

Sugar City **Powerfest** 15th, 16th and 17th September 2023

03/07/2023

Jak's Performance & Promotions Pty Ltd would like to invite you and your business to be a part of the Sugar City Powerfest event to be held over the weekend of the 15th- 17th of September 2023 at Palmyra Dragway in Mackay Qld, in conjunction with the Palmyra Drag Racing Club Inc.

The popularity and interest in this event continues to grow every year, and this year is set to be the biggest yet with 1/8th Mile Drag Racing, our 5th year Anniversary Sugar City Burnout Competition as the headline of the show, Powerskids, the return of the Show and Shine as well as some extra action with Roll Racing under lights and a Go-to-Whoa. With the inclusion of the driving events that are a little less suited to full blown competition cars, it has allowed us to introduce a Grand Champion aspect to the show. 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 the feature of the event 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 1/8th Mile Drag Racing with the biggest prizemoney on offer anywhere in the region, the Powerskid competition as well as Roll Racing 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 few years plus a huge following on Facebook, the event continues to grow, and the potential business and event exposure is massive.

This will be the 4th 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. This event sees competitors from all over Qld and NSW coming to take part in what has become a must do on the motorsports calendar and we can't wait to bring this massive Horsepower Party back to Palmyra Dragway again this September.

With your assistance we are putting up for grabs over \$26,000 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 who have been spreading the word about how fantastic our great facility is, we are expecting the entries to come from far and wide, and not forgetting our massive following of Qld competitors who come chasing some of the biggest prizemoney offered in the state for both the burnouts and the drag racing. This is only made possible with the support of people like yourself and the motorsport community.

Please find below a proposal for your perusal as well as attached our prizemoney list with the huge list of awards to be given out at the event. 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 or one of our prize categories, please don't hesitate to contact us.

We look forward to hearing from you.

Kind Regards

Jason Earl

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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 \$1,650 incl. GST in Cash/Goods or Services to that value)

- As per Bronze Level
- Company logo on event promotional products
- 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 \$1,650 - \$3,300 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

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Platinum (Over \$3,300 - \$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

(\$8,800 incl. GST 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