



FINKE

DESERT RACE EST 1976

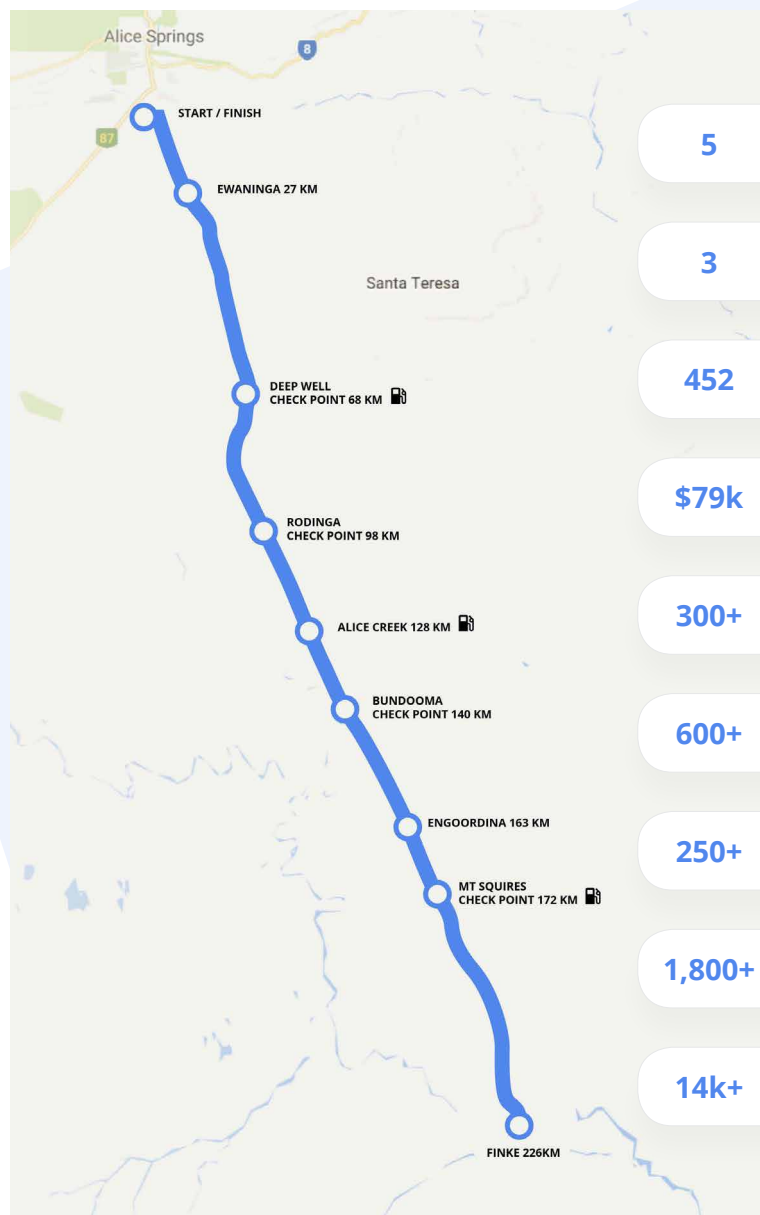


SPONSORSHIP PROPOSAL

What Is Finke?

Finke is renowned as Australia's ultimate desert race. Attracting the very best riders and drivers, Finke is a two-day, 452km sprint from Alice Springs to Finke (Aputula) and back.

Following the path of the Old Ghan Railway, competitors battle the elements and the challenging terrain of a bush track - washouts, creek crossings, corrugations, huge desert oaks and whoops to make it there and back. Not for the faint-hearted, Finke is a bucket list event not to be missed.



5 Days of Events

3 Days of Racing

452 Kilometres

\$79k Prize Money on Offer

300+ Event Volunteers

600+ Bike Competitors

250+ Car Competitors

1,800+ Crew Members

14k+ Spectators

19
76

The Race

The race began back in 1976 as a motorcycle (bike) race when a group of Alice Springs Motorcycle Club members planned a two-day race with an overnight stop. The chosen route was the service track that ran alongside the famous and then-operational Old Ghan railway line. The overnight stop chosen was Finke — a small railway town with a hotel and store that was mainly inhabited by railway fettlers. The race was called *There and Back* and featured 56 competitors.

After the success of the inaugural race, it became an annual event on the Queen's Birthday long weekend and in 1977 the name of the race was changed to the *Finke Desert Race*. The race remained a motorcycle race until 1988 when, after lobbying by members of the Alice Springs Off Road Racing Club, cars and off-road buggies were invited to join the event.

Finke is one of the few remaining races in the world where bikes and cars race on the same track. Whilst the race has evolved over the years, the principle remains the same: get to Finke and back in one piece as quickly as possible.

19
88



These days, starting order is decided by a prologue event on the Saturday of race weekend using transponders on each car or bike. Competitors race around the 8.3km circuit within the start-finish facility, with the best times earning a front-row start.

Sunday of race weekend is Race Day 1 with car and buggy competitors leaving Alice Springs early to take on the gruelling 226km track, passing through five pastoral properties and five checkpoints before reaching Finke. The bikes and quads leave four hours after the cars and buggies taking on the same track.

Competitors stay overnight in the now Aboriginal community of Finke (also known as Aputula), camping out in the often-freezing temperatures of a Central Australian winter. An early start for Race Day 2 sees the cars and buggies leave in the order of arrival at Finke with the first cars returning to Alice Springs mid-morning. Bikes and quads make their way back to Alice Springs four hours later, arriving in Alice Springs that afternoon.

Both car and bike competitors are racing for bragging rights and their own 'King of the Desert' trophy, and in the case of the cars, Australian Off Road Championship points. For most competitors, a survivor spike is the ultimate goal, the official souvenir of making it there and back.

The Tatts Finke Desert Race is the opportunity for amateur riders and drivers to rub shoulders with the greats of motorsport in the most spectacular part of the world.

2018 was a record-breaking year for the Tatts Finke Desert Race; see for yourself what 2019 will bring.

The Event Weekend



1. Street Party and Night Market

Thursday before race

Inaugural event in 2018, replacing Finke Family Night, offering meet and greets with competitors, food and merchandise, and freestyle moto x team; Showtime FMX. Combined with the Alice Springs Town Council night markets to get crowds excited about Finke!



2. Scrutineering

Friday before race

The highest attended event during race week. Held at the Start / Finish Line, fans can inspect and admire the bikes and cars as they are checked by technical officials for compliance and safety.



3. Prologue

Saturday

Time trial format where all competitors compete against the clock on an 8.3km circuit to determine starting order for Race Day 1.



4. Race Day 1

Sunday

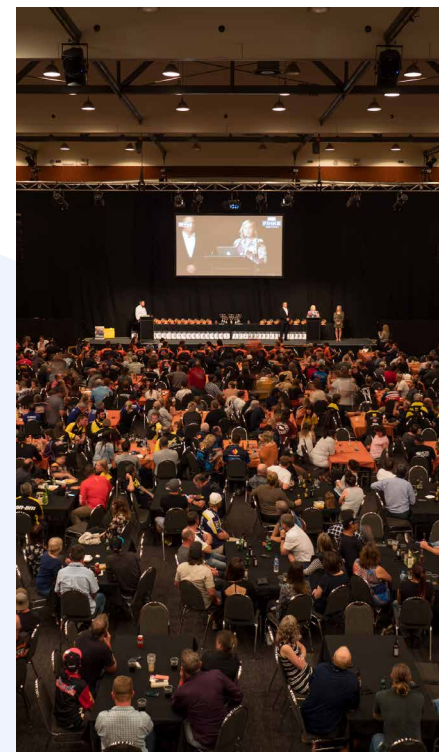
Action starts at 7:30am with the first car leaving Alice Springs for the 226km run to Finke ahead of an overnight stop. First bike leaves at 11:30am. Last bike into Finke by dusk.



5. Race Day 2

Monday

Competitors race their way back to Alice Springs on the final day of racing with the crowds eagerly anticipating who will be crowned the Kings of the Desert. Cars are first to arrive back in Alice around 9:25am with the bikes arriving around 1:30pm.

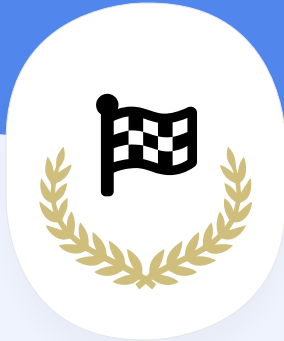


6. Presentation

Monday evening

Winners are celebrated and finishers relish in the opportunity to collect their finisher's spikes with endless stories and sense of pride. The night kicks off at 8pm at the Alice Springs Convention Centre.

2018: A Year Of Firsts



Most ever competitors

890 total competitors - 616 bike and 274 car competitors



Most bike competitors

Most bike competitors ever with 616 entrants



\$7 Million to local economy

More than 5000 interstate competitors and crew booking 33,600 bed nights.



First ever competitors to win 6

King of the Desert Titles
Toby Price - Bike & Car Shannon and Ian Rentsch



First ever electric car

First ever electric car to participate in the Finke Desert Race



Most Volunteers

Record breaking 330 volunteers gave finke a helping hand



First ever night market

Night market held for the first time ever attracting 4,500 attendees



Record Attendance

Record attendance across the weekend compared to previous years.

Website Engagement

In the week leading up to the 2018 event through until the end of June, 125,000 unique visitors visited the official website from 117 countries.

The top countries included:

1st - Australia

2nd - United States of America

3rd - New Zealand

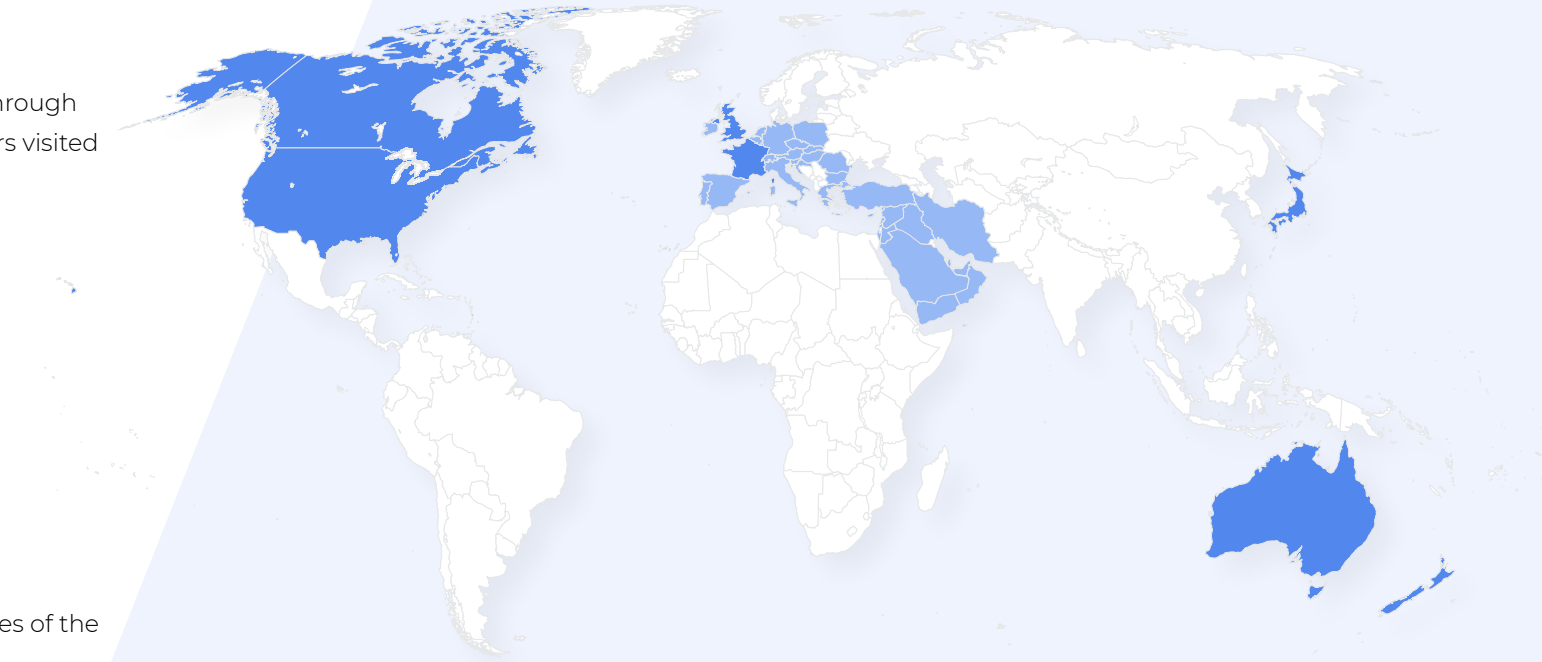
4th - United Kingdom

5th - Japan

6th - Canada

7th - France

63,000 of those visits occurred over the dates of the event proper.



Digital Coverage

716,000+

YouTube views

May - June

12,000+

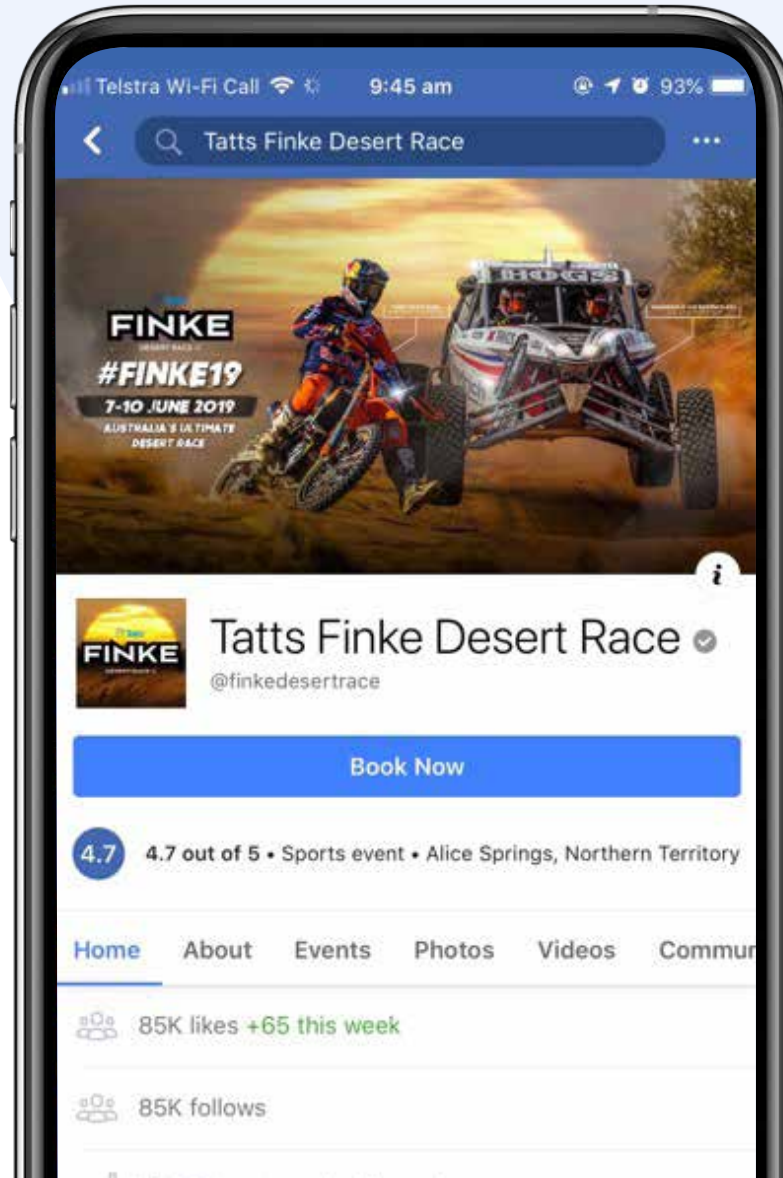
Instagram likes

May - June

10,000,000+

Facebook Impressions

May - June



66,000+

Facebook daily video views

During Event

32,000+

Facebook Daily Clicks

During Event

200,000+

Facebook Daily Reach

During Event

Media Highlights

28

Print

65

Online

17

TV

7

Radio

134

Coverage Pieces



The Gold Coast Bulletin | June 12



MOTORSPORT.COM | May 31 NT News | June 10



NT News | June 11



Speedcafe

Media Highlights



Sunrise | June 9



Centralian Advocate | June 8



Sunrise | June 10



ABC | June 9



The Living Room | June 10



Speedcafe | June 10

The Future

The 2018 event highlighted the increasing international reach, with interest from top racers in the USA and the continued rise in profile of Finke record holder Toby Price, who attributes his skill in being able to ride at 'insane speeds' to his time racing in the Tatts Finke Desert Race. Planning is already well underway for the expansion of Finke into the global market making it a 'must do/see' event on the international off road racing scene with our focus firstly on the US and European markets.



Partnership

Partnering with the Tatts Finke Desert Race is your chance to be a part of Australia's ultimate and most well-attended desert race. With Finke being the richest off-road race in the Southern Hemisphere, we attract some of the most well-known competitors in the world bringing unparalleled exposure to your brand.

With more than 890 competitors, 5000 crew and supporters and 14,000 spectators (and growing), the Tatts Finke Desert Race is one of the best value marketing opportunities available for your business.

Without the help of our partners, the Tatts Finke Desert Race simply could not exist. You're not just a dollar sign to us; you become a part of the Finke family.

We can tailor opportunities to you and your business and take a hands-on partnership management approach, ensuring our relationship is mutually beneficial, respectful and enjoyable.

Being a part of Finke isn't just a unique marketing opportunity, it's an experience.

We look forward to welcoming you into the Finke family.



Sponsorship Benefits

Sponsoring the Tatts Finke Desert Race will allow businesses to align their brand with Australia's largest Off Road motor sport event. Sponsors will gain recognition and exposure through the event's loyal followers, whether they are competitors, spectators, pit crew, volunteers or other. A variety of sponsorship options are available for perusal and Committee members are available to answer any queries that may arise.

The Tatts Finke Desert Race is recognised as the richest off road race in the Southern Hemisphere with prize money and trophies to the value of \$100,000.. Why wouldn't you want to get involved?



Platinum Sponsor

\$15,000 Cash or
\$20,000 In-kind
(10 Available)



Gold Sponsor

\$10,000 Cash or
\$15,000 In-kind
(5 Available)



Silver Sponsor

\$5,000 Cash or
\$10,000 In-kind
(5 Available)



True Blue Sponsor

\$3,000 Cash
(5 Available)



Finke Street Party & Night Market Sponsor

\$10,000 Cash
(1 Available)



Scrutineering Night Sponsor

\$10,000 Cash
(1 Available)



Presentation Night Sponsor

\$10,000 Cash
(1 Available)



Grid Ambassadors Major Partners

\$5,000 Cash
(1 Available)

(please contact us for a tailored package)



Logo Placement

ITEM	Platinum	Gold	Silver	True Blue
Event Signage at "Finke" Functions	✓	✓	✓	✓
Event Signage at Start/Finish Line	✓	✓	✓	✓
Start/Finish Line Podium Presentation	✓	✓	✓	✓
Website Home Page	✓	✓	✓	✓
Bike and Car Results Pages	✓	✓	✓	✓
Rotating Credit on All Website Pages	✓	✓	✓	✓
Website Sponsors Page	✓	✓	✓	✓
Sponsors Recognition on Start / Finish Line Big Screen	✓	✓	✓	✓
Start/Finish Line Commentary (if in operation)	✓			
Major Event Poster	✓			
Pre Hype TV Commercial (If Produced)	✓			
Event Stationary (letterhead, media releases, etc)	✓			
Competitor and Spectator Handbook Front Cover	✓			
Official Race Program Front Cover	✓			
Start/Finish Line Over Head Banner	✓			

*Logos are to be provided to Finke Desert Race Incorporated for use on items listed above.



Website & Social Media

ITEM	Platinum	Gold	Silver	True Blue
Website URL linked in Finke Sponsors Page	✓	✓	✓	✓
Sponsors Page	✓	✓	✓	✓
Twitter and Facebook Follow	✓	✓	✓	✓
Posts on Facebook Relating to your Business (special offer etc).	3	2	✓	✓

*URL of company website, Facebook and Twitter are to be provided to Finke Desert Race Incorporated.



Advertising

ITEM	Platinum	Gold	Silver	True Blue
TV Commercial Played on Start/Finish Line Bigscreen	✓	✓	✓	
TV Commercial Streamed on Selected Finke Website Pages	✓	✓		

*TV commercial in a format suitable for both the bigscreen and website are to be provided to Finke Desert Race Incorporated.



Official Race Program

ITEM	Platinum	Gold	Silver	True Blue
Own Advert	Full Page	Either a half page or half page editorial	Either a quarter page or quarter page editorial	Business mention in special article about all True Blue Own Editorial Half Page sponsors
Own Editorial	Half Page			

*Artwork for advert to be provided in a print ready format to Finke Desert Race Incorporated. Images and text for article to be provided to Finke Desert Race Incorporated



All Weekend Passes

ITEM	Platinum	Gold	Silver	True Blue
Casino Voucher (for use in Lasseters)	\$200	\$100		
Event Passes (for entry into all venues across the weekend)	10	6	4	2
Seats on Exclusive VIP Prologue Helicopter Charter	4	3	2	



Memorabilia

ITEM	Platinum	Gold	Silver	True Blue
Shirts	4	3	2	1
Caps	4	3	2	1
Programs	4	3	2	1
DVD (If produced)	4	3	2	1



Finke Street Party & Night Market Sponsor

\$10,000 Cash

- ✓ Sponsorship recognition through tag line "Proudly Sponsored by <company name>", present whenever the title of Street Party & Night Market is advertised.
- ✓ Logo placement on all advertising for Street Party & Night Market (including web, printed, spoken and television/video presentation advertising).
- ✓ Five minute (maximum) public address opportunity on the night.
- ✓ Link on the official Finke Desert Race website (finkedesertrace.com.au) to your company's website.
- ✓ Dedicated Facebook 'event' which will be present on the official Tatts Finke Desert Race page with a link to your company's Facebook page.
- ✓ Logo placement on any media releases about Street Party & Night Market.
- ✓ Logo placement on official correspondence regarding Street Party & Night Market.
- ✓ 15 All Weekend Passes to attend Scrutineering, Prologue Day, Race Days 1 and 2, Presentation Night.



Scrutineering Night Naming Sponsor

\$10,000 Cash

- ✓ Sponsorship recognition through tag line “Proudly Sponsored by <company name>”, present whenever the title of Scrutineering is advertised.
- ✓ Logo placement on all advertising for Scrutineering (including web, printed, spoken and television/video presentation advertising).
- ✓ Five minute (maximum) public address opportunity on the night.
- ✓ Link on the official Finke Desert Race website (finkedesertrace.com.au) to your company's website.
- ✓ Dedicated Facebook ‘event’ which will be present on the official Tatts Finke Desert Race page with a link to your company's Facebook page.
- ✓ Logo placement on any media releases about Scrutineering.
- ✓ Logo placement on official correspondence regarding Scrutineering.
- ✓ 15 All Weekend Passes to attend Scrutineering, Prologue Day, Race Days 1 and 2, Presentation Night.



Presentation Night Naming Sponsor

\$10,000 Cash

- ✓ Sponsorship recognition through tag line "Proudly Sponsored by <company name>", present whenever the title of Presentation Night is advertised.
- ✓ Logo placement on all advertising for Presentation Night (including web, printed, spoken and television/video presentation advertising).
- ✓ Five minute (maximum) public address opportunity on the night.
- ✓ Link on the official Finke Desert Race website (finkedesertrace.com.au) to your company's website.
- ✓ Dedicated Facebook 'event' which will be present on the official Tatts Finke Desert Race page with a link to your company's Facebook page.
- ✓ Logo placement on any media releases about Presentation Night.
- ✓ Logo placement on official correspondence regarding Presentation Night.
- ✓ 15 All Weekend Passes to attend Scrutineering, Prologue Day, Race Days 1 and 2, Presentation Night.

Our Commitment

The Finke Desert Race Committee is committed to the growth and sustainability of the race and the community of Central Australia. The support of our community is pivotal to the continued success of the Tatts Finke Desert Race.

We commit to:

- ✓ Put on a safe event for everyone
- ✓ Buy and source local goods and services wherever possible
- ✓ Give value for money to our competitors, our sponsors and our spectators
- ✓ Leave the land in better shape than we found it
- ✓ Put on an unforgettable event



Interested?

Want to be a part of Australia's ultimate off-road race? Get in touch with us now to talk about the great opportunities on offer.



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