



THE AUSTRALIAN RACING DRIVERS' CLUB

PROUD OPERATORS OF SYDNEY MOTORSPORT PARK

PRESENTS



*2023 SPONSOR PACKAGES*



WELCOME



FEATURING



SYDNEY  
HILLCLIMB

SYDNEY MOTORSPORT PARK  
SEPTEMBER 9 & 10  
2023



PRESENTED BY THE THE AUSTRALIAN RACING DRIVERS' CLUB



## MATES, MUSCLE CARS, MANAGED MAYHEM, MUSIC & MORE!

*The country's ultimate celebration of Australia's Muscle Car heritage and the drivers who raced them – and continue to race them!*

*Sydney Masterblast is a fantastic race down memory lane for those who grew up spending the October long weekend viewing the Great Race on TV, or spectating trackside on Mount Panorama, Bathurst.*

*The racing is paired with fantastic Saturday Night entertainment under lights, including a monster car meet on the main straight, a unique drone light show, drifting on the Skid Circuit, and the all-new Sydney Hillclimb invitational racing on the Amaroo South Circuit. There is no better way for your brand and business to go one-on-one with such an amazing group of dedicated motorsport fans!*

***“Be There” this September.***



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# RACING LINE UP FOR SEPTEMBER SATURDAY 9TH (DAY & NIGHT) & SUNDAY 10TH (DAY)

PLUS Parade laps of historic cars from the last seven decades both days at the break

GRP C&A HERITAGE TOURING CARS



NATIONAL SPORTS SEDANS



GRP S CLASSIC SPORTS  
CAR RACING



GRP N HISTORIC TOURING CARS

## PLUS SPECIAL GUEST CATEGORIES

TOYOTA 86



AUSTRALIAN  
PROTOTYPE SERIES



SUPERKARTS



\* 2023 participating Race Categories may be subject to change

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# SYDNEY HILLCLIMB ON AMAROO

Amaroo South Circuit // Saturday 9<sup>TH</sup> from 5:30pm

The Sydney Hillclimb will see invitational cars tackle the twists and turns of the Amaroo South Circuit as day becomes night, and the lights bring a stadium feel to our natural South Circuit amphitheatre.

PROUD SPONSOR



THANK YOU TO



BACK IN SYDNEY AFTER 25 YEARS!!



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# EVENING LINE UP

## SATURDAY 9<sup>TH</sup> (NIGHT)

On the Saturday night of Masterblast '23, the skies will be lit up by a moving drone light display as TUNED cars line the main straight from top to tail and Driving Sports holds drifting demos and passenger laps on the Figure 8. Merch stalls and food trucks complete the festival atmosphere.

### TUNED ELITE CAR MEET



Tuned. is bringing all the fun & entertainment

- Automotive Exhibition of 250+ cars
- Tuned. Twilight MONSTER Car Meet
- Live Music
- Dedicated Car Crew Showcase Area
- Huge [TUNEDSHOP.com](https://www.tunedshop.com) merch shop

### DRIFT DISPLAYS AND PASSENGER LAPS



### DRONE LIGHT SHOW



*\* 2023 Saturday Night event inclusions may be subject to change*



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# BY THE NUMBERS



CROWDS  
8k-10k



OVER 350  
EXHIBITORS &  
POWER CRUISERS



OVER 200  
COMPETITORS



DAYS OF  
ACTION

FRIDAY  
SAT & SUNDAY.  
SAT NIGHT.

PRIVATE PRACTICE  
QUALIFYING & RACING  
TUNED ELITE CAR MEET  
DRONE AVIATION SHOW  
SYDNEY HILLCLIMB  
DRIFTING DEMOS AND RIDES

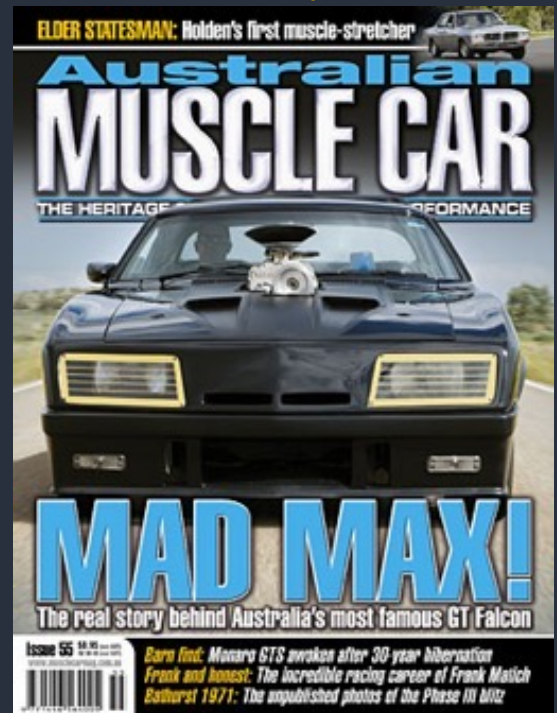
## MEDIA & PROMOTION

## FULL VENUE DIGITAL PRE-PROMOTION

### PRE-PROMOTION & LIVE OB



### MOTORSPORT /AUTO PRINT



### SOCIAL MEDIA



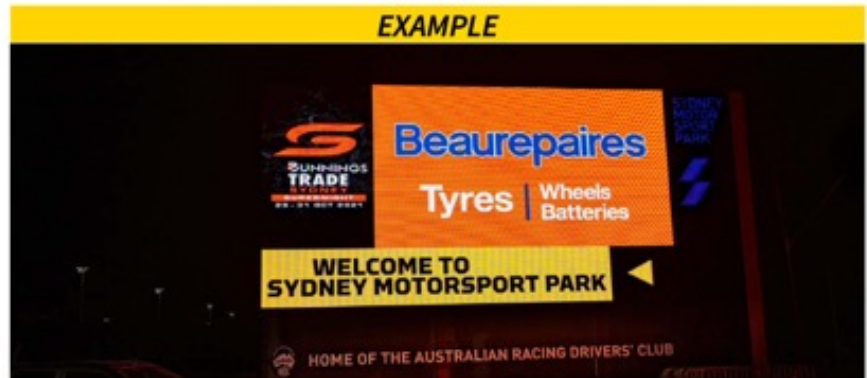
PRESENTED BY THE THE AUSTRALIAN RACING DRIVERS' CLUB



# NEXT GEN LED MEDIA



- *UNIQUE TO SYDNEY MOTORSPORT PARK,*
- *OVER 350SQM OF STATE OF THE ART DIGITAL SIGNAGE*
- *10 AMAZING LOCATIONS FROM GATE A TO PIT LANE*
- *VALUABLE BRANDING & RETAIL OPPORTUNITIES*
- *STRONG SHARE OF VOICE CAMPAIGNING THROUGHOUT THE 3-DAY EVENT*



## VENUE MAP

### SYDNEY MOTORSPORT ASSETS MAP

- Ⓐ Gate A Main Public Entry
- Ⓑ Southern Drive Arch
- Ⓒ Amaroo Circuit Pit Building
- Ⓓ Paddock Tunnel
- Ⓔ NTH Paddock Arch
- Ⓕ The Paddock (L3)
- Ⓖ Pit Exit Arch
- Ⓗ Pit Straight LED (Ground and L3)
- Ⓘ Brabham Straight Arch

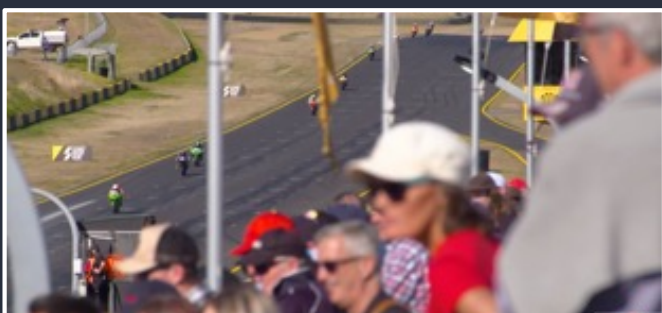




# MASTERBLAST BROADCAST



- FULL SUNDAY PRODUCTION BY AVE
- 6 X HD CAMERA LOCATIONS
- 1 X RF ROAMING CAMERA
- LIVE REPLAY SYSTEM
- GRAPHICS SYSTEM FOR IMAGE OVERLAY AND TIMING DATA
- AUDIO AND AUDIO OPERATOR
- LIVE Streaming (0900 - 1700)



**SUNDAY**  
0900-1700



PRESENTED BY THE THE AUSTRALIAN RACING DRIVERS' CLUB

# EVENT SPONSORSHIP PACKAGES AVAILABLE



**PRESENTING  
PARTNER(S)**  
**\$30K**

**INCL \$16K IN HOSPITALITY, TICKETING & PRINT/LED MEDIA**



**MAJOR  
SPONSOR(S)**  
**\$14K**

**INCL \$6.8K IN HOSPITALITY, TICKETING & PRINT/LED MEDIA**



**SPONSOR (S)**  
**\$7.5K**

**INCL \$3.1K IN HOSPITALITY, TICKETING & PRINT/ LED MEDIA**



**SPONSORED**

**SYDNEY HILLCLIMB  
SPONSOR**  
**\$5.0K**



**INCL \$3.1K IN HOSPITALITY, TICKETING & PRINT/LED MEDIA**



**MEMBERS & OFFICIALS  
PRESENTING PARTNER**  
**\$3.0K**

**INCL \$2.8K IN HOSPITALITY, TICKETING & PRINT MEDIA**







# PACKAGES & BENEFITS

**PRESENTING  
PARTNER  
\$30K**



**MAJOR  
SPONSOR  
\$14K**



**SPONSOR  
\$7.5K**



**SYDNEY  
HILL CLIMB  
SPONSOR  
\$5.0K**



EVENT MARKETING, ADVERTISING & COMMUNICATIONS	PRESENTING PARTNER	MAJOR SPONSOR	SPONSOR	SYDNEY HILL CLIMB SPONSOR
Pre-Event Advertising (Paid & Social)	Y	Y	Y	Y
Official Program 32pp Col (Front Cover)	Y	Y		<b>SPONSORED</b>
Official Program (Welcome Message)	Y			
Official Program (Ad Pages) - Value \$1500 page	<b>2 PAGES \$3000 VAL</b>	<b>1 PAGE \$1500 VAL</b>	<b>½ PAGE \$750 VAL</b>	<b>½ PAGE \$750 VAL</b>
Event website listing	Y	Y	Y	Y
Event PA Commentary	Y	Y	Y	Y

BRANDING	PRESENTING PARTNER	MAJOR SPONSOR	SPONSOR	SYDNEY HILL CLIMB SPONSOR
Scrutineering Sticker	Y MCM COMPETITORS			Y SHC COMPETITORS
Event Composite Logo	Y			

DIGITAL SIGNAGE	PRESENTING PARTNER	MAJOR SPONSOR	SPONSOR	SYDNEY HILL CLIMB SPONSOR
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THERE WILL BE OVER 50 HRS OF DIGITAL MEDIA ALLOCATION ACROSS ALL 3 DAYS AVAILABLE DIRECTLY TO EVENT PARTNERS ACROSS ALL ASSETS – OVER 80% OF ALL MEDIA AVAILABLE. Below excludes additional value of pre-promotion @ SMSP in the lead up to the event. Media Minutes provided to Partner/Sponsor over weekend

Media value over 3 days	\$6,000+	\$3000+	\$1500+	\$1500+
MAIN ASSETS (8) excl South Circuit Pit Building & Sth Rd Archway	<b>180 mins PER DAY</b>	<b>100 mins PER DAY</b>	<b>30 mins PER DAY</b>	<b>30 mins PER DAY</b>
South Circuit Pit Building & Sth Rd Archway	<b>180 mins PER DAY</b>	<b>100 mins PER DAY</b>	<b>30 mins PER DAY</b>	<b>150 mins PER DAY</b>





# BY THE NUMBERS



NON-DIGITAL SIGNAGE INCLUDING PRODUCTION	PRESENTING PARTNER	MAJOR SPONSOR	SPONSOR	SYDNEY HILL CLIMB SPONSOR
Sponsor Recognition	TOP BILLING	Y	Y	Y
<b>MASTERBLAST 2023</b> Co-branded Flags (4 PRE AND 4 POST TUNNEL)	TOP BILLING			SHC BRANDED FLAGS @ SHC VENUE
<b>MASTERBLAST 2023</b> Venue Maps (Logo Feature)	Y	Y		SHC UNIQUE MAP
<b>SYDNEY MASTERBLAST 2023</b> Mobile Podium (Logo Feature)	TOP BILLING	Y	Y	Y

EVENT ACTIVATION	PRESENTING PARTNER	MAJOR SPONSOR	SPONSOR	SYDNEY HILL CLIMB SPONSOR
Product & Services Display Within The Designated Partner Area (Partner to supply)	6M X 6M	3M X 3M	3M X 3M	3M X 3M

TICKETING & HOSPITALITY	PRESENTING PARTNER	MAJOR SPONSOR	SPONSOR	SYDNEY HILL CLIMB SPONSOR
Sponsor Syndicated dining suite SATURDAY /& SATURDAY NIGHT (Valued at \$250pp)	Y	Y	Y	Y
NUMBER	12	6	2	2
VALUE	\$3000	\$1500	\$500	\$500
SPONSOR VIP PARKING (X SPACES)	6	3	1	1
GA WEEKEND EVENT TICKETS (Valued at \$40pp)	Y	Y	Y	Y
NUMBER	100	20	10	10
VALUE	\$4000	\$800	\$400	\$400

Please note RE RACE CATEGORY SPONSORSHIPS: These MASTERBLAST 2023 sponsorships are only for this event, and do not infer Series Sponsorship for any category listed in the race schedule. Competitor window banners are specifically excluded from these packages. If Series Sponsorship is of interest, and is available, then we can put you in touch with the relevant Race Category Manager.







# ARDC MEMBERS & OFFICIALS CELEBRATIONS CELEBRATION EVENT PRESENTER



There will be two main thank you functions held over the MASTERBLAST 2023 weekend.

**SATURDAY 9<sup>TH</sup> SEPTEMBER: 6 P M – 8 P M**

On the Saturday night there will be a fantastic BBQ on the SMSP Brabham Straight Main Pit Roof at 6pm for all Members, officials, and event competitors

**SATURDAY 9<sup>TH</sup> & SUNDAY 10<sup>TH</sup>**

ARDC Member only Suite (9am – 5:30pm) – Tea, coffee, drinks, and nibbles



<b>INVESTMENT</b> ex GST	<b>ARDC MEMBERS &amp; OFFICIALS PRESENTING PARTNER</b>
INVESTMENT ex GST	<b>\$3.0K</b>

### YOUR SPONSORSHIP INCLUDES:

- Celebration Presenting Partner status
- Your Brand Included
  - Pre-Event Advertising (Social, ARDC Member Newsletter & Race Officials Communications)
- One full page in the Official Event Program (Value \$1500 page)
- Invitation for 6 guests to the rooftop BBQ afterwards (Value \$300)
- Additional ten (10) event weekend passed (Value \$500)
- Six (6) Complimentary Annual ARDC Enthusiast memberships for your team (Value \$570)
- Sponsor VIP Parking (3 spots)



E & OE 2023

**PRESENTED BY THE THE AUSTRALIAN RACING DRIVERS' CLUB**



# INVESTMENT



INVESTMENT ex GST	PRESENTING PARTNER	MAJOR SPONSOR	SPONSOR	SYDNEY HILL CLIMB SPONSOR	ARDC MEMBERS & OFFICIALS PRESENTING PARTNER
INVESTMENT ex GST	\$30K	\$14K	\$7.5K	\$5.0K	\$3.0K

COMPANY		CONTACT PERSON			
		TITLE			
ADDRESS		SUBURB			
		STATE		PCODE	
EMAIL		PHONE			
		MOBILE			

Once completed, please scan and email to : [peter@ardc.com.au](mailto:peter@ardc.com.au). Thank You  
PACKAGE DETAILS: REQUEST

- PRESENTING PARTNER    
 MAJOR SPONSOR    
 SPONSOR  
 SYDNEY HILL CLIMB SPONSOR    
 ARDC MEMBERS & OFFICIALS PRESENTING PARTNER

**PLEASE NOTE:**

- Changes to MASTERBLAST 2023 Race Categories and the Saturday Night event inclusions. What is outlined in this proposal is as currently anticipated by the ARDC, but may be subject to change. The ARDC shall not be liable for any compensation, rebate or fee reduction to any event sponsor should any changes to the event line-ups occur.
- Should you wish to discuss any of the packages please contact Peter Larum (ARDC GM Marketing & Commercial (Consultant) on 0419 732 029. Once complete, please return via email to [peter@ardc.com.au](mailto:peter@ardc.com.au). Upon receipt of your sponsorship application form, the Australian Racing Drivers' Club will confirm your sponsorship level and race category selection.

**Payment Terms:** The ARDC will issue a tax invoice for fifty percent (50%) of the full amount on signing of this agreement. An invoice for the remaining fifty percent (50%) will be issued prior 31<sup>st</sup> July 2023. Payment Terms are Strictly 21 days.

I/we agree to the payment, details and terms and conditions detailed in the ARDC SUPER 70TH 2022 Sponsorship Proposal.

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_







## TERMS AND CONDITIONS

The details in this document are correct at the time of publication. The ARDC does not accept responsibility for any changes that may occur.

A completed and signed Sponsorship Form must be submitted to initiate sponsorship.

Placement and positioning of logos included in event materials will be at the discretion of the ARDC and will reflect the level of support given by your organisation. All signage will be designed to suit the requirements of the venue. Advertising Page positions within the Official Event Guide are at the discretion of the ARDC.

Marquee locations within the Paddock Areas are at the discretion of the ARDC. Changes may be made at any time due to logistical and safety reasons, or otherwise.

### Cancellation Policy

1. Applies once sponsorship is confirmed
2. Due to the considerable administration and production associated with an event of this nature, a cancellation fee of 50% of full payment amount will be incurred should a confirmed sponsorship agreement be cancelled either within 7 Days of signing, or prior to 1 August 2023.
3. Confirmed sponsors who cancel after 1 August 2023 will pay a cancellation fee of 100% of agreed sponsorship amount.
4. All requests for cancellation must be made in writing to the ARDC via email address [peter@ardc.com.au](mailto:peter@ardc.com.au)

## CONTACT

PETER LARUM

General Manager: Strategy, Business Development, Marketing & Commercial  
(Consultant)

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