

22/23
Season



PORT LINCOLN RACING CLUB

Sponsorships



PORT LINCOLN RACING CLUB

Welcome

We are excited to share with you that the Port Lincoln Racing Club has revamped our Events Guide and what we have to offer individuals, businesses, community groups and sporting clubs. In doing this, we are now offering some exciting new opportunities that have been created within our sponsorship offerings.

The Port Lincoln Racing Club invites you to consider sponsorship of our vibrant provincial racing club. Not only will you be contributing to the growth of a racing club, but you will also reap the unique marketing rewards we can provide.

Port Lincoln Racing Club offers the opportunity to raise the profile of your business through sponsorship of our club, and through the use of our outstanding facilities which have been designed for corporate hospitality.

All sponsorship packages can be specifically tailored to your requirements, with typical packages including:

- Race Day entry and hospitality
- Signage
- Naming rights to a race
- Advertising in the race book
- Television and radio coverage
- Recognition in various publications
- Recognition on PLRC website and social media platforms
- PLUS a variety of NEW and niche specific exclusive opportunities ready to be launched THIS season!

We can enhance your brand exposure with various signage opportunities that have national reach. Your signage will be prominent to thousands of people who attend race days, trials, and functions throughout the year. Signage exposure also reaches off-course consumers through TABs, 6000+ national hotels, and private homes via free to air channels or subscription service providers.

Sponsorship offers an opportunity to negotiate corporate hospitality packages. Whether you wish entertain clients, reward work colleagues, socialise with friends, or have family events coming up, we can customise a package that meets your needs.

The following pages showcase some ready built options for you to select from. However, we also welcome the opportunity to meet and discuss a personalised package, where we will work with you to develop a package that works for you.

To discuss sponsorship opportunities please contact Shelley via email admin@plrc.com.au or phone 08 8682 3851.

Port Lincoln Racing Club would like to thank you for considering sponsorship.

ANY
SPONSORSHIP
INVESTMENT
TOTAL OVER
\$1000

- **Two Season Memberships**
10% discount on beverages PLUS all member privileges
- **Two invitations to the Sponsor's Luncheon**
Sunday 19th February 2023, approx value \$300
- **Appreciation Post on Facebook**
Sponsor Acknowledgement and Thankyou

TOTAL
VALUE
OVER
\$4700

MAXI SPONSORSHIP

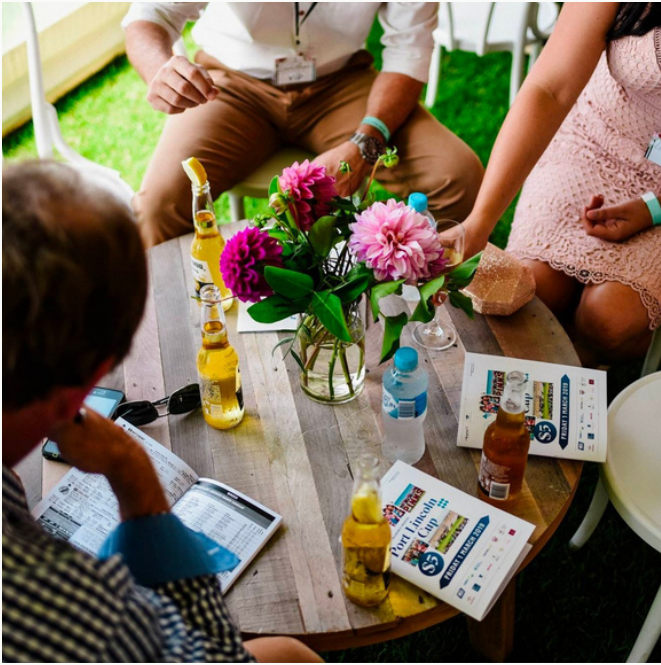
Package

\$4,000 + GST

** MAXIMUM ADVERTISING EXPOSURE **



- **Seven race day naming rights** (value up to \$3850) 1 x Dec 30th, 2 x Sundays, 3 x Fridays, 1 x Wednesday
- **Reserved table for you and 9 guests** in the Members bar, on one nominated race day
- **\$400 club credit** for beverages and/or food, on one nominated race day
- **Two invitations to the Sponsor's Luncheon** Sunday 19th February 2023, approx value \$300
- **Website promotion** your logo on our website www.plrc.com.au with a link to your business
- **Race Day Sponsor Promotion** on Racing SA website, Facebook, Race Books & trackside
- **Appreciation Post on Facebook** Sponsor Acknowledgement and Thankyou
- **Two Season Memberships** providing you 10% discount on beverages PLUS all member privileges
- **Race Day info** (emailed directly to you in the days leading up to your sponsored Race) details on accepted horses, weights & jockey's



RACE DAY SPONSORSHIP

Package

\$1,100 + GST

Can be applied to any Race Meeting, *excluding Port Lincoln Cup



ON YOUR NOMINATED RACE DAY YOU WILL RECEIVE:

- Race Day naming rights valued up to \$600
- Reserved table for you and 9 guests in the Members bar
- \$250 club credit for beverages and/or food
- Website promotion
on www.plrc.com.au with a link to your business
- Sponsor Promotion
on Racing SA website, Facebook, Race Books and trackside on Race Day
- Appreciation Post on Facebook
Sponsor Acknowledgement and Thankyou
- Race Day info (emailed directly to you)
Details on accepted horses, weights & jockey's

YOU WILL ALSO RECEIVE:

- Two Season Memberships
10% discount on beverages PLUS all member privileges
- Two invitations to the Sponsor's Luncheon
Sunday 19th February 2023, approx value \$300



TOTAL
VALUE
OVER
\$1400

BUSINESS BASICS

Race Name Sponsorship

MIDWEEK	\$300 +GST
FRIDAYS	\$400 +GST
SUNDAYS	\$600 +GST
DECEMBER 30TH, 2022	\$800 +GST
PORT LINCOLN CUP DAY	\$1000 +GST
<small>*excluding Port Lincoln Cup Race</small>	

ALSO INCLUDED

- **Website promotion:** on our website www.plrc.com.au with a link to your business
- **Race Day Sponsor Promotion:** on Racing SA website, Facebook, Race Books and trackside
- **Appreciation Post on Facebook:** Sponsor Acknowledgement and Thankyou
- **Two Season Memberships:** providing you 10% discount on beverages PLUS all member privileges

Optional Extras

SIGNAGE

FENCE LINE	\$250 +GST
HOME STRAIGHT	\$800 +GST
WINNING POST	\$1000 +GST
HOME TURN	\$2000 +GST
PAVILION	\$800 +GST

OTHER

STRAPPER JACKETS & SADDLE CLOTHS	\$1600 +GST
<small>minimum set of 18 - once off cost for production</small>	

PLEASE NOTE:

All dates for Race naming rights must be nominated within two weeks from the contract signing or they will be automatically allocated by the Port Lincoln Racing Club.

Naming rights and Sponsorship package redemption subject to availability



Race Name Sponsorship

RACE SEASON 2022/2023

SPONSOR NAME: _____

October 2022

- | | | |
|--------------------------|-------------------------------|---------------------------|
| <input type="checkbox"/> | Sunday October 2nd | Season Opening Family Day |
| <input type="checkbox"/> | Wednesday October 12th | Midweek Break |
| <input type="checkbox"/> | Sunday October 23rd | Friends and Family Day |

November 2022

- | | | |
|--------------------------|-------------------------------|--------------------|
| <input type="checkbox"/> | Wednesday November 2nd | Post Melbourne Cup |
| <input type="checkbox"/> | Friday November 11th | Remembrance Day |
| <input type="checkbox"/> | Friday November 25th | Twilight Race Day |

December 2022

- | | | |
|--------------------------|-----------------------------|----------------------|
| <input type="checkbox"/> | Friday December 9th | Jingle Bells |
| <input type="checkbox"/> | Sunday December 18th | Christmas Family Day |
| <input type="checkbox"/> | Friday December 30th | New Years Eve Eve |

January 2023

- | | | |
|--------------------------|----------------------------|------------------------|
| <input type="checkbox"/> | Sunday 8th January | Friends and Family Day |
| <input type="checkbox"/> | Friday January 20th | Twilight Race Day |

February 2023

- | | | |
|--------------------------|-----------------------------|--|
| <input type="checkbox"/> | Friday February 3rd | Twilight Race Day |
| <input type="checkbox"/> | Sunday February 19th | McDonalds Port Lincoln 2023 Cup Prelude & VIP Luncheon |

March 2023

- | | | |
|--------------------------|--------------------------|---|
| <input type="checkbox"/> | Friday March 3rd | MGA Insurance Group 2023 Port Lincoln Cup |
| <input type="checkbox"/> | Sunday March 19th | 2023 Kimba Cup |

April 2023

- | | | |
|--------------------------|----------------------------|-----------------|
| <input type="checkbox"/> | Wednesday April 5th | Season Farewell |
|--------------------------|----------------------------|-----------------|

Y / N Corporate Function Booking on selected Race Day



SPONSORSHIP Agreement

RACE SEASON 2022/2023

Your Selected Package:

- 'Maxi' Sponsorship \$4000 +gst
- 'Race Day' Sponsorship \$1100 +gst

Other:

- Jackets & Saddle Cloths \$1600 +gst

Race Name Sponsorship:

- Midweek \$300 +gst
- Friday \$400 +gst
- Sunday \$600 +gst
- December 30th \$800 +gst
- Cup Day \$1000 +gst

*excluding Port Lincoln Cup Race

Signage:

- Fence Line \$250 +gst
- Home Straight \$800 +gst
- Winning Post \$1000 +gst
- Home Turn \$2000 +gst
- Pavilion \$800 +gst

OTHER:

.....

TOTAL AGREEMENT: \$

Sponsorship Total over \$1000: Y / N

AN AGREEMENT made on the Day of (month)..... Year

BETWEEN, (hereinafter called "Sponsor") of one part AND Port Lincoln Race Club Inc (hereinafter called "The Club"), Proper bay Road, Port Lincoln SA 5606 of the other part WHEREBY IT IS AGREED

1. In consideration of the agreement by the sponsor, to pay the Port Lincoln Race Club Inc. the sum as outlined above. The Port Lincoln Race Club Inc. agrees to provide the credits and benefits set out in the sponsorship as marked in this agreement.

2. Credits and benefits to Sponsor

This membership applies to the Port Lincoln Race Club 2022/23 race season and The Club agrees: to credit The Sponsor by giving the sponsor acknowledgment to the value as included in sponsorship package or as otherwise agreed and included as an addendum to this agreement.

Preferred Race Date/s:

3. Payment

Payment of the said sum of \$..... +GST shall be made in full not later than __ / __ / ____ (DD / MM / YYYY)

4. Other Agreements

It is agreed that all matters relating to the administration of the Sponsorship Agreement shall remain the exclusive responsibility of the Port Lincoln Race Club Inc.

5. In the event of the cancellation of the Sponsorship for whatever reason by Port Lincoln Race Club Inc., this Agreement shall be null and void. The Port Lincoln Race Club Inc. shall forthwith return the balance of the sum referred to in clause 3 and paid to Port Lincoln Race Club Inc. less any additional expenses incurred by Port Lincoln Race Club Inc. relating to the sponsorship. The balance refund will be determined by Port Lincoln Race Club Inc. after written notice is received by the Chairperson of the Port Lincoln Race Club Board.

6. This agreement is made solely with (Insert Name of Sponsor) and except with the written permission of the Port Lincoln Race Club Inc. shall not be assignable. IN WITNESS WHEREOF the parties hereto have hereunto signed the day and year written duly authorized for and on behalf of

Sponsor Name **Signature**

7. Duly authorized for and on behalf of Port Lincoln Race Club Inc.

Name **Signature**

Position

CONTACT DETAILS (Office Use Only)

Company Name

Contact Person Name Position

Postal Address

Email

Mobile _____ Work _____ Amount to be invoiced \$ _____

FOR MORE INFO

Contact

Please contact us
to make a time to discuss
the right opportunity for you

08 8682 3851
admin@plrc.com.au



PORT LINCOLN RACING CLUB



where the track meets the sea
www.plrc.com.au