



## EXCITING SPONSORSHIP OPPORTUNITY!

Dear Potential Sponsor,

Welcome to Penrith District Nitro Racing Inc. – one of the biggest and fastest growing Radio Control clubs in Australia.

Penrith District Nitro Racing Inc. (PDNR) invites you to consider one of the following sponsorship packages as a great way to help promote and increase exposure for your organisation. Not only will your brand be exposed to many competitors at weekly race events, but PDNR events also attract large numbers of spectators who would also be exposed to your brand, products or services. You will also be helping a not-for-profit volunteer association continue to meet the growing needs of their members and guests and continue the development towards securing a permanent venue for their activities.

In addition to PDNR's regular weekly race meetings held every Tuesday night, they also organise a number of major endurance events, weekend events and monthly drag nights during the year. These major events are typically held on a Friday or Saturday evening, and your organisation could receive exposure at these events as well. For a full calendar of PDNR events please feel free to visit the website.

Sponsorship packages start from as little as \$150.00 per year, with all funds raised going towards the clubs immediate improvements and future growth.

PDNR are a volunteer organisation based in Penrith, with the aim being to nurture the hobby of nitro powered radio controlled car racing. The club currently has a large member base of approximately 75 members including junior members, and regularly has over 80 drivers attending weekly race meetings. Racing is currently held on a temporary car park circuit every Tuesday night at the Sydney International Regatta Centre – P1 Island car park, Castlereagh Rd, Penrith.

PDNR has experienced a rapid growth over the years, starting in 1997 with just four nitro enthusiasts playing around, PDNR now have over 100 different drivers participating in their activities. To accommodate the increase in participants, PDNR are working towards establishing a purpose built radio control facility in the Penrith area and require financial support from local organisations to make the plan a reality.

Please consider one of the following sponsorship packages (overleaf) as a cost effective method of promoting your organisation.

If you have any questions or would like more information, please contact one of the following committee.

<b>Publicity Officer</b>	Bruce Berg	0422 001 990	publicity@pdnracing.org.au
<b>Secretary</b>	John Reilly	0414 562 629	secretary@pdnracing.org.au
<b>Competition Secretary</b>	Tony Firth	0414 935 866	racing@pdnracing.org.au



### **Penrith District Nitro Racing Inc. (PDNR)**

Sydney International Regatta Centre, Penrith - Every Tuesday night from 6:30pm  
 info@pdnracing.org.au      www.pdnracing.org.au      PO Box 420 Kingswood NSW 2747



## **RACE SPONSORSHIP PACKAGES!**

Race Sponsorship Packages are designed to cater for organisations that wish to make a contribution that is directly associated with PDNR events. The following packages directly related to a particular PDNR race activity, and as a result the exposure is more targeted towards these activities.

All race sponsors receive exposure in the PDNR newsletter and website, with some packages including trackside signage.

<b>PDNR CHAMPIONSHIP ALL RACE EVENTS</b>	
<b>DIVISION PACKAGE</b>	<p><b>Cost:</b> \$300 per year</p> <p><b>Entry Package +</b></p> <ul style="list-style-type: none"> <li>- Title sponsorship of 1 x division</li> <li>- 2 x Trackside signs*</li> <li>- 1 x Registration board magnet</li> </ul>
<b>STARTER PACKAGE</b>	<p><b>Cost:</b> \$200 per year</p> <p><b>Entry Package +</b></p> <ul style="list-style-type: none"> <li>- 1 x Trackside sign*</li> </ul>
<b>ENTRY PACKAGE</b>	<p><b>Cost:</b> \$150 per year</p> <ul style="list-style-type: none"> <li>- PDNR Newsletter</li> <li>- Sponsors page on PDNR website</li> </ul>
<b>ADDITIONAL TRACKSIDE SIGNS*</b>	<p><b>Cost:</b> \$150 each</p> <p><b>NOTE:</b> Only available in conjunction with a package above</p>

\* NOTE: Sponsors are responsible for providing their own sign artwork/graphics mounted on core-flute or similar material. Trackside sign area is 400mm x 2200mm. PDNR will attach sponsor signage to trackside barricades.

## SPONSORSHIP COMPARISON CHART

	Cost	Trackside Sign	Registration Board Magnet	Division Sponsor	Website	Newsletter
<b>Division Sponsor</b>	\$300	2	Y	Y	Y	Y
<b>Starter Package</b>	\$200	1			Y	Y
<b>Entry Package</b>	\$150				Y	Y
<b>Additional Trackside Signs</b>	\$150					

## ADDITIONAL SPONSORSHIP OPPORTUNITIES!

At different times additional sponsorship opportunities may arise. The following outlines some of the common opportunities that arise outside the scope of previously mentioned sponsorship packages.

Should any of these additional sponsorship opportunities suit your organisation, please express your interest to a PDNR representative.

Additional opportunities are typically associated with a particular event or activity, and exposure is focused around this arrangement.

### **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

<b>TITLE SPONSOR</b>	<b>Cost:</b> \$POA <b>Summary:</b> Title sponsorship of a major PDNR event or activity
<b>MAJOR EVENTS</b>	<b>Cost:</b> \$POA <b>Summary:</b> Division and/or trophy sponsor for major events
<b>PRIZES / AWARDS</b>	<b>Cost:</b> \$POA <b>Summary:</b> Sponsorship/Supply of Prizes and/or Awards
<b>MERCHANDISE</b>	<b>Cost:</b> \$POA <b>Summary:</b> Sponsorship of PDNR merchandise eg. Shirts / hats / jackets
<b>PDNR PIT CREW</b>	<b>Cost:</b> \$POA <b>Summary:</b> Advert on PDNR Pit Crew Email Blast

# PDNR SPONSORSHIP APPLICATION FORM

(PLEASE PRINT CLEARLY)

Application Date: ___ / ___ / _____	New Sponsor: <input type="checkbox"/>	Existing Sponsor: <input type="checkbox"/>
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<b>Contact Details</b>	Sponsor Name		
	Street Address	Street	Suburb
	Postal Address	Street	Post Code
	Contact Person	Name	Position
	Contact Info	Phone:	Fax:
Email:			

<b>Sponsorship Type</b>	<b>RACE SPONSORSHIP PACKAGES</b>		
	<i>Please select your race sponsorship package:</i>		
	<input type="checkbox"/>	Division Package (\$300.00)	
	<input type="checkbox"/>	Starter Package (\$200.00)	
	<input type="checkbox"/>	Entry Package (\$100.00)	
	<i>Please select your division preference (Division Package Only):</i>		
<input type="checkbox"/>	<input type="checkbox"/>		
	Truck - <input type="checkbox"/>		
	Buggy - <input type="checkbox"/>		
	Pull Start - <input type="checkbox"/>		
	Nitro Kit - <input type="checkbox"/>		
	Outlaw - <input type="checkbox"/>		
	Open Pan - <input type="checkbox"/>		
	Pro Tourer - <input type="checkbox"/>		
	Novice - <input type="checkbox"/>		
	Other <input type="checkbox"/>		

<b>Advert Information</b>	Sponsor Name	(Name to be advertised)	
	Website		
	Description (Max 50 words)		
	Contacts	Phone:	Fax:
Logo / Image	<input type="checkbox"/> Logo artwork/business card enclosed. (Digital copy of logo (.jpeg) is preferred)		

**Please Note:**

PDNR will process requests on a first-in, first-served basis, subject to availability with priority given to returning sponsors. Please remember to enclose your cheque when returning this sponsorship application.

Cheques are to be made payable to Penrith District Nitro Racing Inc. Please return your completed application to:

**Publicity Officer**  
 Penrith District Nitro Racing Inc.  
 PO Box 420  
 Kingswood NSW 2747  
 publicity@pdnracing.org.au

**Signage Dimensions:**

**STANDARD TRACKSIDE SIGN**  
 Dimensions: 400mm x 2200mm  
*Highlighted in picture below*



**Terms & Conditions:**

PDNR reserve the right decline a sponsorship application should an applicant be deemed not in the best interest of the club and the clubs activities.

Advertising and promotion of sponsors at any event that is organised by PDNR is the sole responsibility of PDNR, and should a sponsor wish to undertake any additional or auxiliary promotion or advertising, this must be approved by PDNR prior to the promotion taking place.

Should a sponsorship arrangement not be renewed, any trackside signs no longer used by an outgoing sponsor will be cleaned/painted over and re allocated to new sponsors when necessary.

PDNR will endeavour to protect and support the contribution of current PDNR sponsors where possible.

<b>PDNR ONLY</b>	Sponsorship Start: ___ / ___ / _____		Sponsorship Finish: ___ / ___ / _____		<b>AMOUNT</b>
	Package Selected				\$
	Additional Details				\$
	<b>TOTAL</b>				<b>\$</b>
	Receipt #	Payment Amount			\$

**Note:** It is recommended that sponsors apply signage artwork to core-flute (the same material as a typical FOR SALE sign is made of) for the purpose of wear-n-tear.

PDNR can supply core-flute to the specified dimensions if required. All sponsors need to organise their own artwork and printing. If a sponsor does not have access to any printing facilities PDNR can recommend where the sponsor can have their artwork printed.

Sponsors are recommended to ensure that sign writer uses UV rated ink etc as signs will be weathered.