



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 & 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 it as just a sponsorship, we see it as a partnership that will allow our team to enhance your business or product and make the partnership mutually beneficial.

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 PROFILE



**Driver:** *Matt Boyd*

**Car:** *LS1 V8 Non Wing Sprint car*

**Car Number:** *34*

**Current Race Package:** *Cool Chassis*

**Age:** *35*

**Started Racing** *April 2017*

## **Career Highlights to Date.**

First ever V8 Non Wing Sprint car Event to be held in Western Australia over Easter weekend 2017 had Three 2<sup>nd</sup> places and two 3<sup>Rd</sup>s and 2<sup>nd</sup> Highest in points in the Geraldton Mid West Championships

Boyd Motorsport is a new team starting in V8 Non Wing Sprint cars in the 2017/2018 seasons based in Perth will be contesting racetracks such as Geraldton, Northam, Pithara, and hopefully head to Bunbury and Perth Motorplex in the near future.

We will race against over 15/20 drivers state-wide.

What we would like to achieve is a top 5 finish each year and stay around the pointy end of the field.

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 I have come from a family who have put their names down in the history books as some of the best racers to come out of Australia I'd like one day to put name up with the likes of them and some of their achievements.

# 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 advertising 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 is such that age is no barrier with young children through to seniors enjoying the excitement and thrills of every event.

Where the team will contest is 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.***





**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 again,

**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.

**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

# 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 pack-age that suits your needs. Any one area or multiple areas are available as part of an advertising package

## Further Promotional opportunities

Radio & Television  
Print media (West & Local news papers)  
PA Announcements & program advertising  
Promotional photo's  
Website & Web based advertising

Promotional CD of seasons racing  
National Motorsport Magazines  
Pit signage & Posters  
Car displays

# 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.



I look forward to speaking with you about a future Sponsorship Deal if you wish to contact myself please contact Matt Boyd 0438491442 Or Email: [Boydmotorsport34@hotmail.com](mailto:Boydmotorsport34@hotmail.com)

Thank you for time.