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## Sponsorship Proposal 2016

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## Propel your business in to pole position with an octane fuelled sponsorship deal

Swan Hill will accelerate its reputation as the state's new home of motorsport with the upcoming **Swan Hill Festival of Motorsport** on the Melbourne Cup weekend from 29 to 31 October 2016.

The festival will speed up a normally idle time of year. This is the first year the event will be rolled out and it is set to become an ongoing signature event that drives visitation and overnight stays in the region.

This event will gain significant momentum over the next five years. So, now it's time for you to fasten your seatbelt and be part of the action.

The city will come alive with the sound of roaring engines, high speed and cruise events, drag racing and much more!

Council has partnered with numerous motor sport clubs and organisations to deliver this event, including:

- Swan Hill Drag Racing Club
- Swan Hill Kart Club
- Swan Hill Motor Racing Club
- Swan Hill 4WD Club
- Swan Hill Show and Shine
- Mallee Cruisers
- Swan Hill Motorcycle Club
- Swan Hill Sporting Car Club
- Ulysses Motorcycle Club
- Swan Hill Vintage and Classic Vehicle Club
- Mallee Steam Oil and Machinery Club

Sponsoring this event will ensure your business receives exposure through all participating club networks in addition to a powerful marketing and promotional campaign.

There are multiple events being held over the three day festival. The highlight will be the Vehicle Showcase on Saturday, 29 October. This event will involve the culmination of all disciplines of motor vehicles into the Swan Hill CBD. It is anticipated there will be a 'start up' of all vehicles from 6.30pm, which is sure to be an exciting and adrenaline pumping experience.



Live entertainment and music will form part of the program to attract visitors and locals to the CBD to enjoy the festivities.

To assist in the promotion and co-ordination of the event, a Sponsorship Proposal has been designed. This is an exciting opportunity for businesses to align themselves with this emerging signature regional event and gain widespread exposure and acknowledgment.

Sponsorship participation will give your company the following benefits:

<b>Naming Rights</b> <b>\$5,000</b> <b>One only</b>	<b>Silver Sponsor</b> <b>\$2,000</b> <b>Two only</b>	<b>Bronze Sponsor</b> <b>\$1,000</b> <b>Four only</b>
<b><i>Event Naming Rights</i></b> The event will be named after your company.  Large scale branding awareness on all marketing and promotional opportunities including television, radio, printed media, street banner and social media.  Prominent branding on festival merchandise including caps, t-shirts and stubby holders.  Distribution of your promotional items to vehicle showcase participants upon entry to the event.	Prominent awareness on all marketing and promotional opportunities including television, radio, printed media, street banner and social media.	Brand awareness on marketing and promotional opportunities.
Ten free entries into Chisholm Reserve to attend events.	Six free entries into Chisholm Reserve to attend events.	Four free entries into Chisholm Reserve to attend events.
Free festival merchandise pack.	Free festival merchandise pack.	Free festival merchandise pack.



## Event Itinerary

### ***Saturday, 29 October***

Mallee Cruisers and Swan Hill 4WD  
Cruise for Awareness  
Sporting Car Club Test and Tune event  
Swan Hill Drag Racing Club  
Test and tune race your mates event  
Vehicle Showcase in the CBD

### ***Sunday, 30 October***

Sporting Car Club Test and Tune event  
Swan Hill Kart Club  
Lions Club Show and Shine  
Swan Hill Motorcycle Club  
Swan Hill 4WD Club

### ***Monday, 31 October***

Mallee Cruisers

## Sponsorship package closing date

Submissions close Tuesday, 19 July at 4pm.

**Are you ready to rev and want to know  
more?**

Please contact **Meagan Monk**

Swan Hill Rural City Council

(03) 5036 2449

[mmonk@swanhill.vic.gov.au](mailto:mmonk@swanhill.vic.gov.au)