

SPONSORSHIP PROPOSAL

A PROPOSAL BY
LAUNCESTON KART CLUB



KARTING, A FUN SPORT FOR EVERYONE

SPONSORSHIP PROPOSAL

ABOUT US

The Launceston Kart Club is a local karting circuit based out of Turners Marsh, a short drive out Launceston. The club has existed for over 60 years and has seen and created many motorsport competitors around Australia, most notably x2 supercar champion Marcos Ambrose.



LAUNCESTON KART CLUB

KARTING – FAST FAMILY FUN

Karting is a fast, but family-friendly sport! Many people associate karting with young drivers, but adults are also very active in karting. People of all ages can enjoy the sport with children as young as six getting behind the wheel. Karting teaches these children – both boys and girls – necessary driving skills well before they can obtain their road license.

Karting is competitive, but it is also fun and family orientated, with involvement in the sport both on and off the track giving it a strong community feeling. For those aiming at a motorsport career, almost everyone who races cars started racing in Karts – it's the best fun you will have on four wheels.

HOW CAN YOU HELP?

Our Club is looking for naming rights partners for selective events as part of our 2024 motorsport calendar. With Three Major State events in 2024 including the Tasmanian State Championships, Tasmanian State Cup and the Tasmanian State Title Shakedown, these sponsorship deals help us run a smooth event and aid with the cost of running karting events for the weekend and year.

Our event sponsors are a crucial element in making our events a success. In return, we offer attractive advertising and marketing opportunities that can help increase the reach and customer base of your business.

For example, our Facebook page alone already has an existing base of 1k page likes with an average reach on our page to be from 8-10k people each month. You can find below the current sponsorship packages we offer for our race meetings.

LAUNCESTON KART CLUB

SPONSORSHIP PROPOSAL

PACKAGE 1 - \$650 EX GST

Package 1 is the introductory package we offer for our naming rights sponsor for a race meeting. This first package doesn't include TV advertising, but will consist of,

- 3-4 dedicated Facebook post
- Business Logo in the event promotional materials, (le Posters, Commentary,)
- Radio spot before the race meeting on Chili FM.
- Business Name Engraved on trophies.
- The business advertised on our website.



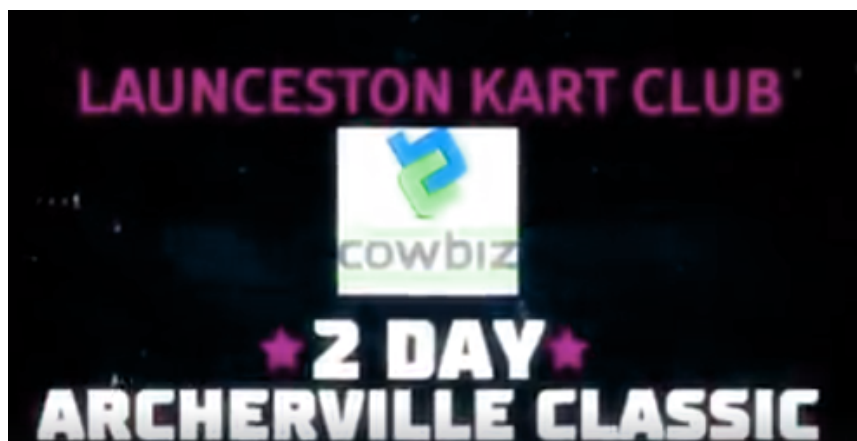
LAUNCESTON KART CLUB

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PACKAGE 2 - \$1150 EX GST

Package 2 is our premium package includes more opportunities to have further brand exposure for your business.

- Video Advertising on social media platforms.
- 3-4 dedicated Facebook post
- Business Logo in the event promotional materials, (le Posters, Commentary,)
- Radio spot before the race meeting on Chili FM.
- Business Name Engraved on trophies.
- The business advertised on our website

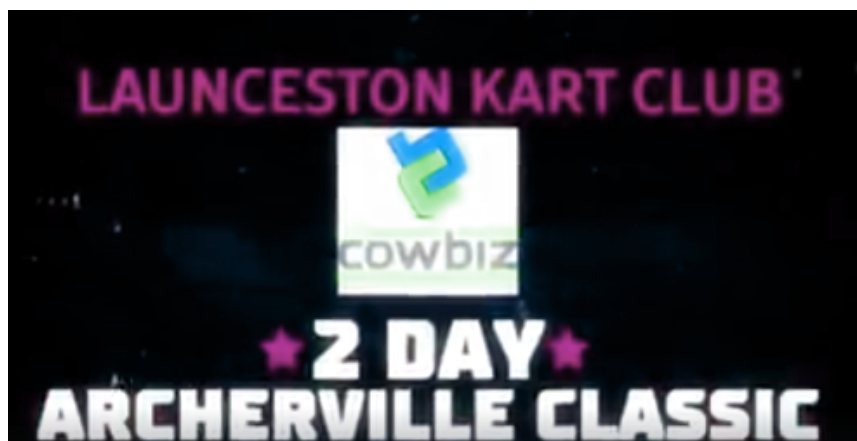


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STATE CHAMPIONSHIP TITLE SPONSOR - \$2000 EX GST

Package 2 is our premium package includes more opportunities to have further brand exposure for your business.

- 2 Weeks of TV Advertising on Channel 7 (5 pm-7 pm) Valued at \$1000
- Video Advertising on social media platforms.
- 3-4 dedicated Facebook post
- Business Logo in the event promotional materials, (Ie Posters, Commentary,)
- Radio spot before the race meeting on Chili FM.
- Business Name Engraved on trophies.
- The business advertised on our website



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TRACK SIGN PACKAGE - \$550 EX GST PER YEAR

Package 3 is for anyone seeking so have business exposure at one of our many track signs! These run for a 3-year lease of the sign but can be paid yearly. This Package also includes

- 3-4 dedicated Facebook post
- Business Logo in the event promotional materials, (le Posters, Commentary,)
- The business is advertised on our website.



LAUNCESTON KART CLUB

OPTIONAL EXTRAS

FACEBOOK AD'S \$80 INC GST



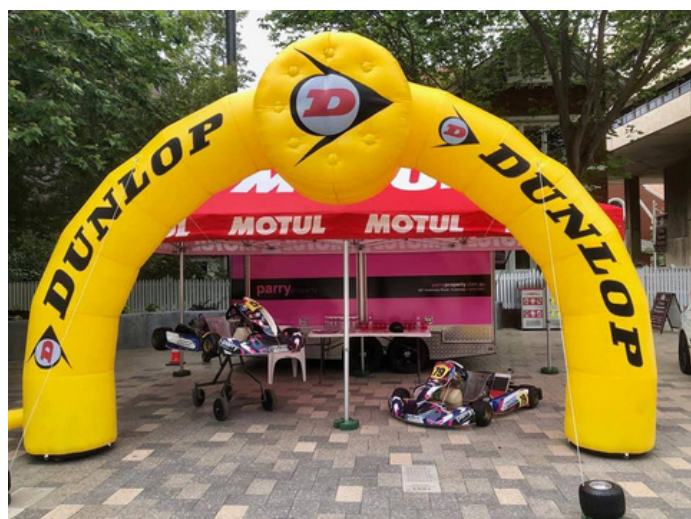
A significant benefit of Facebook advertising is its ability to reach your exact audience. Facebook is the most targeted form of advertising.

You can advertise to people by age, interests, behaviour, and location. If you know your customers, we can use Facebook advertising to engage them and our karting community.

PROMOTIONAL STAND \$80 INC GST

There's nothing better than physically getting your business out there before a race meeting! We have strong relationships with Launceston City Council and Launceston Central City, that means we can set up promotional stands in the Launceston CBD area like Civic Square that has high foot traffic to promote your business and the race meeting ahead.

A great advantage of being in a high foot traffic area is the level of attention we will be able to get for your business being in a busy area.



THESE TERMS AND CONDITIONS ("AGREEMENT") OUTLINE THE TERMS OF SPONSORSHIP FOR A TRACK SIGN AT THE LAUNCESTON KART CLUB ("CLUB") BETWEEN THE SPONSOR ("SPONSOR") AND THE CLUB. BY ENTERING INTO THIS AGREEMENT, BOTH PARTIES AGREE TO BE BOUND BY THE FOLLOWING TERMS AND CONDITIONS:

SPONSORSHIP PACKAGE:

- A. THE SPONSOR AGREES TO PROVIDE FINANCIAL SUPPORT FOR THE CLUB IN EXCHANGE FOR THE PLACEMENT OF A TRACK SIGN AT THE CLUB'S PREMISES.
- B. THE TRACK SIGN WILL PROMINENTLY DISPLAY THE SPONSOR'S LOGO, BRAND NAME, OR ANY OTHER AGREED-UPON DESIGN, SUBJECT TO THE CLUB'S APPROVAL.

SPONSORSHIP FEE:

- A. THE SPONSOR AGREES TO PAY THE CLUB THE AGREED-UPON SPONSORSHIP FEE WITHIN [NUMBER OF DAYS] DAYS OF SIGNING THIS AGREEMENT.
- B. THE SPONSORSHIP FEE IS NON-REFUNDABLE, EXCEPT AS EXPRESSLY STATED IN THIS AGREEMENT.

SIGN DESIGN AND PLACEMENT:

- A. THE SPONSOR SHALL PROVIDE THE NECESSARY ARTWORK, INCLUDING THE LOGO AND DESIGN, FOR THE TRACK SIGN TO THE CLUB WITHIN [NUMBER OF DAYS] DAYS OF SIGNING THIS AGREEMENT.
- B. THE CLUB RESERVES THE RIGHT TO REVIEW AND APPROVE THE DESIGN BEFORE INSTALLATION.
- C. THE CLUB WILL DETERMINE THE APPROPRIATE LOCATION FOR THE TRACK SIGN AT ITS PREMISES.

TERM OF SPONSORSHIP:

- A. THIS AGREEMENT SHALL BE VALID FOR A PERIOD OF [DURATION] YEARS, STARTING FROM THE DATE OF SIGNING.
- B. UPON EXPIRATION, BOTH PARTIES MAY ENTER INTO A NEW AGREEMENT IF MUTUALLY AGREED.

SPONSOR'S OBLIGATIONS:

- A. THE SPONSOR SHALL MAINTAIN A GOOD REPUTATION AND CONDUCT BUSINESS IN A PROFESSIONAL AND ETHICAL MANNER.
- B. THE SPONSOR SHALL PROMPTLY PROVIDE ANY ADDITIONAL INFORMATION OR MATERIALS REASONABLY REQUESTED BY THE CLUB FOR SPONSORSHIP-RELATED PURPOSES.
- C. THE SPONSOR SHALL NOT ENGAGE IN ANY ACTIVITIES THAT MAY HARM THE REPUTATION OR INTERESTS OF THE CLUB.

CLUB'S OBLIGATIONS:

- A. THE CLUB SHALL DISPLAY THE SPONSOR'S TRACK SIGN AT THE AGREED-UPON LOCATION, ENSURING ITS VISIBILITY TO CLUB MEMBERS, VISITORS, AND OTHER RELEVANT STAKEHOLDERS.
- B. THE CLUB MAY MENTION THE SPONSOR'S SUPPORT IN ITS PROMOTIONAL MATERIALS, WEBSITE, SOCIAL MEDIA, AND OTHER APPROPRIATE CHANNELS.

INTELLECTUAL PROPERTY:

- A. THE SPONSOR ACKNOWLEDGES THAT ANY INTELLECTUAL PROPERTY RIGHTS ASSOCIATED WITH THE CLUB'S LOGO, NAME, OR BRAND SHALL REMAIN THE EXCLUSIVE PROPERTY OF THE CLUB.
- B. THE SPONSOR GRANTS THE CLUB A NON-EXCLUSIVE LICENSE TO USE ITS LOGO AND BRAND FOR THE PURPOSE OF FULFILLING THIS AGREEMENT.

TERMINATION:

- A. EITHER PARTY MAY TERMINATE THIS AGREEMENT IN THE EVENT OF A MATERIAL BREACH BY THE OTHER PARTY. NOTICE OF TERMINATION MUST BE PROVIDED IN WRITING.
- B. UPON TERMINATION, THE SPONSOR'S TRACK SIGN SHALL BE REMOVED WITHIN [NUMBER OF DAYS] DAYS, AND THE CLUB SHALL NOT BE LIABLE FOR ANY REFUND OR COMPENSATION.

LIMITATION OF LIABILITY:

- A. THE CLUB SHALL NOT BE LIABLE FOR ANY LOSS, DAMAGE, OR INJURY ARISING OUT OF THE SPONSOR'S PARTICIPATION IN THE SPONSORSHIP PROGRAM, EXCEPT IN CASES OF WILLFUL MISCONDUCT OR GROSS NEGLIGENCE.

ENTIRE AGREEMENT:

THIS AGREEMENT CONSTITUTES THE ENTIRE UNDERSTANDING BETWEEN THE SPONSOR AND THE CLUB AND SUPERSEDES ANY PRIOR AGREEMENTS, WHETHER WRITTEN OR ORAL, RELATING TO THE SUBJECT MATTER HEREIN.

GOVERNING LAW AND JURISDICTION:

THIS AGREEMENT SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF [STATE/COUNTRY]. ANY DISPUTES ARISING UNDER OR IN CONNECTION WITH THIS AGREEMENT SHALL BE SUBJECT TO THE EXCLUSIVE JURISDICTION OF THE COURTS IN [CITY/STATE/COUNTRY].

PLEASE REVIEW THE TERMS AND CONDITIONS OUTLINED IN THIS AGREEMENT CAREFULLY. YOUR SIGNATURE BELOW INDICATES YOUR ACCEPTANCE OF THESE TERMS AND YOUR COMMITMENT TO FULFILLING YOUR OBLIGATIONS AS A SPONSOR.