

GASCOYNE OFF ROAD RACING CLUB INC



2022

SPONSORSHIP PROSPECTUS

28th April - 1st MAY 2022



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** 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 Australian Dirt Bike Magazine, Dirt Comp along with other local and state print and media outlets and looks forward to welcoming new sponsorship partners every year.

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



EVENT
PARTNER

Benefits of EVENT PARTNER Sponsorship \$10k+

- 🚩 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
- 🚩 Complimentary 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 - Current reach is 4700+ followers across our social media platforms
- 🚩 Exclusive VIP table at Presentation Awards Ceremony with meal and drinks package for up to 4 people.

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GOLD
SPONSOR



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

- 🚩 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
- 🚩 Complimentary 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 - Current reach is 4700+ followers across our social media platforms



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SILVER
SPONSOR



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

- 🚩 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
- 🚩 Complimentary 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 - Current reach is 4700+ followers across our social media platforms



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BRONZE
SPONSOR



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

- 🚩 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 - Current reach is 4700+ followers across our social media platforms

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 - Current reach is 4700+ followers across our social media platforms

GASCOYNE OFF ROAD RACING CLUB INC



CONTACT INFORMATION

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