



**Opportunity to become an
“Official Community Partner of the Townsville 400”
10-12 July 2009**

The Dunlop Townsville 400 is attracting an unbelievable level of interest from the people of Northern Queensland, especially among the residents of Townsville. Over 200,000 spectators are expected to attend the 3 days of the Dunlop Townsville 400, with over 1.5 million television viewers expected to watch the 7 ½ hours of live broadcast on the Seven Network. We would like to offer local businesses the opportunity become an integral part of this fantastic Event.

By becoming an “**Official Community Partner of the Dunlop Townsville 400**”, local companies have the opportunity to promote their own products/services to a huge audience and to also show their close association with what is set to become North Queensland’s largest annual sporting Event and one of the key Events on the Australian sporting calendar.

Below are some key details explaining the benefits of being closely associated with the V8 Supercar Championship Series:

- Over 1.6 million people shall attend V8 Supercar Events in 2008, thus making V8 Supercars one of the most popular sports in Australia.
- 62% of V8 Supercar fans are male.
- 59% of V8 Supercar fans are aged 17-39 years.
- 55% of V8 Supercar fans are the main grocery buyer in the family.
- **68% of V8 Supercar fans actively support V8 Supercar sponsors** when making purchasing decisions.
- 75% of V8 Supercar fans feel more favourable towards V8 Supercar sponsors over their competitors.

The following are examples of the packages available to the North Queensland business community:

Premium Community Partner Package

Benefits

- Designation as an “**Official Community Partner of the Dunlop Townsville 400**”.
- Right to use the above-mentioned designation and the official Event logo in your own approved advertising, marketing and promotions.
- Private “Hairpin Suite” corporate facility for **20 guests**, including V8 Supercar paddock access, for the 3 days of the Event (catering costs are additional).
- 20 x 200 x 800mm non-televised signs displayed in the main areas of the Event precinct.
- Right to nominate 3 guests to enjoy 1 pre-race grid walk each.
- Right to nominate 3 guests to enjoy 1 course car ride around the Event track.
- 1 x 3m x 3m site in the main merchandise precinct to sell/display your products and services to spectators (set-up costs are additional).
- Right to provide 2 promotional staff (at your own cost) to distributing approved marketing materials to spectators throughout the Event precinct.
- Small advertisement in the official Event program.
- Logo recognition on the official Event website.

Investment

- \$45,000 plus GST payable by 1 March 2009.

VIP Community Partner Package

Benefits

- Designation as an “**Official Community Partner of the Dunlop Townsville 400**”.
- Right to use the above-mentioned designation and the official Event logo in your own approved advertising, marketing and promotions.
- 1 table of 10 in the “Corner Club” syndicated/shared corporate facility, including food and beverage catering on the Saturday and Sunday.
- 20 x 200 x 800mm non-televised signs displayed in the main areas of the Event precinct.
- Right to nominate 3 guests to enjoy 1 pre-race grid walk each.
- Right to nominate 3 guests to enjoy 1 course car ride around the Event track.
- 1 x 3m x 3m site in the main merchandise precinct to sell/display your products and services to spectators (set-up costs are additional).
- Right to provide 2 promotional staff (at your own cost) to distributing approved marketing materials to spectators throughout the Event precinct.
- Small advertisement in the official Event program.
- Logo recognition on the official Event website.

Investment

- \$40,000 plus GST payable by 1 March 2009.

V8 Experience Package

Benefits

- 1 table of 10 in the “Corner Club” syndicated/shared corporate facility, including food and beverage catering on the Saturday and Sunday.
- 20 x 200 x 800mm non-televised signs displayed in the main areas of the Event precinct.
- Right to nominate 3 guests to enjoy 1 pre-race grid walk each.
- Right to nominate 3 guests to enjoy 1 course car ride around the Event track.
- 1 x 3m x 3m site in the main merchandise precinct to sell/display your products and services to spectators (set-up costs are additional).
- Right to provide 2 promotional staff (at your own cost) to distributing approved marketing materials to spectators throughout the Event precinct.
- Small advertisement in the official Event program.

Investment

- \$30,000 plus GST payable by 1 March 2009.

Televised Signage Packages and Major Event Sponsorship Packages are also available and can also be tailored to suit your business objectives. Please contact Luke or Amanda to discuss these opportunities in more detail.

TO BOOK YOUR PACKAGE PLEASE CONTACT:

LUKE WILSON on 02 8353 7744 / lw@v8supercars.com.au OR

AMANDA WUNDERLICH on 02 8353 7743 / aw@v8supercars.com.au

Please note that, should your company conflict with one of the major sponsors of the Dunlop Townsville 400, V8 Supercar Events Pty Ltd reserves the right to not proceed with your desired Community Partner package and all Community Partner packages are entered into at the sole discretion of V8 Supercar Events Pty Ltd.