

Barcaldine Motor Sport Association Inc.

Barcy Revfest '10 Sponsorship Prospectus

The Barcaldine Motor Sport Association is a recently formed motor sport club of local enthusiasts who are keen to provide local and regional communities the opportunity to experience motor sport in a safe and fun environment.

Our aim is to:

- Keep speed off the streets;
- Give everyone a chance to experience legitimate forms of motor sport;
- Brand Barcaldine as the home of motor sport in western Queensland; and
- Generate economic prosperity for Barcaldine and the region through staging popular well attended events.

Don't forget we are now running on a new track. This is a major development for the club and for the sport in the west. The track incorporates a large concrete burnout and launch pad and the laying of a new surface to make a permanent home for Revfest.

The recent Revfest '09 was bigger and better than ever with:

- **70 competitors & 1200 spectators** converging on Barcaldine;
- No accidents or damage, just people having fun in a safe and controlled environment;
- The event was once again fully insured and affiliated with the Australian National Drag Racing Association (ANDRA) as well as local police, fire and rescue;
- **Significant media interest** including a features in major magazines as well as statewide print, radio and internet coverage.
- **See last years action on You tube** – search Barcy Revfest

Barcy Revfest '10

Barcy Revfest '10 will once again see people from across Queensland converge on Barcaldine over the 2010 May Day Long Weekend to compete in and experience:

- Saturday night town cruize
 - Sunday's Eighth mile drag racing, Ute muster and motor show, trade and club displays; and
 - Monday's May Day Street Parade
-
- We are targeting the large demographic of young, and young at heart, who have a bit of petrol in their veins from across Queensland;
 - We believe there is a great prospect for people to once again travel to this unique event, from Ag college students in hotted up utes, local mechanics, panel beaters and closet car enthusiasts through to serious racers from Winton to Warwick, Rockhampton to Roma and everyone in between;
 - In 2009 over 70 competitors and 1200 spectators travelled from Winton, Longreach, Barcaldine, Alpha, Clermont, Emerald, Roma, Townsville and Rockhampton to take part with the aim for Revfest 09 to be bigger than ever;

- The event has already captured keen media attention from across the region as well as state and national media.

Why drag racing?

- It's a low cost entry level motor sport for all in the community where you can "rune what you bring" and is a great spectator sport;
- Very successful in metropolitan and regional Queensland and Australia - Roma, Warwick, Rockhampton, Mackay & Brisbane all have tracks;
- Since 1994 drag racing has attracted more than 1,000,000 spectators each year and has become one of the country's most popular spectator sports.

Sponsor Benefits

- This is your opportunity to be involved with a grass roots motor sport club and promote your business to hundreds of targeted participants and spectators from across central and western Queensland;
- All events will be fully accredited, insured and have the full support of the Barcaldine Regional Council, Barcaldine Police and the Australian National Drag Racing Association;
- Investing in our event is value for money as all sponsors become 'Race Reveller's' with their logo displayed at BMA Club events throughout 2010;
- In the future, we would like to develop long term partnerships with sponsors to offer them maximum media coverage and opportunities to engage with members, spectators and the wider community;

Community Benefits

Significant benefits will be gained from Revfest '10, such as:

- Providing many in the community the opportunity to be involved in a legitimate form of motor sport which they may not otherwise have the opportunity to;
- Being a small regional community Barcaldine will receive economic benefit (around \$100 000 based on Revfest '08 survey data) as the event will again attract visitors and create positive media and promotional coverage; and

What is required

- Operating funds to publicise and run the event.

Revfest '10 Sponsorship levels

1.	Gold sponsorship	\$3 000 and up
2.	Silver sponsorship	\$1 000 - \$2 500
3.	Bronze sponsorship	\$500 - \$ 999
4.	'Race Revellers'	\$100 - \$499

1. Gold Sponsorship: \$3 000 & up

This unique sponsorship package offers naming rights to the Barcaldine Revfest 2010 with high levels of exclusive exposure guaranteed. Our Gold Sponsor will receive frequent acknowledgement throughout the event by the MC and the opportunity to outline their organisation's services during prize presentations.

Benefits Gold Sponsors receive are:

- Naming rights to the event;
- Presence of logo in all advertising, media releases and promotional material for the Revfest 2010;
- Opportunity to outline your organisation's services during presentations;
- Approved promotional items in prominent positions at Revfest '10;
- Opportunity to introduce keynote speakers or special guests;
- Interaction with special guests/celebrities at the event;
- Media releases specifically outlining the organisations support and services;
- Prominent display of banner/posters (provided by sponsor) in event decoration;
- Acknowledgement of contribution by MC at the event
- Promotional trade display and/or material;
- Certificate of appreciation;
- Complimentary tickets to the event; and
- Complimentary membership 'Race Revellers'.

2. Silver Sponsorship: \$1 000 - \$2 500

Benefits Silver Sponsors receive are:

- Category naming rights to a drag racing bracket, ute muster, motorshow or the Saturday night cruise;
- Presence of logo in all advertising, media releases and promotional material for the Revfest 2010;
- Opportunity to outline your organisation's services during presentations;
- Approved promotional items in prominent positions at Revfest '10;
- Opportunity to introduce keynote speakers or special guests;
- Interaction with special guests/celebrities at the event;
- Media releases specifically outlining the organisations support and services;
- Prominent display of banner/posters (provided by sponsor) in event decoration;
- Acknowledgement of contribution by MC at the event
- Promotional trade display and/or material;
- Certificate of appreciation;
- Complimentary tickets to the event; and
- Are a complimentary Race Reveller

3. Bronze Sponsorship: \$500 - \$999

Benefits Bronze Sponsors receive are:

- Media releases specifically outlining the organisations support and services;
- Prominent display of banner/posters (provided by sponsor) in event decoration;
- Acknowledgement of contribution by MC at the event
- Promotional trade display and/or material;
- Certificate of appreciation;
- Complimentary tickets to the event; and
- Complimentary membership 'Race Revellers'.

4. BMA Race Revellers: \$0 - \$499

As a 'Race Reveller', organisations receive the following benefits:

- Presence of logo on site and in selected display material such as supplier and supporter posters;
- Inclusion of logo on selected media releases;
- Acknowledgement of contribution by MC at the event;
- Certificate of appreciation; and
- Complimentary tickets to the event.

If you would like to discuss other sponsorship opportunities either for the Barcy Revfest '10 or the Barcaldine Motor Sport Association Inc. please do not hesitate to contact us as other sponsorship opportunities are available such as the administration tower, BMA Club shirts and caps.

