

# Bulahdelah



[www.bulahdelaevents.com](http://www.bulahdelaevents.com)

BULAHDELAH  
Chamber of Commerce and Tourism Inc.  
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ABN 86 510 739 193

[www.bulahdelah.net.au](http://www.bulahdelah.net.au)

Dave Saul - Event Organiser  
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## Sponsorship packages

### 'Gold Level' - event sponsor - 2 only - \$1000

(or **exclusive** event sponsor at \$2000)

- Prominence in all press leading up to and after the event. This will include local papers, regional papers, radio and possibly television.
- Prominence on all advertising media, press releases, invitations, entry forms and signage.
- Inclusion of advertising material in autofest entrants 'promotion pack'.
- Acknowledged as main sponsor on [www.bulahdelah.net.au](http://www.bulahdelah.net.au) & [www.bulahdelaevents.com](http://www.bulahdelaevents.com) websites.
- Opportunity to address the crowd at beginning of day and / or at prize ceremony.
- Business logo and contact details on all printed material leading up to the event.
- Business logo and contact details on all official printed material on the day (entry forms, rule sheets, judging forms, car display tags etc).
- Business logo on official t-shirts that are to be sold at the event and also given away as prizes.
- Acknowledgement in show program.
- Opportunity for banner / signage to be displayed at the event.
- Opportunity for advertising and / or promotional material to be distributed at the event.
- Acknowledgement over PA throughout event.

## **'Silver Level' - autofest category sponsor - \$100 each**

(please see categories in box below)

- Included in flyer, posters and leaflet in show bag.
- Listed in sponsors list on [www.bulahdelah.net.au](http://www.bulahdelah.net.au) & [www.bulahdelahevents.com](http://www.bulahdelahevents.com) websites.
- Sponsors will be acknowledged (via PA) by the MC, at least 5 times throughout the course of the day.
- Business (or personal) name on trophy.
- Business (or personal) name on t-shirt presented to the winner.
- Business name in sponsors list, printed on program and included in information distributed to competitors.

### **Categories for Bulahdelah rock, rattle 'n' roll - classic autofest 2011**

#### **General categories - (open to all entrants)**

1. Best paint (car or bike)
2. Entrants Choice (car or bike)
3. Peoples Choice (car or bike)
4. Best car in show
5. Best motorcycle in show
6. Best individual display (car or bike)

#### **Cars**

7. Best race car
8. Best standard / unmodified (as close to original as possible but can be painted)
9. Best Aussie
10. Best Pommie
11. Best Yank
12. Best Euro

#### **Bikes**

13. Best standard
14. Best modified / custom
15. Best vintage (pre -1960)

#### **Machinery**

16. Best tractor / machine / static engine (display by club)

## **'Autofest Friends' - general sponsor - \$50**

- Mentioned by MC on day
- Listed in sponsors list in program and on [www.bulahdelah.net.au](http://www.bulahdelah.net.au) & [www.bulahdelahevents.com](http://www.bulahdelahevents.com) websites.

## **'Autofest Friends' - general sponsor - prizes for raffles and trivia prizes**

Throughout the day at the autofest we will be running a trivia competition. This was extremely popular last year. We need prizes valued from \$20 that we can give away throughout the day. Your business will be promoted (by the MC over the PA) at the time of the question being asked and also when the question is answered correctly by the crowd. The more prizes donated, the more your business will be mentioned to the crowd. A list of examples (of prizes) that were popular at last years show can be supplied upon request.

## **Rock 'n' roll dance sponsor - 1 only - \$500**

The Bulahdelah rock 'n' roll dance will attract a crowd from Newcastle to Port Macquarie. This is an opportunity for your business to target a captive audience in a fun & relaxed atmosphere. Your business will be promoted over the PA continually throughout the night, displayed on posters at the venue, included in sponsors list in the autofest program and on our websites.

You will also be included in publicity and media (newspaper and radio as available) leading up to and after the event.

Sponsorship could also include such things as banners displayed on day of autofest and / or in the hall during the evening of the dance. Talk to us.

Please contact Dave Saul (crazy dave) via email [dave@microclimate.com.au](mailto:dave@microclimate.com.au) or 0412 272 502 if you would like more information about the Bulahdelah rock, rattle 'n' roll - classic autofest, the rock 'n' roll dance or anything mentioned in this document.

**BULAHDELAH  
HILLCLIMB 2011  
10<sup>TH</sup> ANNIVERSARY  
SPECTACULAR**



**Sponsorship packages**

**'Gold Level' - event sponsor - \$1000**

- Prominence in all press leading up to and after the event. This will include local papers, regional papers, radio and possibly television.
- Prominence on all advertising media, press releases, invitations, entry forms and signage.
- Inclusion of advertising material in hillclimb entrants 'promotion pack'.
- Acknowledged as main sponsor on [www.myallakesmotorsportsclub.viviti.com](http://www.myallakesmotorsportsclub.viviti.com) website.
- Opportunity to address the crowd at beginning of day and / or at prize ceremony.
- Business logo and contact details on all printed material leading up to the event.
- Business logo on official t-shirts that are to be sold at the event and also given away as prizes.
- Acknowledgement in show program.
- Opportunity for banner / signage to be displayed at the event.
- Opportunity for advertising and / or promotional material to be distributed at the event.
- Acknowledgement over PA throughout event.

## **'Silver Level' - hillclimb bus sponsor - 2 only - \$500**

During the hillclimb event, two buses will be operating to carry spectators up and down the length of the track between heats. These buses will also pick up from (and return people to) Bulahdelah in the morning, at lunchtime and in the evening of the event.

We are offering the opportunity for your business or organisation to advertise on these buses for the day. This could be via posters, banners or stick-on vinyl letters as supplied by you. We can provide printing of A3 size paper posters if artwork is provided at least three weeks prior to the event on the 20<sup>th</sup> march 2011. This sponsorship package is open to negotiation so if you're interested (or have an alternate idea) please contact us.

In addition to the advertising on the actual buses your business will also be promoted in the following ways -

- Listed in sponsors list on [www.myallakesmotorsportsclub.viviti.com](http://www.myallakesmotorsportsclub.viviti.com) website.
- Sponsors will be acknowledged (via PA) by the MC, at least 5 times throughout the course of the day.
- Banners or posters will be displayed at the event in prominent positions along the track. This advertising will be seen by thousands of spectators as well as media present on the day.
- Business name in sponsors list, printed on program and included in information distributed to competitors.
- Sponsors will be acknowledged (in print media) post event via a press release / editorial as appropriate.

This sponsorship has the potential to promote your business to thousands of motorsport fans and it may be included in newspaper photos and / or television coverage of the event.

## **'Friends of the hillclimb' sponsors - \$100 per race 'class'**

Sponsorship of race classes includes -

- Business (or personal) name Included in flyers, posters and competitors race info.
- Listed in sponsors list on [www.myallakesmotorsportsclub.viviti.com](http://www.myallakesmotorsportsclub.viviti.com) website.
- Sponsors will be acknowledged (via PA) by the MC, at least 5 times throughout the course of the day.
- Business (or personal) name on trophy.
- Business (or personal) name on t-shirt presented to the winner.
- Business name in sponsors list, printed on program and included in information distributed to competitors.

Actual race categories will not be finalised until close of entries on 05 March 2011.

Please contact Ross Jones (roscoe) on 0403 748 629 or via email [wjones15@bigpond.com](mailto:wjones15@bigpond.com) if you would like more information about the Bulahdelah Hillclimb or anything mentioned in this document.