

D.L.R.A.
SPEED WEEK
30th Anniversary
Lake Gairdner
South Australia
23rd to 27th March
2020



DLRA PARTNERSHIP PROPOSAL 2020

ABOUT Us

The Dry Lakes Racers Australia is the official National Organisational body for land speed racing in Australia.

Background

Dry Lake Racers Australia (DLRA) was founded in 1990 and has been conducting speed trials on Lake Gairdner each year from that time. Initially, due to the number of entries, early meetings were held over a weekend which then progressed to being held over a long weekend (3 days). As the number of club members and competitors increased the event grew and is now conducted over the period of a week with timed runs starting on Monday and finishing on Friday. This format was started in 1995, which coincided with a number of international entries participating in the event. The DLRA continues to flourish with an ever-increasing membership and in 2020 is celebrating the 30th Annual speed week (Monday 23rd March to Friday 27th March).

Land Speed Racing is widely recognised as one of the last forms of amateur motorsport with many competitors designing, building and racing individually constructed vehicles with their own money.

Objective

To ensure that the DLRA conducts Speed Week in a professional manner with continued high focus on the safety of participants and spectators and with regard for the environmental, aesthetic and biodiversity values of the Lake Gairdner National Park.

Partnership & Sponsorship Benefits

Currently the DLRA has in excess of 1550 members and this number is steadily and constantly increasing. The membership base comprises of a target market segment of predominantly males over 40 typically with a mechanical or engineering background from either trade or extracurricular experience. Furthermore, most are married with families that also have exposure, knowledge and some level of participation within the sport. Additionally, as well as containing the standard generic demographic and behavioural stereotype within this market segment the DLRA also has the involvement of many tertiary educated and well positioned business people and organisations, thereby further increasing sponsorship value and publicity.

Geographically the segment typically follows the population coverage within Australia with proportionally more members in the eastern states (numbers and percentages can be supplied upon request), but still substantial representation from central and Western Australia. Furthermore, the DLRA also has a small but growing member group from the USA as well.

This target segment would be of specific interest and therefore advantageous to companies and organisations that have products and/or services for land based mechanically propelled vehicles such as speed equipment, performance engine parts, chassis builders, transmission and differential specialists as well

as suspension engineers and suppliers to name a few. But having said this there are further requirements of this target group; for example, companies that supply goods and/or services for typical tow vehicles, trailer and/or transportation units to get the entrant to Lake Gairdner/ Speed Week, the need for survival and camping equipment as well as any appropriate outdoor clothing and accessories, food, fuel and any organisation supplying these services would find it beneficial to support and sponsor the DLRA.

Additionally, if your company's products or services are affiliated with extreme sports or achievements, then DLRA sponsorship offers a beneficial alignment and advantage since the ultimate goal and focus here is to break the land speed record in the appropriate class!

Securing sponsorship for Speed Week and the DLRA will help to offset some costs and allow the organisation to continue to conduct this unique event. As you may or may not be aware the costs to run an event like Speed Week are high, many and unique. We have permit requirements and a bond must be lodged with the Department of Environment and Water for the use of Lake Gairdner. There is the provision of medical and rescue staff and vehicles, long range UHF radios and licences, the specialised timing system, public liability and equipment insurance and provision and maintenance of accommodation and conveniences just to name a few.

Ultimately as a potential partner & sponsor you need to know "what's in it for you and your business". There is the increased exposure and awareness of your product or service to the DLRA members as well as their associates, social circles and of course the spectators. Furthermore, you will find DLRA members and associates are very appreciative and loyal to those sponsoring organisations that support them and in turn will reciprocate that support.

If you have any other ideas for sponsorship, we would love for you to share them with us.

The DLRA would like to thank you in advance for allowing us the opportunity to submit this partnership proposal to you and look forward to working with you and adding value to your company and business in 2020 and beyond.

If you have any questions or inquiries, please do not hesitate to contact either myself via marketing@dlra.org.au or on +61 481 131 179 or Greg Wapling via president@dlra.org.au or +61 434 821 307.

Best Regards,

David Athanasio MIAME, A-SAE
Media, Advertising & Sponsorship DLRA

SPEED WEEK

The Dry Lakes Racers Australia conduct their annual Speed Week in March of each year. Historically this has proven to be the optimum time to run this event as it is not too hot, and it is before the wet season sets in. This is the only event of its kind run in Australia. DLRA membership is open to anyone with an interest in Land Speed Racing, where members compete in specially built and prepared wheel-driven vehicles. It is all about how fast you can go; you are competing against the clock and the current speed record. Speed Week is heavily based on the Bonneville Speed Week in the USA which has been running since 1949 by the Southern California Timing Association (SCTA) and as such is only one of three places in the world where you can compete on a dry salt lake.

Speed Week happens at Lake Gairdner in the outback of South Australia, it is a hot, dry and very remote location. Lake Gairdner is only one of two places in the world where vehicles are raced on salt in an attempt to achieve land speed records, the other being Bonneville in Utah. Everything required to survive and compete must be transported in and then out again at weeks end. Lake Gairdner is also a National Park and a significant indigenous place and the DLRA have to obtain permission from the Department of Environment and Water and the Gawler Ranges Aboriginal Corporation to use the lake for Speed Week each year.

The specially prepared track can be up to 11 miles long and is a straight line. Vehicles attempt to set a fastest speed over the flying measured mile or quarter mile. Effectively, they have a two-mile run up to the first timing trap, which is a mile long, they can then continue to build speed and progress through another two mile of timed track and then slow down, or alternatively, they can slow down after the first trap if they are a slower vehicle. The DLRA have introduced a state-of-the-art wireless timing system to determine the vehicles speed.



T-SHIRT SPONSOR

The Dry Lakes Racers produce a new and collectable Speed Week T-Shirt for each event. It has become a tradition to incorporate the fastest car and bike from the previous year into the logo for the next year. These are a very collectable and highly sought-after item by enthusiasts around the world. There can be up to **4 sponsors on the t-shirts**. The sponsorship monies raised goes directly to paying for the production of the t-shirts.

T-Shirt (Back) Sponsor \$2000
 T-Shirt (Sleeve) Sponsor \$500

Unique Benefits:

- Company name or logo displayed on the back of all t-shirts.
- Includes advertising in the event program.
- Prominent sponsor recognition on all event-related marketing & promotional collateral: invitations, e-mails and posters.
- Sponsor listing on all at-event signage.
- Sponsor recognition and link from the event page on the DLRA web site.
- Opportunity to provide marketing materials and giveaways for attendee gift bags.



NEWSLETTER SPONSOR

The Dry Lakes Racers produces 4 editions of its own newsletter each year. Usually they follow the following schedule; Summer (January), Autumn (April & this issue traditionally contains the race results from Speed Week), Winter (July) and Spring (October). Typically, a newsletter will contain features on member's vehicles, other land speed events around the world, minutes of meetings. It is distributed in hardcopy, digitally as full colour PDF and as plain text to members and subscribers and assorted members of the media. Newsletter reaches approximately 1500 subscribers around the world.

Newsletter Sponsor (Full Page Colour x 4 Editions plus Speed Week Event Program) \$750

Benefits:

- Includes advertising in newsletter and the event program.
- Sponsor listing on all at-event signage and in the event program.
- Sponsor recognition and link from the event page on the DLRA web site.
- Opportunity to provide marketing materials and giveaways for attendee gift bags.

Newsletter Sponsor (½ Page Colour x 4 Editions plus Speed Week Event Program) \$450

Benefits:

- Includes advertising in newsletter and the event program.
- Sponsor recognition and link from the event page on the DLRA web site.
- Opportunity to provide marketing materials and giveaways for attendee gift bags.

Newsletter Sponsor (¼ Page Colour x 4 Editions plus Speed Week Event Program) \$300

Benefits:

- Includes advertising in newsletter.
- Sponsor recognition and link from the event page on the DLRA web site.
- Opportunity to provide marketing materials and giveaways for attendee gift bags



RULEBOOK SPONSOR

The Dry Lakes Racers produce a rulebook annually which prescribes the rules and regulations set down for vehicles and safety equipment, which are continuously update and improved. Each DLRA member is given a rulebook when they join. Annually we would print 500 rulebooks.

The sponsorship monies raised goes directly to paying for the production of the rulebook.

Rulebook Sponsor (Full Page Colour plus Speed Week Event Program) \$500

Benefits:

- Includes advertising in rulebook and the event program.
- Sponsor listing on all at-event signage and in the event program.
- Sponsor recognition and link from the event page on the DLRA web site.
- Opportunity to provide marketing materials and giveaways for attendee gift bags.

Rulebook Sponsor (½ Page Colour plus Speed Week Event Program) \$300

Benefits:

- Includes advertising in rulebook and the event program.
- Sponsor recognition and link from the event page on the DLRA web site.
- Opportunity to provide marketing materials and giveaways for attendee gift bags.

Rulebook Sponsor (¼ Page Colour plus Speed Week Event Program) \$150

Benefits:

- Includes advertising in newsletter.
- Sponsor recognition and link from the event page on the DLRA web site.
- Opportunity to provide marketing materials and giveaways for attendee gift bags.



SPEED WEEK PROGRAM SPONSOR

The Dry Lakes Racers produce a program for each Speed Week event. It contains a list of all pre-entrants and an explanation of vehicle classes as well as a track layout and other important information we need to convey to entrants and spectators alike. Typically, the front cover features the event logo and the back cover has the track layout. Print run is a minimum of 500 copies. The sponsorship monies raised goes directly to paying for the production of the programs.

Speed Week Program Sponsor (Full Page Colour) \$350

Benefits:

- Includes advertising in event program.
- Sponsor listing on all at-event signage and in the event program.
- Sponsor recognition and link from the event page on the DLRA web site.
- Opportunity to provide marketing materials and giveaways for attendee gift bags.

Speed Week Program Sponsor (½ Page Colour) \$210

Benefits:

- Includes advertising in the event program.
- Sponsor recognition and link from the event page on the DLRA web site.
- Opportunity to provide marketing materials and giveaways for attendee gift bags.

Speed Week Program Sponsor (¼ Page Colour) \$105

Benefits:

- Includes advertising in newsletter.
- Sponsor recognition and link from the event page on the DLRA web site.
- Opportunity to provide marketing materials and giveaways for attendee gift bags.

➤ Please note Pricing for mono (black & white only) sponsorship and combination packages are available upon request.



START LINE SPONSOR

Here is another fantastic opportunity to get your advertising prominently displayed. There will be a number of panels erected primarily as a spectator barrier but that can also serve as an ideal location for some very lucky advertisers.

Start Line Sponsor (per panel) \$500

Benefits

- Panels will be seen by all competitors and spectators
- Your advertisement will form the back drop of any photos taken at the start Line



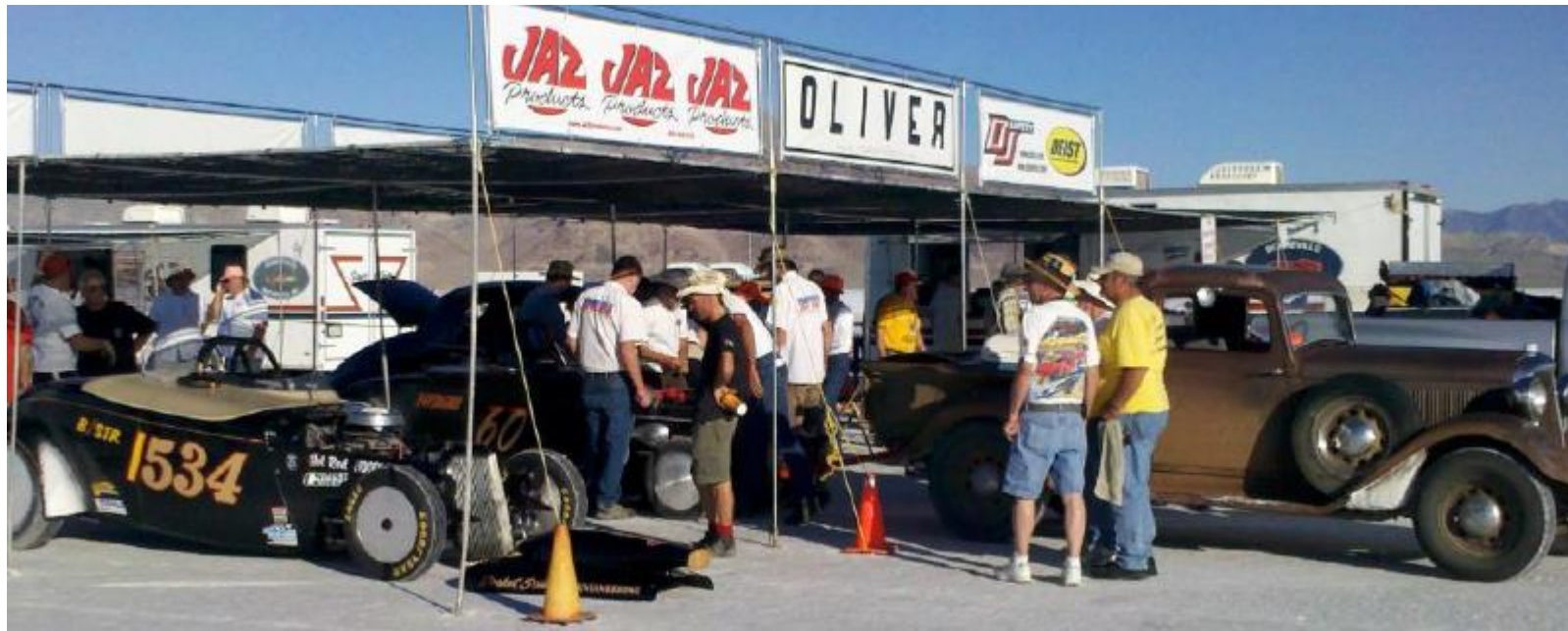
INSPECTION TENT SPONSOR

The inspection tents are located right in the middle of the pits. There will be a maximum of 3 panels per end, naming each respective inspection lane.

Inspection Tent Lane Sponsor (per 2 panels/ lane) \$500

Benefits

- Panels will be seen by all competitors and spectators from anywhere in the pits
- Your advertisement will form the back drop of any photos taken at the pits



OFFICIAL VAN SPONSOR

There are 3 prominently place caravans that are an integral part of Speed Week that are also an ideal opportunity for sponsor to display their signage. These are the Registration caravan, the Timers Van and the Starters Van.

Registration Van (exclusive sponsor signage) \$500

Located in the middle of the pits, just about anyone who is on the salt at Speed Week will come to the Registration Van at some stage. Entrants come to register their entries and to get information on their speed, spectators come to buy programs and to get information, media come to register and get permission to move around the lake.

Timing Van (exclusive sponsor signage) \$500

Strategically placed between the 2 tracks this is the nerve centre of the operation. It is viewable to competitors and spectators from the start line.

Starters Van (exclusive sponsor signage) \$500

Located at the start line the starters van features in many photos making it an ideal opportunity for a sponsor to get excellent coverage.



OFFICIAL VEHICLE SPONSOR

There are 15 official DLRA vehicles that are constantly on the move during speed week. Each of these vehicles could be displaying your company's logo or slogan as a strip across the vehicles windscreen.

Official Vehicle Sponsor (exclusive sponsor signage per vehicle) \$300

Benefits

- Official vehicles will be travelling around all week displaying your advertising.
- Identifies your company as a supporter of the DLRA
- Immediately identifies Official DLRA vehicles



MEDIA REACH

The Dry Lakes Racers and Speed Week provide wide exposure through a variety of media outlets and marketing channels. Please use the table below as a basic guide of the types of advertising, public and community relations opportunities afforded by an event sponsorship.*

**Refer to your sponsor contract for specific recognition opportunities and requirements. Each sponsor should provide a high-quality colour and black-and white logo (.EPS or vector logos preferred) to the DLRA with appropriate time to meet print and placement deadlines. Final pieces will be presented for sponsor approval before going to print*

	Dry Lakes Racers Australia	Speed Week
Emails	At least 4 emails per year to 500 subscribers and members of the media (2000)	At least 2 emails per event to entrants and volunteers and members of the media (300)
Print Advertising and coverage	Association with Australian Street Rodding, Cruzin Magazine, Street Machine, Bonneville Racing News. Plus, many, many others.	Association with Australian Street Rodding, Cruzin Magazine, Street Machine, Bonneville Racing News. Plus, many, many others.
Online Advertising and coverage	DLRA's own website, Facebook page and Twitter feed	DLRA's own website, Facebook page and Twitter feed
Television Advertising and coverage	Not Applicable	National and Local coverage of the event
Radio Advertising and coverage	Not Applicable	National and Local coverage of the event
Posters	300 printed and sold annually	300 printed and sold per event
Memorabilia and Collectables	Hats, T-Shirts, badges, Stickers, Stubby Holders	Hats, T-Shirts, badges, Stickers, Stubby Holders
Event Signage	Banners displayed at major events in most States	Banners displayed at major events in most States
Newsletter / Program	4 editions per year, 1500 subscribers	1250 Programs printed (Colour)



SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship package.

Completed forms can be returned to DLRA Secretary, PO Box 349, Castlemaine VIC 3450, or by fax 03 5472 3194

Contact Information

Company Name: _____

Contact Person: _____

Contact Email Address: _____

Contact Phone Number: _____

Address: _____

City / State / Postcode _____

Sponsorship Packages

- \$2000 T-Shirt Sponsor
- \$500 DLRA Newsletter Sponsor (full page)
- \$250 DLRA Newsletter Sponsor (½ page)
- \$100 DLRA Newsletter Sponsor (¼ page)
- \$500 DLRA Rulebook Sponsor (full page)
- \$250 DLRA Rulebook Sponsor (½ page)
- \$100 DLRA Rulebook Sponsor (¼ page)
- \$500 Speed Week Program Sponsor (full page)
- \$250 Speed Week Program Sponsor (½ page)
- \$100 Speed Week Program Sponsor (¼ page)
- \$500 Start Line Sponsor
- \$500 Inspection Tent Sponsor
- \$500 Official Van Sponsor (Reg, Start, Timing)
- \$300 Official Vehicle Sponsor (per vehicle)

Payment Information

- _____ Please send me an invoice
- _____ I have enclosed a check made payable to
Dry Lakes Racers Australia
- _____ Please charge my credit card
- Card Type: Visa / MC / AmEx / Discover

- Card Number

- Expiration Date _____ Security Code _____
- Total Sponsorship \$** _____
- Signature** _____
- Date** _____

Thank you for supporting the Dry Lakes Racers of Australia!

Once we receive your completed sponsorship form, a DLRA committee member will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution colour and black and-white logos (.EPS or vector preferred) to webmaster@dlra.org.au

All materials will be sent for your approval before going to print.

Note: Speed Week program sponsors cut off is January 31st each year.