



Sponsorship Proposal

Planet Express Racing

Background

The Dry Lakes Racers Australia (DRLA) is the official National Organisational body for land speed racing in Australia.

Dry Lake Racers Australia (DLRA) was founded in 1990 and has been conducting speed trials on Lake Gairdner each year from that time. Initially, due to the number of entries, early meetings progressed to days). As the competitors conducted runs starting This format was started in 1995, which coincided with a number of international entries participating in the event. The DLRA continues to flourish with an ever-increasing membership and in 2020 is celebrating the 30th Annual speed week (Monday 23rd March to Friday 27th March).



Land Speed Racing is widely recognised as one of the last forms of amateur motorsport with many competitors designing, building and racing individually constructed vehicles with their own money.



The Vehicle

The vehicle will comprise of a 1969 Honda CB 350 Motorcycle.



The Team

The Team comprises of the following individuals:

Rob Linton

Primary Rider and Team Captain
Rider for over 30 years

Michelle (Mish) Mallia

Technical Support/Team Admin
Rider for over 10 years

Peter Linton

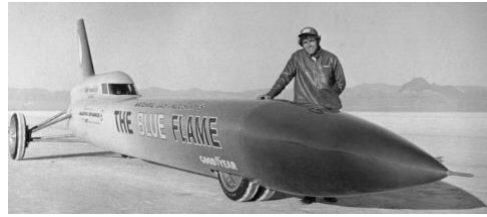
Secondary/Backup Rider
Rider for over 30 years

Mike Arnett

Mechanical/Technical Support

Partnership & Sponsorship Benefits

Securing sponsorship for Speed Week will help to offset some costs and allow our team to act in a professional manner with continued high focus on the safety of participants and spectators and with regard for the environmental, aesthetic and biodiversity values of the Lake Gairdner National Park.



Currently the DLRA has in excess of 1550 members and this number is steadily and constantly increasing. The membership base comprises of a target market segment of predominantly males over 40 typically with a mechanical or engineering background from either trade or extracurricular experience. Furthermore, most are married with families that also have exposure, knowledge and some level of participation within the sport. Additionally, as well as containing the standard generic demographic and behavioural stereotype within this market segment the DLRA also has the involvement of many tertiary educated and well positioned business people and organisations, thereby further increasing sponsorship value and publicity.



Geographically the segment typically follows the population coverage within Australia with proportionally more members in the eastern states (numbers and percentages can be supplied upon request), but still substantial representation from central and Western Australia.

Furthermore, the DLRA also has a small but growing member group from the USA as well. This target segment would be of specific interest and therefore advantageous to companies and organisations that have products and/or services for land based mechanically propelled vehicles such as speed equipment, performance engine parts, chassis builders, transmission and differential specialists as well as suspension engineers and suppliers to name a few. But having said this there are further requirements of this target group; for example, companies that supply goods and/or services for typical tow vehicles, trailer and/or transportation units to get the entrant to Lake Gairdner/ Speed Week, the need for survival and camping equipment as well as any appropriate outdoor clothing and accessories, food, fuel and any organisation supplying these services would find it beneficial to support and sponsor any team competing in Speed Week. Additionally, if your company's products or services are affiliated with extreme sports or achievements, then sponsorship offers a beneficial alignment and advantage since the ultimate goal and focus here is to break the land speed record in the appropriate class!

Sponsorship Classes

Gold (\$3,000)

- Major Tank Logo
- Major Shirt Logo
- Video featuring bike and team members showcasing logo
- 1st selection of 10 event photos for marketing purposes (photos will not be made available to other sponsors)

Silver (\$1,000)

- Minor Tank Logo
- Minor Shirt Logo
- 2nd Selection of 10 event photos for marketing purposes (photos will not be made available to other sponsors)

Bronze (\$500)

- Minor Frame Logo
- Minor Shirt Logo
- Selection of 10 event photos for marketing purposes

Planet Express Racing would like to thank you in advance for allowing us the opportunity to submit this partnership proposal to you and look forward to working with you and adding value to your company and business in 2020 and beyond. If you have any questions or inquiries, please do not hesitate to contact me.

(Rob Linton – rob.linton@mac.com +61 418510155)