



ADVERTISING KIT

2019 OFFICIAL PROGRAM



FINKE

DESERT RACE EST 1976

**AUSTRALIA'S ULTIMATE
DESERT RACE**

AUSTRALIA'S ULTIMATE DESERT RACE

The Tatts Finke Desert Race has been a part of Central Australian history for 43 years. Renowned as Australia's most gruelling, fastest and ultimate desert race, 'Finke' as it is known, attracts the best riders and drivers in the world, all keen to take on the challenge. The race brings over 7,000 people to Alice Springs annually from across Australia and the rest of the world.

'Finke' is a unique experience for competitors and spectators alike, whether they are into motorsports or not. Many people with no interest in motorsport have come to a Finke Desert Race out of curiosity, and walked away hooked on the experience.

For competitors, Finke is one of the few remaining races in the country that offers racing for both cars and bikes. The race also offers the chance for everyday amateur riders and drivers to mix it with the best in the world. Where else can an amateur racer on a store-bought motorcycle compete for the largest prize pool in the country against the likes of Dakar winner and six-time King of the Desert Toby Price?

Finke allows people an up-close and personal experience of motorsport that spectators don't get anywhere else in Australia. Spectators can see these amazing machines up close at Scrutineering and talk to riders and drivers about what it's like to take on the challenge. For those that want to get off the beaten track, we actively encourage spectators to find a camping spot along the side of the Finke track or at the campgrounds in Aputula to experience the race, the Indigenous culture and the stunning country in a way they can't on a tour bus.

Allow your business or product to be a part of Australia's ultimate desert race and gain valuable exposure in the off road racing world.



FINKE'S CAPTURED AUDIENCE

EVENT AUDIENCE:



600+

Bike & Quad Competitors



250+

Car, Buggy, Trophy Truck & SXS Competitors



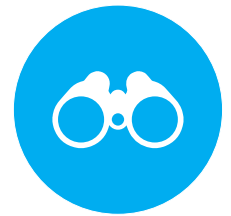
1,800+

Crew Members



300+

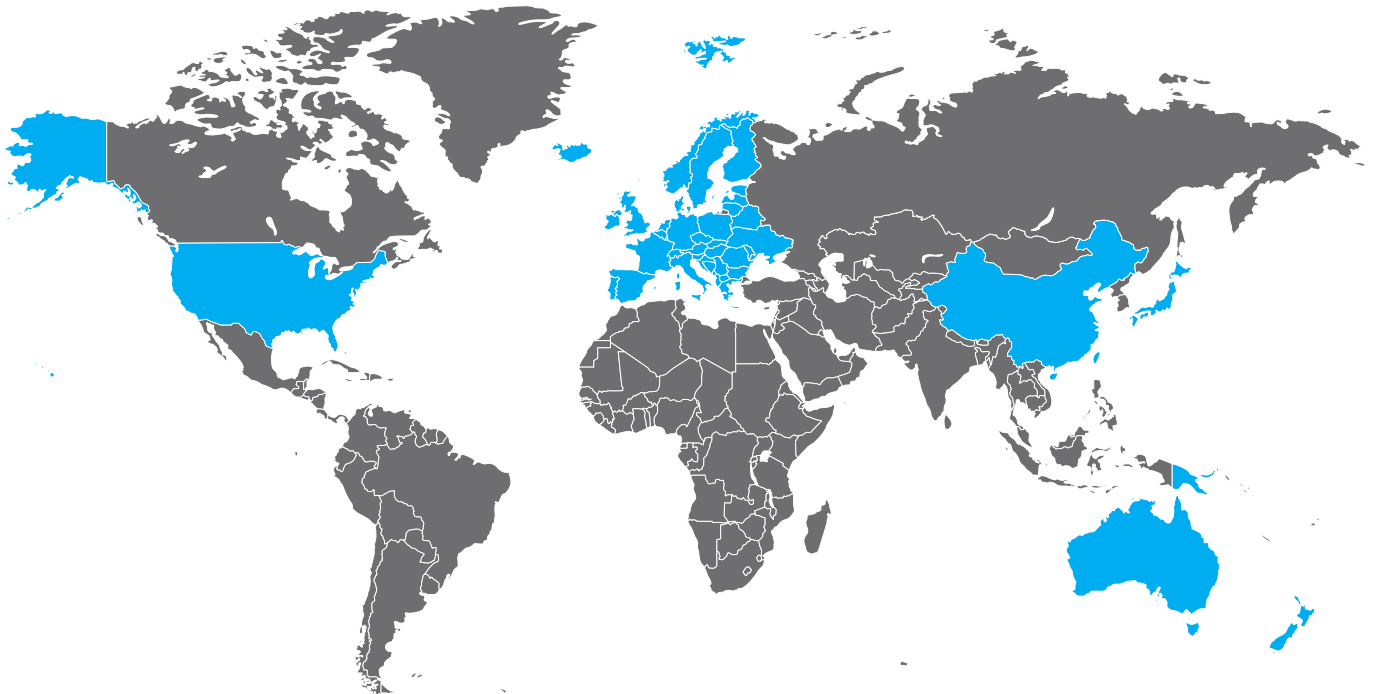
Event Volunteers



14,000+

Spectators

WORLD AUDIENCE:



85,000+
Page Likes



12,000+
Followers



713,000+
Total Views



1,250+
Followers

Countries highlighted on map are: Australia, New Zealand, Japan, USA, China, Europe & Papua New Guinea.

ADVERTISING OPPORTUNITY

OFFICIAL EVENT PROGRAM:

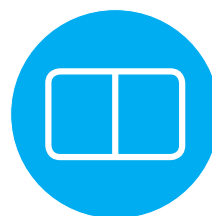
The annual Tatts Finke Desert Race Official Event Program is undergoing a massive make over which will see the 2019 edition produced in full colour. There will be added features, better layout and more opportunities for your business to get in front of thousands of eyes of Finke loyalists. The program is a must have for any Finke fan with a copy provided to every competitor, sponsor, volunteer and reporting media.

It will be sold through local retail outlets in the weeks lead up to the event and at the event through the official merchandise stand, competitor registration centre and the bar. Another first for the event will see the program sold online in 2019 to allow for both national and international sales.

4000 official event programs will be printed and distributed pre-event (retail outlets and online) and the event weekend at every venue. The official event program is your opportunity to get your business or product in front of a captive off road motorsport audience.

Available advertising:

- 2 x double page ads which incorporate the inside front and back covers.
- 10 x full page ads throughout the publication.



\$1500 +gst

Double Page



\$900 +gst

Full Page

ADVERTISING DIMENSIONS AND DATES



REMEMBERING DAYMON STOKIE



stands out the most he raced the San did a crash mid tribune, instead himself up and toughest terrains a sh his leg of the me a photo of the ing to him "Man I us mental issues", been out of the but not Daymon, all toughness he uries happened to

"Nothing me or anyone could ever say behind with your short time in this world. I remember being so envious of the guy who could always dig that extra bit deeper than everyone else, even in the face of adversity. In fact, that place is where you thrived harder than the plates and screws, still kind and caring. You were the embodiment of charisma and that's why everyone wanted a slice of Daymon in their life!"

- Luke Hayes

"Daymon reached heights that many only dream about. In spite of all the titles Daymon had won he still competed at club level and became a champion and hero to all our riders. It was always good to see him around the pits, in the canteen and at sign on and he was just one of our senior riders, nothing special as far as he was concerned. Daymon gave back to the club in ways that meant the most to our junior riders by getting amongst them at coaching session and mentoring them. We know your passion and love for the sport will be echoed through all our riders for years to come and you will be forever a legend of your time."

- Alice Springs Motorcycle Club

DIMENSIONS:

Double Page - 420mm x 297mm (Width x Height)

Full Page - 210mm x 297mm (Width x Height)

Bleed - 3mm

ARTWORK REQUIREMENTS:

Files supplied must be PDF, Ai or EPS

CMYK, 300 dpi

KEY DATES & DEADLINES:

Wednesday 10th April 2019 – Bookings Close, unless sold out prior.

Friday 12th April 2019 – Artwork Due

Friday 24th May 2019 – Programs Printed

Saturday 25th May 2019 – Programs on Sale at Retailers and Online