



gridgirls

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Sponsorship Opportunity 2012 Finke Desert Race Grid Girls



The Finke Desert Race is the biggest and fastest off road event in Australia. It is held each year on the Queen's Birthday long weekend in June. The event sees over 650 competitors compete on motorcycles and quad bikes as well as cars and buggies to not only beat each other, but to also beat the desert.

The event started in 1976 as a "There and Back" race from Alice Springs to the world's oldest river the "Finke River". In 1988, cars and buggies joined the event which only grew stronger, reinforcing the message it would be around for years to come.

The Finke Desert Race Grid Girls joined the event in 2003 as a way to add a bit of 'glitz' and 'glamour' to the event and has been growing in stature every year since. Starting with four girls in the first year, the girls quickly grew to six and in 2011 four more girls were added to make ten. The ever-growing popularity of the Grid Girls has seen the number of applicants more than double from 12 in 2008 to 28 in 2009, 26 in 2010 and 23 in 2011. In 2012 we will be aiming to double the number of applications from 2011 and make it the biggest year yet!



*2012 Finke Desert Race
8 to 11 June 2012*



2012 will be a big year for the girls with Finke celebrating the tenth year they will be gracing the Start/Finish Line. To make the tenth year special for the girls, there will be a lot of new things happening right from the start of applications opening through until the event weekend.

The committee will be holding two 'application open days' which will give potential applicants the chance to meet the Grid Girl organisers and sponsors as well as having their hair and make up touched up and their application photo taken by a professional photographer. Applicant goodie bags will be presented to girls who apply on the day and they'll also get a copy of their application photo to keep.

A 'Finke Fashion Fundraiser' is also in the planning stages to help celebrate the tenth year of the girls and also raise money for the Finke Desert Race to go towards the upgrading of facilities.

The official Grid Girls photo shoot will again be a part of the Grid Girls experience and the images from this shoot will be used for all promotional material leading up to the race.



Organisers of the 2012 Grid Girls are looking for businesses to take up the opportunity to become *Supporting Sponsors* of the girls to help make 2012 the biggest year of the Grid Girls so far and also raise the profile of the event throughout Australia and overseas. This major step forward will also help increase the already popular presence of the girls and provide extra rewards for the ten successful applicants. It will also allow the sponsoring business to align themselves with one of the most successful off road events in Australia through a different sponsorship approach.

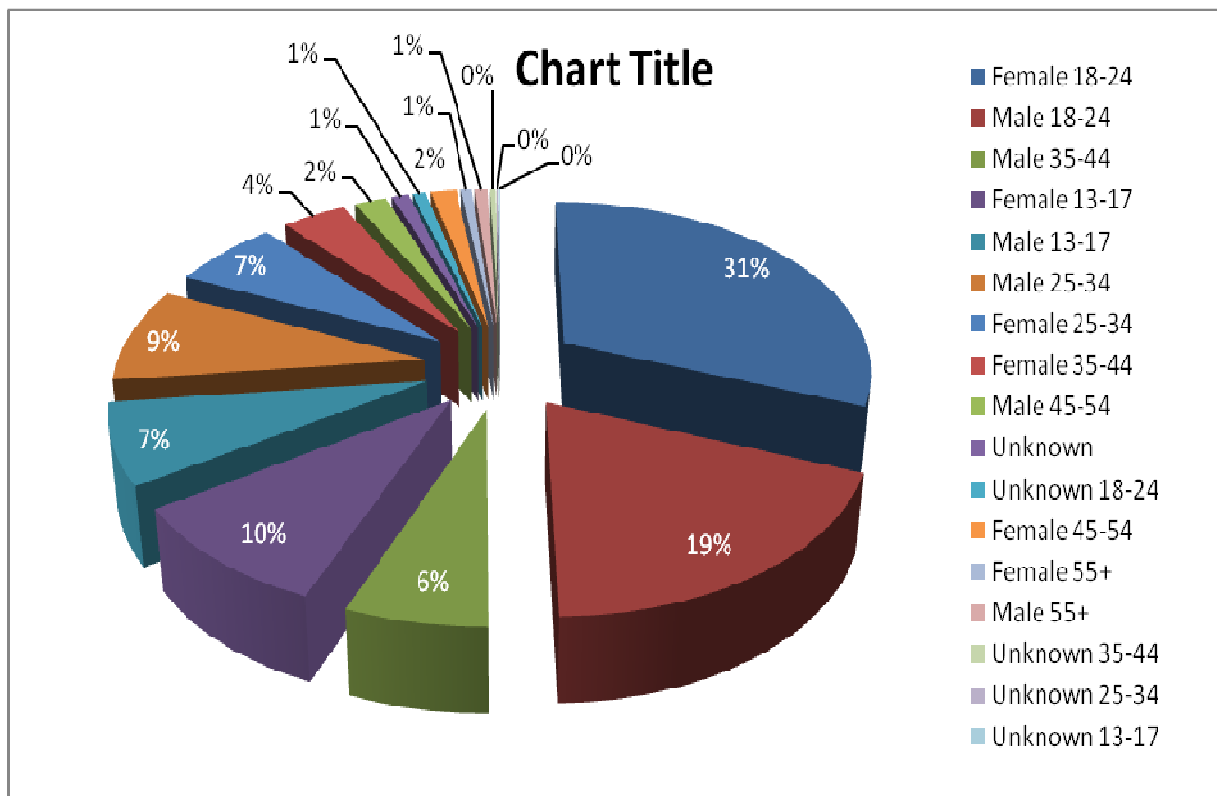
All Grid Girls are volunteers. We find applicants apply to be a Grid Girl to experience the race from a different angle, to have the opportunity to meet new people and (of course) look gorgeous while doing it! We look for girls who are outgoing, friendly and have positive personalities.

Australia's Greatest Desert Race
8 to 11 June 2012

The Grid Girls page on the Finke Desert Race website is a constant hive of activity and well visited all year round. The page has seen 8,500 visits in a six month period and the application page had just over 6,000 visits.



In 2011 a Facebook page was set up for the Grid Girls and saw a great response. The page had 618 likes and over a three month period (1 April to 30 June 2011) had an average of 90 daily active users. The total number of users for the three month period was 7773. This number included fans and non-fans (unique users). 31% of active users were females aged between 18 and 24 followed by males aged 18 to 24 making up 19% of active users.



The largest amount of active users viewing the page was on the day of the official Grid Girl photo shoot with 341 people logging on. In the week leading up to the race through until the day after Finke (Sunday 5 to Tuesday 14 June), 2576 people viewed the page. This shows the best times to get messages to fans is on the official photo shoot weekend and the week leading up to the event.

If you choose to become *Supporting Sponsor* of the 2012 Finke Desert Race Grid Girls, your business will receive the following:

- Logo placement on official Grid Girl materials including:
 - Posters (500 posters will be printed and handed out over the weekend and at Grid Girl appearances where possible).
 - Grid Girls official letterhead and media releases.
 - Grid Girl signage.
 - Grid Girl feature in the 2011 official event program.
 - Official grid girl vehicle (van).
 - Big screen Grid Girl feature over the weekend at the Start/Finish Line.
 - Any video web casts featuring the Grid Girls.
- One Pre-arranged promotional opportunity with the girls in the lead up to the event. These can be tailored to suit your needs or ideas.
- Corporate logo placement, link to your company's website and feature will appear on the Grid Girl section of the official website (www.finkedesertrace.com.au).
- Constant promotion of your business on the Grid Girls Facebook page and a link to your business' Facebook page or website.
- Two sponsor passes to attend Scrutineering, the Start/Finish line for Prologue, Race Day 1, Race Day 2 and Presentation Night.
- A copy of the official program and official race DVD (if produced) will be presented to your company.
- A framed thank you photo of the Girls will be presented to your company after the event at the Sponsors Thank You Function.
- The encouragement for all competitors and spectators to support and give patronage to your business throughout the year.
- Throughout the motor sport industry and the Tattersall's Finke Desert Race community, you will bring recognition and benefits back to your company from the community at large, and specially the individuals involved in this great race.

The cost to your business is \$500 (GST inclusive) cash or \$1000 in in-kind support. The earlier your business signs up as a *Supporting Sponsor*, the earlier we can promote it and get it out there to all Finke competitors and supporters. ☺

The Finke Desert Race committee are ready and willing to discuss your sponsorship ideas in regards to the Grid Girls and welcome any suggestions. Please do not hesitate to contact Jodi Farrell, Kelsey Rodda or Claire Ryan either by phoning the Finke Desert Race office on 8952 8886 or via email admin@finkedesertrace.com.au.