

# **WORLD SPEED TRIALS AUSTRALIA 2020**



**28th - 30 March**

**Be a part of Land Speed Racing History, right here in Australia when the fastest vehicles in the world come to Lake Gairdner in South Australia to shatter the record books!**



**Previously...**

**The Dry Lakes Racers Australia hosted the First World Land Speed Trials Australia in 2018. This event was motorcycles and amazingly with only just 11 competitors there was 4 world records broken over the 3 days.**

**Now...**

**To celebrate 30 years of Land Speed Racing in Australia, the DLRA is hosting another World Land Speed Trials in 2020 only this time it is for cars and bikes. Bigger, better and faster than it has ever been before.**

**This is your opportunity to be a part of this incredible event, to associate your company, your product with these record breakers and this amazing event.**



**The WORLD SPEED TRIALS AUSTRALIA is an event unique in the World.**

**Entrants will have the opportunity to set and break records under the regulations of the Federation Internationale de l'Automobile (FIA) and its Australian associate the Confederation of Australian Motor Sport (CAMS), running international record attempts in FIA classes.**

**And the Fédération Internationale de Motocyclisme (International Motorcycling Federation) (FIM) and its Australian associate, Motorcycling Australia, running world record attempts in FIM classes.**

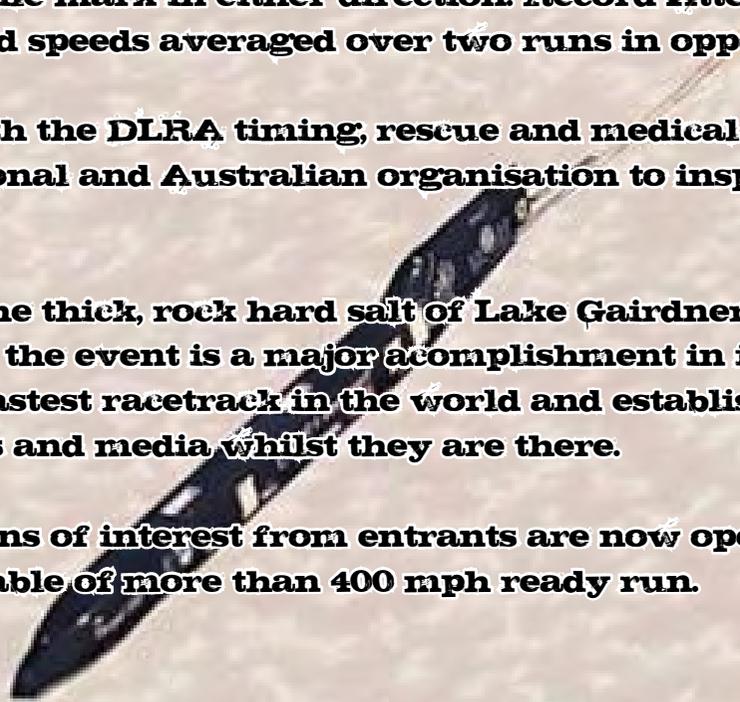
**All vehicles will be running short distance records for the 1 kilometre and 1 mile from a Flying start.**

**The track will be 11 miles long (weather and surface conditions pending) with the start of timing at the 5 mile mark in either direction. Record Attempts are standardised over a set length course and record speeds averaged over two runs in opposite directions.**

**Along with the DLRA timing, rescue and medical crews, there will be representatives from each International and Australian organisation to inspect the vehicles, and to observe and ratify the attempts.**

**Held on the thick, rock hard salt of Lake Gairdner, in the remote outback of South Australia just getting to the event is a major accomplishment in its own right. But the DLRA transform the lake into the fastest racetrack in the world and establish effectively a small town to support the crews, spectators and media whilst they are there.**

**Expressions of interest from entrants are now open and there are already streamliner cars and bikes capable of more than 400 mph ready run.**



**The Dry Lakes Racers Australia (DLRA) conducts land speed racing in Australia.**

**The DLRA was founded in 1990 and has been hosting speed trials on Lake Gairdner each year from that time. 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.**

**The objective of the DLRA is to ensure that Land Speed Racing is conducted 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**

**Whats in it for you?**

**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, these land speed racing events has attracted a small but growing member group from the overseas as well.**

**This target segment would be 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.**

**There are further synergies 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 events 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 and it beneficial to support and sponsor the WLSRA.**

**Additionally, if your company's products or services are aligned with extreme sports or achievements, then WLSRA sponsorship offers an additional advantage since the ultimate goal and focus here is to set land speed records!**

Compared to other forms of National or International motorsport the costs of putting on an event of this calibre are relatively low, this is due to the fact that the host organisation, the DLRA already having procured much of the expensive state of the art equipment for use at its annual event. Plus the DLRA has the necessary permits and leases in place.

Due to the unusual nature of Land Speed Racing, there are no grandstands, no hordings for traditional advertising, so we can only offer placement in websites and any other printed material we do like t-shirts, stubby holders, signs, posters, postcards, stickers.

### What are the opportunities?

#### For smaller organisations and individuals

Supporter	\$100	Your name on the supporters web page, a WSFA 2020 sticker and post card.
	\$250	Your name on the supporters web page, a WSFA 2020 sticker and post card.
	\$500	Your name on the supporters web page, a WSFA 2020 t-shirt, sticker and post card.

#### For larger organisations and corporates

Bronze	[\$1000]	Placement on the WSFA souvineer t-shirt and the web site, a t-shirt and 2 tickets to the event
Silver	[\$3000]	Placement on the WSFA souvineer t-shirt, merchandise and the web site, 3 t-shirts and 4 tickets to the event
Gold	[10,000]	Named in pre-event advertising, rights to give/display promotional material at event, placement on the WSFA souvineer t-shirt, merchandise and the web site, 10 t-shirts and 10 tickets to the event
Platinum	[make an offer]	Possibly naming rights to the event, named in pre-event advertising, rights to give/display promotional material at event, endorsements, appearances, t-shirts, tickets

To discuss or submit your support the event, please contact;

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