

AUSTRALIAN
DRIFTING
DGP

**TRACK
BATTLE**
AUSTRALIAN TIME ATTACK SERIES

**MEDIA &
SPONSORSHIP
KIT 2011/2012**

OVERVIEW

Track Battle Pty Ltd is proud to announce the launch of Australia's newest motor sport events. The Australian Drifting Grand Prix and the Track Battle Time Attack Series. Both series will be run separately with their own websites, TV shows and sponsors but held at the same track on the same date for each round. The combined strength of both sports will provide a better event for both, with increased sponsor and spectator support as well as media exposure.

Track Battle Pty Ltd is aiming to provide unparalleled levels of media exposure across a broad range of mediums including TV, DVD online and print, while still remaining affordable for the teams, drivers, sponsors and fans. It's a big ask but it needs to be done to support and grow the sport of drifting and time attack in Australia.

AUSTRALIAN DRIFTING GRAND PRIX

Australia has been lacking a full national drift series since 2008, after the naming rights sponsor pulled out of the Drift Australia series when the GFC hit. The Australian Drifting Grand Prix is set to pick up where DA finish up and take drifting in Australia to a whole new level. Our management team has been in discussion with drivers, clubs and fans to find out what they really want from a national drift series and also what sort of budgets and rules the majority of teams can work within. The key to growing the sport of drifting is affordability and exposure.

Drifting is a judged exhibition sport and we will be capitalising on this further to provide the best automotive entertainment in Australia, taking drifting from motorsport to "Extreme-Motorsport". In short, each round will consist of practice and qualifying on day one with the competition tandem-battles held on day two, the competition day.

TRACK BATTLE TIME ATTACK SERIES

Australia currently holds only one major time attack event each year. Many teams and drivers are building cars specifically for time attack but are seeking more events that they can use their car in. Unlike many CAMS or Rally based events, time attack allows owners to build the car of their wildest dreams, making for some truly extreme and powerful machines. It also allows the grass roots racer to bring their street car to the track for some action.

Track Battle Time Attack Series will provide more events for time attack cars and allow drivers to compete on a national level with never before seen media coverage for the sport of time attack, including television exposure. This will help bring increased sponsor and fan support, helping the sport grow.

Time Attack Cars will be broken into three categories:

Street Class – For street legal car driven by the registered owner

Modified Class – Highly modified and dedicated track vehicles

Unlimited Class – For extremely modified and customized cars dedicated to time attack

EVENTS

In 2011 we will be holding three events before moving to a full 5-round series in 2012 .

The dates and venues are:

Calder Park Thunderdome, VIC

- 24th and 25th September 2011

Queensland Raceway, QLD

- 15th and 16th October

Barbagallo Raceway, WA

- 18th and 19th November

Each event will have a similar program:

Day 1 -

- Drifting Practice & Qualifying
- Time Attack Practice

Day 2 -

Competition Day

- Tandem Battle Competition
 - four sessions
- 4 x 1 - Hour Time Attack Sessions
 - four groups of 15 cars

EVENT ATTRACTIONS AND LAYOUT

Atmosphere is important at each event and we have taken this into consideration for course and viewing area layouts.

Each track will have a custom-built judging and commentary area constructed in the centre of the drift course, opposite a dedicated viewing area. This will allow the judges and commentators to interact directly with the crowd, something never done before at a major drift event in Australia. This will also allow for giveaways, driver introductions and other on-track activities, further enhancing the event for fans and sponsors.

Further off-track entertainment will also be provided with:

- Show and Shine
- VIP viewing area for naming right sponsors
- Drift Car Display (for cars from Friday that didn't make Top 16)
- Motive DVD filming studio
- Sound-off
- Bikini Car Wash
- Sponsors trade stands
- Traders alley
- DJ
- and much more...

All of the off-track entertainment will be placed around the dedicated viewing area and the pits will be off-limits to the public while the track is in use. This will encourage spectators to stay within the viewing and off-track entertainment areas, adding to the atmosphere of the event.

The pit area will only be open during the lunch break for a pit walk. Selected VIP tickets will allow access to the pits throughout the day.

2012 WILL SEE A FULL FIVE ROUND SEASON WITH EVENTS IN THE FOLLOWING STATES:

WA - Barbagallo Raceway

QLD - Queensland Raceway

SA - Mallala Raceway

NSW - TBA

VIC - Calder Park Thunderdome

There is also scope for a 6th round in Tasmania based on sufficient sponsorship funding and driver support.

SPONSORSHIP OUTLINE

Sponsorship with Track Battle Pty Ltd is an opportunity for companies to be involved with the aftermarket performance industry through the sport of drifting and time attack, two of the fastest growing motorsports in the world.

It's about more than just branding, it's about providing product and brand integration for our sponsors at the event and providing a complete marketing solution through the use of various media.

MARKETING & MEDIA EXPOSURE

Thanks to Jet Multimedia, Track Battle Pty Ltd will be able to offer unparalleled levels of media exposure for the event, the drivers and the sponsors across all mediums including TV, DVD, print, online and social media. This will not only relate to post event coverage but pre-event as well.

Jet Multimedia's existing media partnerships give Track Battle Pty Ltd strong support with the following:

- Speed Channel
- Motive DVD
- Motive TV
- EMG Magazines
- EMG tip-on DVDS
- Powercruise
- Motive Online Magazine
- ninemsn
- Motive youtube, online and social media networks
- DSPORT Magazine and DVD in the USA

PRE EVENT MARKETING

- **Motive TV**
- **Motive DVD**
- **Motive Youtube Channel**
- **Motive Social Media Networks**
- **Motive Online Magazine**
 - Video and Editorial
- **Ninemsn**
 - Motive TV Channel
- **Print**
 - Various magazines and newspapers nationally and internationally
- **Forums**
 - Thanks to Motive's existing relationship with many Australian automotive forums, we will be able to promote Track Battle events almost entirely for free on major forums. These include Hardtuned.net, Skylines Australia and Antilag.
- **Car Clubs**
 - Involving state car clubs in our events is of major importance. Helping them promote their club and be involved with Track Battle events will be beneficial for both Track Battle Pty Ltd and the car clubs as they provide significant support in promotion, involvement and assistance and are in turn able to gain recognition and support their club and members.
- **Workshops**
 - Poster and flyer advertising
- **Radio and TV ads**
- **Event Partners and trade stands**
 - Powercruise, Sports Compact Group, Sydney Dragway, VICDRIFT and various other event
- **Demo Cars**
 - Signage with exposure at events and in various media

POST EVENT MEDIA EXPOSURE

TELEVISION

Speed Channel on Foxtel has approved a TV series for both a drift and time attack series. Each episode will cover one round and will be 30 minutes in duration, while looking at increasing to a one hour spot in 2011 or 2012. Track Battle Pty Ltd will also be looking to sell the programs to overseas TV networks.

DVD

Motive DVD will provide further exposure that the television coverage does not include:

- Drifting practice and qualifying
- Time Attack Friday practice
- Behind the scenes with the teams and drivers
- Further off-track entertainment
- Extra interviews with drivers and teams
- Full car features
- Further tech features on cars, set-ups, tyres etc. Depending on event sponsors

Much of the Motive DVD content will remain exclusive to help drive DVD sales.

With enough sponsor and fan support we are looking at producing a dedicated Motive DVD to each event, with half of the 2-hour DVD allocated to each series.

ONLINE & SOCIAL MEDIA

Once the television coverage has appeared on air, it will be placed online to further maximise it's coverage. The show will be uploaded to a new Track Battle YouTube channel which will be embedded on the website and promoted through the following channels:

- Motive Online Magazine
- Hardtuned.net
- Major Australian and overseas forums
- EMG websites and social media
- Sponsors websites and social media
- Track Battle and Motive social media

PRINT

Track Battle Pty Ltd will be employing our own photographers to cover each event. Jet Multimedia will then put together event coverage packages for magazines, newspapers and online magazines to use. Having the features pre-packaged will not only encourage magazines around the globe to cover the event, but will also help ensure the coverage is correct and that sponsors are well represented.

NAMING RIGHT SPONSORSHIP

Each series will have its own naming right sponsor. Unlike other events, the sponsorship package will be tailor made to suit the sponsor and their product. Each series will also offer product exclusivity to the naming right sponsor.

SPONSORS BRANDING WILL INCLUDE:

- All graphics and artwork as part of the official logo for the season
- Logo in opening/closing credits and all graphics in TV show and DVD feature
- Logo in all viral videos
- Logo in all official artwork for event in print coverage
- Logo in all print and TV ads for the event
- Logo on shirt of staff and hosts
- Logo on window banner of every competitor in the series
- Unlimited signage on track
- Logos in official magazine plus a full page ad
- Name used in all commentary and hosting
- Logo on winner's trophy
- Product exclusivity

NAMING RIGHT SPONSOR ALSO RECEIVES AT THE EVENT:

- Unlimited trade stand space
- A VIP viewing area for their staff and customers
- A negotiated amount of free tickets to use for giveaways and promotions
- Reduced ticket costs for sponsors retailers
- Access to corporate boxes and services
- Brand and promotion mentions from commentary

TV SHOW AND MOTIVE DVD FEATURES

- A tailor made product feature within an episode of the TV series
- An extended product feature in Motive DVD, which the naming right sponsor gets to keep and use for own purposes

P.O.A

CONTACT US FOR PRICING

LEVEL B SPONSORSHIP

Five level B sponsorship partner spots are available for each series.

**SPONSORS BRANDING
WILL INCLUDE:**

- Logos in all print media advertising
- Logos at end of all viral videos and commercials
- Logo on number panel for each car
- Signage on track and around event
- Logos at end of TV show
- Signage at event appear in TV show
- Logo on runner up trophies

**LEVEL B SPONSOR ALSO
RECEIVES AT THE EVENT:**

- Trade stand space at each event
- Brand and promotion mentions from commentary
- Negotiated product and brand integration at event

**TV SHOW AND MOTIVE
DVD FEATURES**

- Sponsor of one of the following segments in each TV show episode
 - A. Instant replay
 - B. Team profile
 - C. Technical segment (except for naming right sponsors segment).
- Negotiated extra features in Motive DVD

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TRADE STANDS

Trade stands are an important part of, and add to the atmosphere of the event. To help improve the event for spectators and help the local car scene we are offering:

TRADE STAND LEVEL 1

To meet the criteria companies must provide:

- Trade stand of acceptable presentation and approved by Track Battle Pty Ltd
- 2 promotional girls in company outfits
- 2 demonstration vehicles of high calibre
- Provide giveaways for commentators
- Logo on runner up trophies

Free of charge to companies meeting criteria OR **\$600+GST**

TRADE STAND LEVEL 2

- Includes Level 1 features
- 9x3m stand area plus space for up to 3 cars

**LEVEL 1 +
\$500+GST**

TRADE STAND LEVEL 3

- Includes Level 1 features
- 9x6m stand area plus room for up to 5 cars
- Company mention and promotion by commentary team

**LEVEL 1
+\$1,000+GST**

TRADE STAND LEVEL 4

- Includes Level 1 features
- Negotiated allocated area
- This is designed for large interactive trade stands

**LEVEL 1
+\$2,000+GST**

LEVEL C SPONSORSHIP

Level C sponsorship is for traders who want further branding and exposure opportunities. The cost of this sponsorship is additional to the cost of a trade stand.

LEVEL C SPONSORS BRANDING WILL INCLUDE:

- Trade stand level of choice
- Signage on track
- Mentions of company, product and promotion by commentary team
- Feature on trade stand and company within coverage in Motive DVD

P.O.A

CONTACT US FOR PRICING

All sponsorship enquires can be directed to:

Amy Boatwright – Championship Manager Track Battle Pty Ltd

Phone: 0412 407 370

Email: amy@trackbattle.com.au

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Sponsorship enquiries directed to

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