



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 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 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 \$100.00 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 130 members, and regularly has over 90 drivers attending weekly race meetings. PDNR regularly attract crowds of over 300 who come down to enjoy a fun nights racing. 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 in 2008 have over 300 different drivers participating in their activities. At the rapid rate the club is growing PDNR are once again very close to outgrowing their existing facilities. 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.

President	Kevin Maton	0433 410 028	president@pdnracing.org.au
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Publicity Officer	Steve O'Connor	0414 752 461	publicity@pdnracing.org.au
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Competition Secretary	Tony Firth	0414 935 866	racing@pdnracing.org.au
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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



CLUB SPONSORSHIP PACKAGES!

Club Sponsorship Packages are designed to cater for organisations that wish to make a significant contribution to Penrith District Nitro Racing Inc. The following packages are not directly related to any particular race activity, but to PDNR as a whole. The exposure and opportunities associated with these packages reflect the significant contribution that club sponsors are making.

All Club Sponsorship sponsors will receive recognition in the PDNR newsletter and on the PDNR website, on PDNR entry forms and other promotional material eg. email blasts and promotional flyers. Club Sponsorship sponsors are entitled to significantly discounted rates for entry into PDNR events, and are entitled to complimentary catering at PDNR presentations and functions (See details below). Club Sponsorship sponsors are also recognised on the “Club Sponsors” sign which displays PDNR’s club sponsors at events.

GOLD SPONSOR	Cost: \$10,000 per year Additional Inclusions: 5 x <u>large</u> trackside signs*
SILVER SPONSOR	Cost: \$5,000 per year Additional Inclusions: 3 x <u>large</u> trackside signs*
BRONZE SPONSOR	Cost: \$2,500 per year Additional Inclusions: 1 x <u>large</u> trackside signs*

* NOTE: Sponsors are responsible for providing their own sign artwork/graphics mounted on core-flute or similar material. Large trackside sign area is 1200mm x 2400mm.

Discounts and Other Benefits

GOLD SPONSORS receive a 50% discount on race entry fees (up-front or nightly), and a complimentary catering (to the value of \$20) at the 3 Championship Presentation Nights (Summer, Autumn & Winter) for 4 people. (maximum \$1000 discount - combined value)

SILVER SPONSORS receive a 50% discount on race entry fees (up-front or nightly), and a complimentary catering (to the value of \$20) at the 3 Championship Presentation Nights (Summer, Autumn & Winter) for 2 people. (maximum \$500 discount - combined value)

BRONZE SPONSORS receive a 50% discount on race entry fees (up-front or nightly), and a complimentary catering (to the value of \$20) at the 3 Championship Presentation Nights (Summer, Autumn & Winter) for 1 person. (maximum \$250 discount - combined value)

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.

PDNR CHAMPIONSHIP EVENTS (TUESDAY NIGHTS)

DIVISION PACKAGE	Cost: \$300 per year Additional Inclusions: Title sponsorship of one division & 2 x trackside signs*
STARTER PACKAGE	Cost: \$200 per year Additional Inclusions: 1 x trackside sign*
ENTRY PACKAGE	Cost: \$100 per year Additional Inclusions: None
ADDITIONAL SIGNS*	Cost: \$100 each NOTE: Only available in conjunction with a package above

PDNR DRAG NIGHT SERIES EVENTS

DIVISION PACKAGE	Cost: \$300 per year Additional Inclusions: Title sponsorship of one division & 2 x trackside signs*
STARTER PACKAGE	Cost: \$200 per year Additional Inclusions: 1 x trackside sign*
ENTRY PACKAGE	Cost: \$100 per year Additional Inclusions: None
ADDITIONAL SIGNS*	Cost: \$100 each NOTE: Only available in conjunction with a package above

* 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.



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	
TITLE SPONSOR	Cost: \$POA Summary: Title sponsorship of a major PDNR event or activity
MAJOR EVENTS	Cost: \$POA Summary: Division and/or trophy sponsor for major events eg. PDNR Charity Challenge (Oran Park Kids Race Day)
PRIZES / AWARDS	Cost: \$POA Summary: Sponsorship/Supply of Prizes and/or Awards
MERCHANDISE	Cost: \$POA Summary: Sponsorship of PDNR merchandise eg. Shirts / hats / jackets
PDNR PIT CREW	Cost: \$POA Summary: 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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Contact Details	Sponsor Name			
	Street Address	<small>Street</small>	<small>Suburb</small>	<small>Post Code</small>
	Postal Address	<small>Street</small>	<small>Suburb</small>	<small>Post Code</small>
	Contact Person	<small>Name</small>	<small>Position</small>	
	Contact Info	Phone:	Fax:	
Email:				

Sponsorship Type	CLUB SPONSOR PACKAGES			
	<i>Please select your club sponsorship package:</i>			
	<input type="checkbox"/> GOLD SPONSOR (\$10,000)			
	<input type="checkbox"/> SILVER SPONSOR (\$5,000)			
	<input type="checkbox"/> BRONZE SPONSOR (\$2,500)			
	RACE SPONSOR PACKAGES - CHAMPIONSHIP			
	<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"/> 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			
	RACE SPONSOR PACKAGES – DRAG NIGHT SERIES			
<i>Please select your drag 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"/> Top Fuel - <input type="checkbox"/> D/Slammer - <input type="checkbox"/> S/Stock GP - <input type="checkbox"/> S/Stock EP - <input type="checkbox"/> Street - <input type="checkbox"/> Off Road - <input type="checkbox"/> Junior - <input type="checkbox"/> Micro - <input type="checkbox"/> Other				

Advert Information	Sponsor Name	<small>(Name to be advertised)</small>		
	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



LARGE TRACKSIDE SIGN

Dimensions: 1200mm x 2400mm

(Not Pictured)

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.

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