



To The Managing Director/Advertising Consultant,

Advertising Proposal

As a proud member of Motorcycling Victoria and the Motocross Management Committee I am writing to you regarding advertising for our Victorian Championship Series starting in March 2012.

We offer you this great opportunity to become involved with this fantastic series.

Motocross Management together with Motorcycling Victoria has over the past two years have been investing more in to the promotion and marketing the overall presentation and organization of the event. This has seen an increase the number of competitors by over a third from the previous year's series. The aim of Motorcycling Victoria and the Motocross Management Committee is to uplift the profile of the sport in our state from the grass roots right through to our very best riders.

Being the premier event on the motocross calendar, which includes both Elite Senior, Junior, male and female athletes, it's a great way to get exposure for your business across many consumer groups.

Motorcycling Victoria and the Motocross Management committee wish to make long- term relationships with our Advertisers. Please take a moment to read and consider the information and different advertising packages over the page, there are several to suit any budget. If you choose to become a 2012 advertiser, we are confident you will not be disappointed. As part of being a advertiser of the Victorian Championships, you will also be invited to attend our Annual Presentation Evening to be held at a fabulous venue in Melbourne, here you will see the Series Champions receive their awards and pay thanks to all that have helped make this event spectacular.

Who is Motorcycling Victoria?

Motorcycling Victoria (MV) is the State Controlling Body for all motorcycle sport related activities in the state of Victoria. Each year we provide a permit for over 1000 events, which are conducted by our affiliated clubs, and our offices are based in Port Melbourne. Motorcycling Victoria also owns the State Motorcycle Sports Complex located at Broadford, the only comprehensive motorcycling facility of its kind in Australia, which contains circuits for Motocross, Supercross, Road Race, Speedway, Dirt Track, Enduro and Trials.

Who is Motocross Management Committee?

A committee of dedicated volunteers, from all different backgrounds, who work tirelessly endeavoring to make this Series the best in the country. Our aim is to grow this event into the largest and most popular event in Australia, attracting riders from interstate and also overseas.

What are the Victorian MX Championships?

The Victorian Motocross Championship is the premier event for Motocross racing in Victoria. These events attract many riders, and is the proving ground for many of Australia's elite motocross riders.

The Senior Series has two main classes, Open and Lites, with each catering for the three different grades A, B & C Grade. There is also an U19's, Women's and Over 30's Over 40's conducted at the event.

The Championship is being conducted over four rounds each series. This ensures an even spread of events across all regions of Victoria.

The Junior Series has many different classes and age groups so that it caters for beginners as well as our advanced Junior Riders.

These Junior riders start at the age of 7 years and go through to 16 years of age. There is A, B and C grades in all levels with the elite being the 250cc A Grade class. The Championship is conducted over four rounds, with events taking place across all regions of Victoria.

Kind Regards

Simone Sandwith

Motorcycling Victoria - Motocross Management Committee
Sponsorship and Promotions

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ssandwith@primus.com.au



Race Advertising Package

This option is for you to be associated with an individual class.
You can also add special prizes to participants of the class.

Advertiser to supply: \$ as per class, plus Product & Banners.

- Raffle Prizes to be used at the event and Presentation night.
- Items for Show bags to be given to riders at round one as well as the Presentation Evening. (riders 800, presentation 500)
(ie vouchers, product, key rings etc.)

In return for:

- The class will be named after your company and your company name or logo on the trophy or number one plate, along with major sponsors.
- Logo may be placed on the some promotional material.
(posters, flyers, Entry cards)
- 1/4 page colour ad in the program logo attached to advertised class.
- Logo in the MVMX Annual Magazine attached to advertised class.
- Up to 4 Teardrop flags placed around track
(style must be approved by MVMX)
- Cleaning, erection and transport of Flags.
- Commentators announce business write up during each event.
- 2 VIP entry passes per round and access to the MVMX VIP tent.
- 2 copies of the MVMX Annual Magazine.
- 2 copies of each Program Printed.

Banner & Flag cost is not included in the deal.
At the end of the event term they will be returned to the Advertiser.



| JNR CLASS | COST | JNR CLASS | COST |
|-----------|-------|------------|-------|
| 250cc A | \$600 | 85SW A | \$600 |
| 250cc B | \$500 | 85SW B | \$500 |
| 250cc C | \$400 | 85SW C | \$400 |
| 125cc A | \$600 | 65cc A | \$600 |
| 125cc B | \$500 | 65cc B | \$500 |
| 125cc C | \$400 | 65cc C | \$400 |
| 85BW A | \$600 | 50cc | \$500 |
| 85BW B | \$500 | Vic Chicks | \$500 |
| 85BW C | \$400 | | |

| SNR CLASS | COST |
|--------------|--------|
| Open A | \$1500 |
| Open B | \$1200 |
| Open C | \$1000 |
| Lites A | \$1500 |
| Lites B | \$1200 |
| Lites C | \$1000 |
| Under 19s | \$1000 |
| Ladies | \$1000 |
| Vets Expert | \$800 |
| Vets Club 30 | \$600 |
| Vets Club 40 | \$600 |



Major Advertising Package

This option is for you to be a Major Advertiser. Your company will be linked to every aspect of the event. You can also add extra special prizes to participants of any class for example hole shot awards or prize draws at presentation.

Advertiser to supply: \$5000 of Money/Product, plus Banners.

- Raffle Prizes to be used at the event and Presentation night.
- Items for Show bags to be given to riders at round one as well as the Presentation Evening. (riders 800, presentation 500)
(ie vouchers, product, key rings etc.)

In return for:

- Logo to be placed above of all minor Advertisers logos and 30% larger
- Logo will be placed on the all promotional material.
(posters, flyers, Entry cards)
- Logo placed on a T-shirt each entrant can purchase.
- Full page colour ad in the program
(with the option to change it each round).
- Write up on the Advertisers page in the MVMX Annual Magazine.
- up to 4 banners place at prime position.
(style must be approved by MVMX)
- up to 4 Teardrop flags placed either side of banners or around track
(style must be approved by MVMX)
- Cleaning, erection and transport of Banners and Flags.
- Any supplied hats or t-shirts worn by event workers.
- Room for a 3x6m tent to promote your business
(suppled and worked by your business)
- Commentators announce business write up during each event.
- 6 tickets to the Trophy Presentation Dinner.
- 6 VIP entry passes per round and access to the MVMX VIP tent.
- 4 copies of the MVMX Annual Magazine.
- 2 copies of each Program Printed.

Banner & Flag cost is not included in the deal.

At the end of the event term they will be returned to the Advertiser.

Advertising Proposal



Naming Rights Advertiser (1 only)

This option is for you to be a naming rights advertiser. Your company will be linked to every aspect of the event. You can also add special prizes to participants of any class for example hole shot awards or prize draws at presentation.

Sponsor to supply: \$TBA of Money and Product plus Banners.

- Raffle Prizes to be used at the event and Presentation night.
- Items for Show bags to be given to riders at round one as well as the Presentation Evening. (riders 800, presentation 500)
(ie vouchers, product, key rings etc.)

In return for:

- The Event to be named after them.
ie John Smith Victorian Motocross Championships 2012
- Logo to be placed above all other Advertisers logos and 30% larger
- Logo placed above or next to the event logo.
- Logo will be placed on the all promotional material.
(posters, flyers, Entry cards)
- Logo placed on a T-shirt each entrant can purchase.
- Full page colour ad on the back cover of the program
(with the option to change it each round).
- Full Page editorial in the MVMX Annual Magazine.
- up to 8 banners place at the Start and Finish lines.
(style must be approved by MVMX)
- up to 12 Teardrop flags placed either side of banners or around track
(style must be approved by MVMX)
- Cleaning, erection and transport of Banners and Flags.
- Any supplied hats or t-shirts worn by event workers.
- Room for a 3x6m tent to promote your business
(suppled and worked by your business)
- Commentators announce business write up during each event.
- 10 tickets to the Trophy Presentation Dinner.
- 6 VIP entry passes per round and access to the MVMX VIP tent.
- 6 copies of the MVMX Annual Magazine.
- 2 copies of each Program Printed.

Banner & Flag cost is not included in the deal.

At the end of the event term they will be returned to the Advertiser.

Advertising Proposal



Advert only cost

Exposure in 8 programs for the series

Cover back colour (reserved for naming rights sponsor)
Cover inside front/back colour (reserved for Major sponsors)

Colour Advert

Full page ad (150x210mm) \$450.00
Half Page ad (150x105mm) \$250.00

Black & White Advert

Full page ad (150x210mm) \$300.00

***All Artwork supplied and paid by sponsor.

Plus:

- 2 VIP entry passes per round and access to the MVMX VIP tent.
- 2 copies of the MVMX Annual Magazine.
- 2 copies of each Program Printed.

Advert in MVMX Annual Magazine

Colour Advert

Full page ad (210x300mm) \$600.00
1/2 page ad (210x150mm) \$300.00

***All Artwork supplied and paid by sponsor.

Plus:

- 2 VIP entry passes per round and access to the MVMX VIP tent.
- 2 copies of the MVMX Annual Magazine.
- 2 copies of each Program Printed.

Graphic Design & Printing

MVMX will utilize the services of Sanga Design & Promotions to design and develop all promotional material. This will be for both the Victorian Motocross Championships and Trophy Presentation.

My details are below and I look forward to having the opportunity to discuss this proposal with you further in the coming weeks.

Kind Regards
Simone Sandwith

**Motorcycling Victoria -
Motocross Management Committee**
Sponsorship and Promotions

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