



16th, 17th and 18th September 2022

19/05/2022

Jak's Performance & Promotions Pty Ltd, wishes to invite you and your business to be a part of the Sugar City Powerfest event to be held over the weekend of the 16th- 18th of September 2022. The event is to be held at Palmyra Dragway in Mackay Qld, in conjunction with the Palmyra Drag Racing Club Inc.

This will be the 3rd year running that the Sugar City Powerfest event has been held over the 3rd weekend in September and it just keeps going from strength to strength. The event sees competitors from all over Qld and NSW coming to take part in what has been a record setting event for the numbers of entrants seen at Palmyra Dragway with 153 entries at our 2020 event. Unfortunately, due to current Covid 19 pandemic and some of the restrictions and compliance requirements placed on the venue we have not been able to fill the venue to the levels we would have liked and have had to turn 100's of people away at the gate. Now with many of those restrictions reduced we are expecting to put record numbers of spectators through the gates over that weekend in September.

The popularity and interest in this event have grown exponentially over the last few years and now with the inclusion from last year of the 1/8th Mile Radial Drag Racing Shootout, and this year an Outlaw Bike Shootout running heads up Drag Racing the weekends racing is set to be huge. This event is one of a kind in the Mackay-Whitsunday Region of Qld and has certainly proven that we are bringing the show that people want to see. With another feature of the show being the Massive Burnout competition, which is held over all 3 days, it brings the best of the best in burnout competitions all into one place chasing one of the biggest prize pools available. Add to this the powerskid competition down the Palmyra Dragway ¼ mile strip, the weekend is set to be a massive spectacle and festival of horsepower and we are expecting to break our record of 153 entrants from the 2020 event. With coverage from Performance Street Car Magazine and Street Machine Magazine over the last 2 years plus a huge following on Facebook, the event continues to grow, and the potential business and event exposure is massive.

With your assistance we are putting up for grabs over \$25,000 in cash and prizes at the event to assist with attracting entrants from across the country and with a large following now of interstate competitors some of whom competed at the 2019 burnout event, have guaranteed they will be back to put on another great show. Unfortunately, these guys have missed coming up the last 2 years due to the Covid-19 border restrictions and have promised they're going to bring a few friends. We also have massive following of Qld competitors who have made the most of the opportunities to get amongst it at our events which luckily have managed to survive the restrictions of the pandemic, and they have all said they'll be back. The Drag Racing competition has attracted a lot of interest from top level racers due to the fact we put up unprecedented prizemoney for the sport, and this year with over \$10,000 in prize money up for grabs rest assured this part of the event is just going to get bigger as most of the events these guys and girls compete at normally are for trophies only. Last year saw a lot of effort go into the preparation of the racing surface which certainly showed, with many of our competitors running personal bests and they put on a great show.

Please find below a proposal for your perusal. We're hoping that you and your business is willing to help support the vision we have in being the Premier Motorsport Event in North Queensland. If you require any more information and would like to discuss this proposal, or if you would like to sponsor this event, please don't hesitate to contact us.

We look forward to hearing from you.

Kind Regards

Jason Earl



16th, 17th and 18th September 2022

Sponsorship Proposal

- This event is going to be a fantastic opportunity to publicise your business to potential customers from all over the state and your local area.
- It will assist our sport in increasing its exposure at a professional level.

SPONSOR BENEFITS

Bronze (\$220 up to \$550 incl. GST in Cash/Goods or Services to that value)

- Company promoted throughout the day by our MC
- Partnership advertising on the Sugar City Powerfest Facebook page
- Opportunity to 'value add' by way of merchandise to entrant goodie bags
- Opportunity to advertise by way of business cards, etc. in entrant goodie bags
- Certificate of Appreciation
- 1 x Sugar City Powerfest Event shirt and stubby cooler
- 1 x Spectator pass to the event

Silver (over \$550 and up to \$2,750 incl. GST in Cash/Goods or Services to that value)

- As per Bronze Level
- Company logo on event promotional posters
- Opportunity to display signage at the event
- 1 x additional Sugar City Powerfest Event shirt and stubby cooler (2 of each in total)
- 1 x Additional Spectator pass to the event (2 in total)

Gold (over \$2,750 - \$5,500 incl. GST in Cash/Goods or Services to that value)

- As per Silver Level
- Company logo and link to your nominated website on the Sugar City Powerfest Facebook page
- Company logo on event promotional products (more prominent than Silver)
- Sponsorship naming rights on one of the selected classes of competition
- Opportunity to promote your company by way of signage displayed at the event in prominent locations
- Free merchandise/promotional stall site at Sugar City Powerfest
- Advertising on YouTube ad for the Sugar City Powerfest
- 2 x additional Sugar City Powerfest Event shirts and stubby coolers (4 of each in total)
- 2 x VIP passes to the event plus the 2 spectator passes supplied above



16th, 17th and 18th September 2022

Platinum (Over \$5, 500 incl. GST in Cash/Goods or Services to that value)

- As per Gold Level
- Naming rights sponsor of one of the Competition Events held at Sugar City Powerfest. For example, the Drag Racing, Powerskids or Burnouts will be known as the "YOUR NAME" Sugar City Powerskids etc.
- Pre event publicity/advertising opportunity on Radio and Internet
- Prominent positioning of company logo on all event promotional products
- Prominent positioning of signage/banners at the event
- Prominent free merchandise/promotional stall site at Sugar City Burnouts
- 2 x additional Sugar City Powerfest Event shirts and stubby coolers (6 of each in total)
- 2 x Additional VIP passes to the event (4 in total) plus the 2 spectator tickets supplied above

~~Sugar City Powerfest Event Naming Rights Sponsor—SOLD~~

~~(\$10, 000 and above in Cash/Goods or Services to that value)~~

- ~~• As per Platinum Level~~
- ~~• Naming rights sponsor of Sugar City Powerfest
(Event will be known as the "YOUR NAME" Sugar City Powerfest)~~
- ~~• Prominent positioning of signage/banners at the event in Key locations around the event venue~~
- ~~• 2 x additional Sugar City Powerfest Event shirts and stubby coolers (8 of each in total)~~
- ~~• 2 x additional VIP passes to the event (6 in total) plus the 2 spectator passes supplied above~~

For the Naming Rights, Platinum and Gold level Sponsors the VIP passes will give you exclusive access to VIP areas at the event with optimum viewing of the drag strip and burnout pad, with meals and drinks supplied for the duration of the event. You are also encouraged to come on the day and set up a Trade Stand to display and sell your goods or services.

If you have any questions, please feel free to call us and we do ask that if you are interested in coming on board as an Event Naming Rights, Platinum or Gold Level sponsor could you please let us know ASAP as there is much to do with regards to event advertising etc.

Please contact us via –

- Jason Earl on 0438 090 576 or
- Email: jaksperformance@bigpond.com
- You can also PM the Facebook page

Kind Regards

JASON EARL

Sugar City Powerfest

EVENT COORDINATOR