

GASCOYNE OFF ROAD RACING CLUB INC



KICKSTARTERS GASCOYNE DASH 27 – 30 APRIL 2023



SPONSORSHIP PROSPECTUS



GASCOYNE OFF ROAD RACING CLUB INC

THE STORY



Born in 2000 as a white water boat race down WA's iconic Gascoyne River, as one of the driest regions in Australia and with unreliable river flow, the race soon transformed into the motor sport race it is today!

The **Kickstarters Gascoyne Dash** (*The Dash*) is unique in that it combines both car and bike racing on one event schedule and generates high level of media coverage in print, online and television. The event attracts teams and individual professional and semi-professional competitors as well as first timers wanting to share in the excitement of the annual event, which see's competitors race from Carnarvon to Gascoyne Junction and back over 2 gruelling days of racing. The event is organised & presented by the Gascoyne Off Road Racing Club Inc, a 100% volunteer committee and is delivered under the auspices of Motorsport Australia (MA) and Motorcycling Western Australia (MWA).

The Dash is a major regional Western Australian event and is supported by the State Government of WA and Local Governments of the Gascoyne Region, Shire's of Carnarvon & Upper Gascoyne. The Dash enjoys media partnerships with Dakar Press Team Australia along with other local and state print and media outlets and looks forward to fostering new partnerships every year. Why not join us!

Visit **www.gasdash.com** for more info about our unique desert race

GASCOYNE OFF ROAD RACING CLUB INC

DIGITAL REACH

30,900+

Facebook Clicks
During Event

7,850+

Insta Clicks
During Event

7,525+

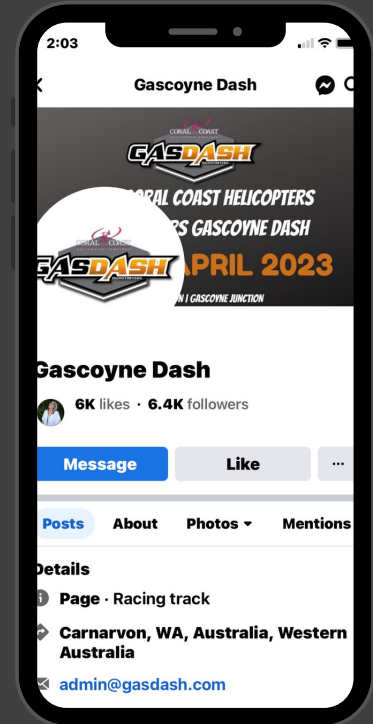
Social Media
Followers

5,465+

Website Visitors
During Event

Visit our website

www.gasdash.com



PARTNER WITH US!

By aligning your business with *The Dash* you'll receive recognition and exposure with our loyal followers including competitors, pit crew, spectators & our wonderful volunteers.

The Kickstarters Gascoyne Dash continues to build capacity every year with competitor numbers on the rise annually and a growing appetite of interstate competitors across all disciplines. Partnering with us is one of the best value marketing opportunities for your business!

Join *The Dash* family to experience a true Outback event that supports regional off road motorsports and the iconic towns of Carnarvon & Gascoyne Junction by injecting significant \$\$ into the local economy!

GASCOYNE OFF ROAD RACING CLUB INC



**EVENT
PARTNER**

Benefits of EVENT PARTNER Sponsorship \$10k+

cash or in-kind

- 🚩 Clickable business logo placement on Gascoyne Dash website
- 🚩 Business name featured in ALL public broadcasts & promotional material
- 🚩 Prominent display of your business signs/banners at ALL venues
- 🚩 Prominent advertising space in Official Race Program
- 🚩 Merchandise Pack incl. 6 event shirts, caps and stubby holders
- 🚩 Social Media posts on both Facebook and Instagram acknowledging your sponsorship and promoting your business
- 🚩 Exclusive VIP table at Presentation Awards Ceremony with meal and drinks package for up to 4 people.
- 🚩 Opportunity for short speech & co-present 'King of the River' award at Presentation Awards







GASCOYNE OFF ROAD RACING CLUB INC

**GOLD
SPONSOR**



Benefits of GOLD Sponsorship \$5k – \$9999

cash or in-kind

-  Clickable business logo placement on Gascoyne Dash website
-  Business name featured in ALL public broadcasts
-  Opportunity to display your business signs/banners at ALL venues
-  Prominent advertising space in Official Race Program
-  Merchandise Pack incl. 4 event shirts, caps and stubby holders
-  Social Media posts on both Facebook and Instagram acknowledging your sponsorship and promoting your business

GASCOYNE OFF ROAD RACING CLUB INC



Benefits of SILVER Sponsorship \$2k – \$4999

cash or in-kind

- 🚩 Clickable business logo/brand placement on Gascoyne Dash website
- 🚩 Business name featured in ALL public broadcasts
- 🚩 Opportunity to display your business signs/banners at ALL venues
- 🚩 Advertising space in Official Race Program
- 🚩 Merchandise Pack incl. 2 event shirts, caps and stubby holders
- 🚩 Social Media posts on both Facebook and Instagram acknowledging your sponsorship and promoting your business

GASCOYNE OFF ROAD RACING CLUB INC

**BRONZE
SPONSOR**



Benefits of BRONZE Sponsorship \$1k – \$1999

cash or in-kind

- 🚩 Clickable business logo/brand placement on Gascoyne Dash website
- 🚩 Opportunity to display your business signs/banners at ALL venues
- 🚩 Advertising space in Official Race Program
- 🚩 Social Media posts on both Facebook and Instagram acknowledging your sponsorship and promoting your business

FRIEND of the DASH up to \$1k

cash or in-kind

- 🚩 Business logo/brand placement on Gascoyne Dash website
- 🚩 Advertising space in Official Race Program
- 🚩 Social Media posts on both Facebook and Instagram acknowledging your sponsorship and promoting your business

GASCOYNE OFF ROAD RACING CLUB INC



CONTACT US FOR MORE INFO

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