



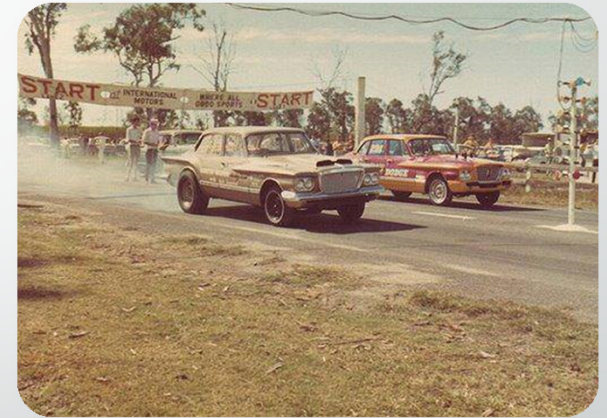
Sponsorship
Opportunity
Package

Where, Who and how long?

Situated in Mackay, in central Queensland, Palmyra Dragway is the oldest Club owned and operated drag racing venue in Australia.

Since its opening in 1968, Palmyra Drag racing club is proud to remain a Club owned and operated incorporation.

Palmyra Dragway is the only drag racing facility north of Gladstone and caters events for racers, not only from Central and North Queensland but from all over country.



The Modern Palmyra

Palmyra Dragway is sanctioned by the Australian National Drag Racing Association (ANDRA). Following the strict safety guidelines outlined by ANDRA,

With a dedicated and enthusiastic team of volunteers, Palmyra Dragway has become a local haven for car racing enthusiasts and spectators alike, with tens of thousands of people visiting the track every year

Over the past 5 years more than \$500000.00 has been invested into the facility to provide a state-of-the-art motor racing facility that ensures safety; promotes skills and talent; and provides a fun atmosphere and comfortable surrounds for spectators.

Palmyra Dragway hosts ANDRA and series racing events attracting professional drivers, teams and fans to the track. Some of these events are broadcast on national television, with other local events promoted widely throughout the community.

Palmyra Drag Racing Club is strongly committed to fueling the car racing industry within the region by cultivating local talent, attracting big events and importantly, increasing spectators.

Palmyra Drag Racing Club makes it a priority to continually look for new and exciting ways of promoting the venue to the wider community. Our Monthly Keep the speed off the street meeting are A legal and sanctioned off-street racing event where the young and young-at-heart can experience the thrill of street racing in a fun and safe environment.

Supporting our local pro street events Palmyra has also hosted special 'one off' feature events including jet engine powered dragsters and nitro fuelled funny car racing. Palmyra Drag racing club brings drag racing at all levels to the people of the greater Mackay region and surrounds.



Who goes to Palmyra Dragway?

- Individuals and families from all age groups and backgrounds attend our monthly "Keep Speed off the Street" meetings, Pro Am events and Feature race meetings. The kids love it. Some even have their favourite car and cheers as the cars prepare to line up to blast down the track.
- Racing of any type can be an expensive hobby. The cars at the fast end of the field cost, sometimes, hundreds of thousands of dollars,, semi trailers, franchising and support crews are necessary to keep these cars at optimum performance. These teams are often owned by professionals and the owners of successful businesses.



Palmyra Drag Racing Club also hosts events for local Hot Rod and Vehicle brand interest clubs as well as the annual Motor Mayhem, car shows and race meet. Of course all of these event attract spectators giving great exposure to our sponsors.



Sponsorship Options

- Palmyra Drag Racing Club offer a number of exciting sponsorship opportunities. These sponsorship opportunities are not just restricted to local businesses. Drag Racers and Drag Racing spectators and enthusiasts are very passionate about their sport and often travel many hours and thousands of Kilometres to attend race meetings, opening up marketing opportunities not only to people in the Mackay region but State and even Nationwide. Your Palmyra Drag Racing Club contact can help you match the right package to suit your business .



Track Naming Rights Sponsor

(sponsor or product name)/Palmyra Dragway

All reference to the Dragway will include the track naming rights sponsor's name. Television, radio , track announcements, printed material as well as social media for all events being held at Palmyra Dragway.. web site and automatic inclusion in public address program at race meetings and other events.

Package includes:

Signage space on the race tower.
Welcome sign at main entry gate
Presence on Drag Club Web page & Facebook Page
20 entrance tickets Per Meeting
Introduction to major Race Teams at Feature events

Package Worth \$8,000 + GST (Or \$2,000 a quarter on payment plan)

Major Event Meeting Sponsor (Feature Event)

Sponsor or product name/ Event name ie (Fred's Mechanical Super Speed meet.)

Package includes:

Sponsor name mentioned advertising including radio, television , printed material, press releases and social media
20 entrance tickets per meeting
Introduction to major Race Teams at the event

Package Worth \$4,000 + GST (Or \$1,000 a quarter on payment plan)



Bracket Sponsor

Gold Sponsor

Includes,

- Complete naming rights to the event, stated as "YOUR NAME" (Butch Sutherland) ETC ETC
- Advertising including, press, TV, radio, posters, social media, face book , PDRC website (two weeks in advance minimum)
- PA announcements at the track on the day.
- Four free racer entries [including 4 crew passes] (3 pit crew)
- Ten free spectator entry passes

Your Investment \$1500 + GST – Payment Plans are offered if required.

Silver Sponsor

Includes,

- Bracket sponsor , your name in front of bracket.
- Advertising including, press, TV, radio, posters, social media, face book , PDRC website
- PA announcements at the track on the day.
- One free racer entry [including 1 crew pass]
- Five free spectator entry passes
- "YOUR NAME" on trophies

Your Investment \$500 + GST

Bronze Sponsor

Includes,

- Your name on trophy for one of the following,
- Best presented bike & crew
- Best reaction time
- Closest to dial in
- Best burnout , ect
- PA announcements at the track on the day.
- One free spectator entry pass.

Your Investment \$100 + GST (or Prizes to the value of \$200 IE vouchers, lights, parts)



\$1000 or \$250 + GST a Quarter: Track Sponsor pays initial \$1500 for design and printing of your sign and 1 year sponsorship. Placement along track wall in prime position. Therefore assured of regional and national coverage depending on event. Also put your artwork on Palmyra Dragway website and listed as a track sponsor and link to your website.

\$1600 or \$400 + GTS Quarter for front or side Sign on front of starter shelter right on the start line. This is probably the most noticeable place at the facility. An additional sign on the inside of the track positioned to take best advantage of television camera angles.. Sponsor to pay for sign and artwork.

