIT

SPONSOR BENEFIT	Diamond	Platinum	Gold	Silver	Bronze
One activity naming rights - as per category	✓	✓	✓	✓	✓
** Exclusive experience for major sponsor – facilitated rally drive. Be driven around the Bowen track by experienced rally driver. 5-10 min ride **	✓	✓			
Opportunity for 1-minute promotional business video to be shown at Rally Presentation night	✓	✓			
Company to be recognized as sponsor in introductory speech at Rally Presentation	✓	✓			
2 x VIP access tickets to "Pit Stop Party at Mantra Club Croc" 5th May	✓	✓			
Company name to be displayed on Sponsors page of Event Website with 200-word introduction plus product image. Direct link back to your website	✓				
Company name to be displayed on Sponsors page of Event Website with 100-word introduction plus product image. Direct link back to your website		✓	✓		
Opportunity to supply merchandise, voucher or flyer in Rally participants Welcome Packs	✓	✓	✓	✓	
Opportunity to have pop-up stand showcasing business (where applicable) at Welcome Event at Abell Point Marina and/or Festival in Bowen or Proserpine Service Park	✓	✓	✓	✓	
Company listed and thanked in 1 x EDM marketing campaign	✓	✓	✓	✓	
10 posts on social media promoting your product/ service/ company linking to your Facebook page/ website (as preferred)	✓				
8 posts on social media promoting your product/ service/ company linking to your Facebook page/ website (as preferred)		✓			
6 posts on social media promoting your product/ service/ company linking to your Facebook page/ website (as preferred)			✓		
4 posts on social media promoting your product/ service/ company linking to your Facebook page/ website (as preferred)				✓	
2 posts on social media promoting your product/ service/ company linking to your Facebook page/ website (as preferred)					✓
Company logo to be displayed on Event Media Wall – which will be present at all rally events	✓	✓	✓	✓	
Company signage to be displayed at your choice of Festival at Bowen (4th May), Tonker Park (5th May) or Festival Opening at Abell Point Marina (3rd May) or Proserpine Showgrounds Service Park & Show & Shine (3days) (signage at sponsors cost and delivery)	✓	✓	✓	✓	✓
Announcement of partnership in news section of WFM website & social media channels.	✓	✓	✓	✓	✓
Company logo displayed in Event Program	✓	✓	✓	✓	✓
First rights of refusal to be preferred event sponsor in your category for the 2020 Whitsundays Festival of Motoring	✓	✓	✓	✓	✓

NAMING RIGHTS TABLE

Example to select from for your company's naming rights

Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
\$15,000 - \$25,000	\$10,000	\$8,000	\$5,000	\$2,000
The Social Hub headquarters is brought to you by Mantra Club Croc	Festival signage is brought to you by	Festival activities for Kids are brought to you by	Rally equipment hire is brought to you by	Festival Crew uniforms are brought to you by
Rally Stage Naming Rights - Grand View Hotel Rally Leg or One Activity Naming Rights - Flagstaff Hill Climb, Proposerpine Festival, Bowen Festival.	Safety and crowd control barriers are brought to you by	Rally Emergency services are brought to you by	Rally traffic management services is brought to you by	Festival Crew Training & Recruitment is brought to you by...
			Festival Marquee Hire is brought to you by	
			Show & Shine People Choice awards are brought to you by	
			Whitsunday Rally road books is brought to you by	

SPONSORSHIP AGREEMENT

Company Name: _____	
ABN: _____	Phone: _____
Company Email: _____	
Website: _____	
Company representative Name: _____	
Company representative Email: _____	
Company representative Phone: _____	
Signature: _____	Date: _____
I would like to be a sponsor the category;	
<input type="checkbox"/> Diamond - \$25,000	
<input type="checkbox"/> Platinum - \$10,000	
<input type="checkbox"/> Gold - \$8,000	
<input type="checkbox"/> Silver - \$5,000	
<input type="checkbox"/> Bronze - \$2,000	
The naming rights we would like to nominate for is;	

What to do next?

On behalf of the Whitsundays tourism industry, we thank you for your commitment to the Whitsundays Festival of Motoring and support for event excellence in our region.

Please ensure to complete this form and submit by Friday 29th March, 2019.

Please submit a high-resolution version of your logo and a 100-word company bio and we will be in touch to arrange the rest of your sponsorship inclusions.

To ensure you receive the maximum benefits from your sponsorship, please ensure this form is complete and prompt payment of your sponsorship invoice.

Please send form and logo to Lauren at Email: info@motoringwhitsundays.com.au or call to discuss 0404 857 321.