

ROAD RUNNER OFFROAD

presents

READIES 4x4 MANIA






Road Runner Offroad are proudly presenting
"Road Runner Offroad - Readies 4x4 Mania"
and we would like to invite you to come on board as an official sponsor.

Event Overview:

After a successful soft launch, Clint Reade's new racing format is now sure to be a hit with the competitors and spectators of the Victorian Winch Challenge Racing scene.

The new format event is now proposed to run 4 rounds in the 2012 season, with the first round exploding onto the scene on the weekend of 17th-19th February 2012.

Held at Heathcote Park Raceway, Readies 4x4 Mania is a multi faceted event including the following stages and attractions for competitors and spectators.

-  Winch challenge vehicles
-  Mud Racing cars (Big horsepower V8's)
-  Demolition derby
-  Burnout Competition
-  ¼ mile 4wd drag race under lights!!

Traditionally Winch Challenge events are attended by 4x4 enthusiasts and their families in their thousands, providing both a diverse and targeted marketing opportunity for your business.












Sponsorship options:

We recognise that any business investment needs careful consideration; therefore we have put together two tiers of sponsorship options that can offer an effective return for your investment.

Gold Sponsorship (Event):

The Gold sponsorship is the top tier, providing many and varied opportunities for you to market your business to the Event patrons. These include:






-  Logo on T-shirts supplied to competitors and event officials.
-  Mandatory application of your Company Stickers on competitor vehicles (Sponsor supplied)
-  Access for 2 Sponsor representatives and 4 guests to the event and the corporate marquee, including cold lunch and non alcoholic beverages for you and your guests.
-  Branding exposure on all correspondence, competitor and official passes. (lanyards), Internet Forums pre and post event (Previous 1 stage event thread with over 12,000 views in 4 weeks!)
-  Local Media at event
-  Announcer at event
-  Opportunities for sponsor supplied promotional banner, teardrops, pull-ups etc. to be prominently positioned.
-  Opportunity for a sponsor ride along in one of the competition vehicles. Can be a company representative or guest. (Waiver to be signed)
-  Brand exposure on Facebook and other Social media sites

Gold Event sponsorship cost.:

\$800 inc. GST (Limited to 5 Gold sponsors)

Stage Sponsorship:

The second tier of sponsorship providing exposure on individual racing stages for the event duration.

-  Stage Naming of your relevant stage e.g. (" SS4 - The Road Runner Rampage")
-  Sponsor Supplied banners/teardrops on your stage and common areas.
-  Branding exposure on all correspondence, competitor and official passes. (lanyards), Internet Forums pre and post event (Previous 1 stage event thread with over 12,000 views in 4 weeks!)
-  Announcer at event
-  Brand exposure on Facebook and other Social media sites

Stage Sponsorship cost:

\$350.00 inc. GST (7 Available stages)

Multiple sponsorships, for those who wish to secure both a Gold & Stage sponsorship, is welcome. Sponsorships will only be secured by means of cleared payment.

If you have any questions or requests please contact us at info@roadrunneroffroad.com.au

