

# SPONSOR PROPOSAL 2017-2018



Thank you for taking the time to read the Boyd Motorsport advertising Proposal.

Boyd Motorsport has a unique advertising opportunity to advertise your business and produce in a new dynamic way to customers across Western Australia and Australia.

Our racing forms part of the advertising package as we are committed to our advertising partners to make sure they receive maximum value for their investment.

We don't see this as just a sponsorship, we see this as a partnership that will allow our team to enhance your business or product and make the partnership mutually beneficial.

*Matt Boyd #4*





Wingless Sprint car racing is the one speedway fastest growing division in Australia.

The racing is first class and ranks as the most exciting racing in the dirt track arena.

With this exciting breed of racing come huge crowds and potential customers for your business or product.

Our Current Sponsors are.

Couplers Malaga

Accurate Removals & Storage

JD's Powder Coating

Shakerz Bakerz Patisseries

Northside Panel & Hydrographics

Suppliers

Darkhorse War Paint Design/Graphic

Storm Industrial Solutions

Moore Motorsports

Sprintcar Parts Australia





Driver: Matt Boyd  
Car: LS1 V8 Non Wing Sprint Car  
Car Number: 4  
Current Race Package: Cool Chassis  
Born: 1982, Perth  
Started Racing: April 2017

# DRIVER PROFILE

Boyd Motorsport is a new team starting in V8 Non Wing Sprint Cars in the 2017/2018 season, based in Perth, and contesting in racetracks such as Geraldton, Northam and Pithara. In the near future, we're hoping to head to Bunbury and Perth Motorplex.

## BACKGROUND

I have come from a family who have stamped themselves into the history books as some of the best racers to come out of Australia. I'd like to one day put my name up with them and also reach some of their achievements.

## THE CHALLENGE

Racing against around 20 drivers statewide, I would like to grab a Top 5 finish overall each year and stay around the pointy end of the field in every race.

I would also like to try and achieve Rookie of the Year or Hard Charger of the Year and try to win some feature races along the way.

## CAREER HIGHLIGHTS TO DATE

### Geraldton Mid West Championships

In the first ever V8 Non Wing Sprint Car event to be held in Western Australia over the 2017 Easter weekend, Matt had 3 x 2nd, and 2 x 3rd place races. He also gathered the second highest points for this meet.

# WHY SPEEDWAY?

Advertising is all about getting value for money and we strive to give our advertising partners just that. Our new media strategy will enhance the advertising of your company or product and significantly widen its viewing base by identifying key opportunities.

It is a well-known fact that Speedway is one of the biggest summer sports in Australia with large crowds flocking to venues. The magnetism of Speedway has no age barrier with children through to seniors enjoying the excitement and thrills of every event.

Where the team will contest in a number of events in conjunction with a variety of regional events at Geraldton, Northam, Pithara, Morawa and in the near future Perth Motorplex & Bunbury Speedway.

The Motorplex has run the biggest events in Australia that have attracted the biggest crowds and viewing audiences from all walks of life. Your company will enjoy significant exposure both on and off the track at this venue.



# WHY SPEEDWAY?

**APPEAL:** Speedway is currently enjoying a massive resurgence across Australia with its no holes barred excitement giving the crowd a pure adrenalin rush. Sprintcar Racing is seen as the pinnacle of Speedway Racing.

**PRODUCTS:** A survey conducted reiterated the fact that over 70% of patrons that attend a race meeting attempt to utilise products advertised at Speedway.

**MEDIA EXPOSURE:** Mainstream media airs over 100 hours of television directly related to Speedway, which is watched by over 4 to 6 million viewers. Print and Electronic media have exploded with Speedway coverage in the past five years and is set to increase.

**ATTENDANCE:** The statistics speak for themselves, which show speedway attendances have increased significantly each year for the past seven years.

**CORPORATE:** Due to the rise in popularity of Speedway, corporate Australia is investing heavily in Speedway.



# WHY SPEEDWAY?

**ENTERTAINMENT:** Speedway is a very high value for dollar entertainment sport, which makes it a viable option for the whole family to attend.

**DEMOGRAPHICS:** Speedway venues are traditionally located near large cities and towns enabling maximum exposure and cross-promotional opportunities.

**THE WEB:** Speedway has exploded on the Internet with Australia boasting the biggest and best sites in the world of Speedway. This explosion in electronic media has meant that Speedway's advertising value alone has increased by 85% in the past twelve months. Also Facebook Business Advertising.

**THE END RESULT:** Advertising within the speedway arena is a positive step towards achieving your advertising goals of getting your business or product noticed in the public sector. Now is the time to invest in this massively growing advertising medium by becoming an advertising partner with us.



# ADVERTISING AREAS

All packages can and will be made to suit your advertising goals

We relish the opportunity to meet with you and outline our packages which will enable a better understanding of what we can do for you.

As part of the advertising package, areas of the car have been split up to enable a package that suits your needs.

Any one area or multiple areas are available as part of an advertising package.

## FURTHER PROMOTIONAL OPPORTUNITIES

Radio & Television

Promotional CD of seasons racing

Print media (West & Local news papers)

National Motorsport Magazines

PA Announcements & program advertising

Pit signage & Posters

Promotional photos

Car displays

Website & Web based advertising





# MEDIA INVOLVEMENT

Print media has four dedicated national speedway publications which cover a significant portion of Western Australian Sprint Car Racing. Currently, the two leading magazines use local media company Speed Sport Media in Western Australia as one of its lead writers.

Electronic media covers Sprint car Racing as a mainstream sport with massive coverage across the World Wide Web.



The West Australian  
the west.com.au



I look forward to speaking with you about a future Sponsorship Deal if you wish to contact myself at any time, please call Matt Boyd 0438 491 442 or email [matt@boydmotorsport.com.au](mailto:matt@boydmotorsport.com.au)

Thank you for time.

*Matt Boyd #4*





