



ADVERTISING KIT

2026 Tatts Finke Desert Race | 5 – 8 June

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Australia's Ultimate Desert Race

Australia's Ultimate Desert Race

Welcome to the 2026 Tatts Finke Desert Race – Celebrating 50 Years

This year marks a historic milestone as we celebrate **50 incredible years** of Australia's ultimate desert race. From its humble beginnings in 1976 with just 56 competitors, Finke has grown into a legendary event that embodies adventure, endurance, and the Australian spirit.

As we honour five decades of racing, we pay tribute to the thousands of competitors, volunteers, and supporters who've shaped Finke into the iconic race it is today. This isn't just another year - it's a celebration of courage, community, and legacy.

The two-day event continues to span **446 km** along the historic Old Ghan Railway, from Alice Springs to Apatula and back, crossing the ancient Finke River. With punishing terrain and thrilling challenges, Finke pushes the limits of both human and machine.

Join us for the **50th Anniversary Finke** - our biggest celebration yet.





Our Vision

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Our Vision

The Biggest Finke Ever

This anniversary year will showcase why Finke has remained the ultimate bucket-list event for five decades. As we celebrate our 50th Anniversary, our vision reaches beyond maintaining our status as Australia's premier off-road race – we're building the foundation for the next 50 years of Finke excellence.

The 2026 Golden Anniversary is more than a milestone; it's a tribute to every competitor who has dared to conquer the desert, every volunteer who has made the race possible and every spectator who has witnessed history unfold. It's a celebration of grit, community and the enduring spirit of adventure.

With over 750 bike competitors, 200 car teams and tens of thousands of crew, supporters and fans descending on Alice Springs, this will be the **biggest Finke ever**. The energy, scale and passion will transform the region into a vibrant hub of motorsport and celebration.

For partners and sponsors, it's the ultimate advertising opportunity - an engaged, captured audience united by a love of racing and legacy. The 50th Anniversary Finke is not just a race; it's a movement, a moment and a vision for the future.



02

The Opportunity

High impact visibility

The 50th Anniversary of the Tatts Finke Desert Race presents an unmatched opportunity for businesses to connect with a passionate and highly engaged audience. With over **2,000 competitors**, their crews, volunteers, **15,000+ spectators on-site** and **60,000+ online viewers**, your brand will be front and centre at one of Australia's most iconic motorsport events.

Advertising options include placements in the **official race program**, **competitor guides**, **live feed**, and **big screen**, offering high-impact visibility across multiple touchpoints. Whether you're promoting a product, service, or campaign, Finke delivers a unique platform to reach a diverse and loyal audience.

This is more than advertising - it's brand alignment with adventure, endurance and legacy. With limited space and high demand, now is the time to secure your spot. The **Advertising Kit** outlines all available opportunities and costs - contact the Finke office today to get started.





Advertising Opportunities

- 01 Official Race Program
- 02 Competitor Guide
- 03 Live Feed & Big Screen Advertising

Official Race Program

A must-have for fans

The 2026 Tatts Finke Desert Race Official Program will be the **largest and most collectible edition yet**, celebrating 50 years of Australia's ultimate desert race. With **4,000 full-colour copies** produced and nearly **150 pages** of rich content, this commemorative edition will feature historical highlights, competitor listings, maps, and editorial features that honour the legacy of Finke.

Distributed across Alice Springs retail outlets, throughout the event, and included in competitor and official sign-on packs, the program is a **must-have keepsake** for fans, competitors, and motorsport enthusiasts. Available for purchase from two weeks before race weekend, it remains one of the most valued pieces of race memorabilia.

Advertising opportunities include premium placements on the **inside front and back covers**, as well as throughout the program. This is your chance to showcase your brand to a **highly engaged audience** and support one of Australia's most iconic motorsport events.



Official Race Program

As there is a limit on the number of advertising space in the official program, businesses who act quickly or make their arrangements first will have the best chance of securing the best opportunities or placements.

Bookings must be placed by **Friday 25 March 2026** with artwork to be received by email to admin@finkedesertrace.com.au by **Monday 6 April 2026**.

Any costs associated with artwork will be the responsibility of the advertiser.

We can provide a graphic design service if you require your ad to be created. You will gain access to our professional design agency with 10 years experience and use of Finke Imagery. Pricing starts at \$280 +GST*.

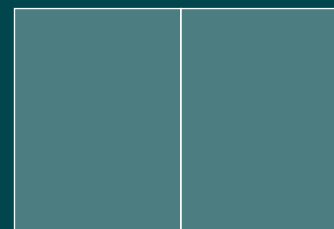
Advertising Artwork Specifications:

Double Page Inside Front and Inside Back: Width: 420mm / Height: 297mm / Bleed: 3mm / CMYK

Full Page Colour: Width: 210mm / Height: 297mm / Bleed: 3mm / CMYK

Half Page: Width: 210mm / Height: 148.5mm / Bleed: 3mm / CMYK

The advertising opportunities include:

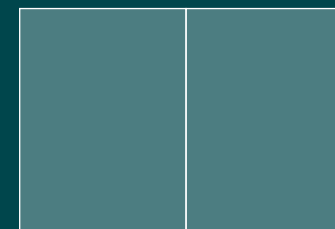


Double Page

Inside Front Cover

\$1,500 + GST

(1 Available)

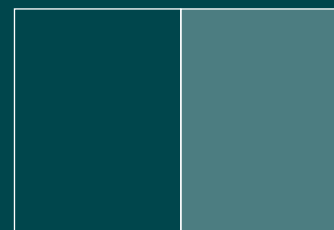


Double Page

Inside Back Cover

\$1,200 + GST

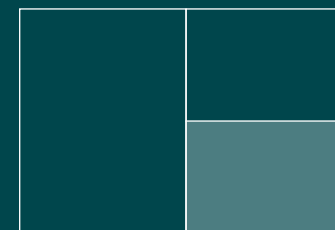
(1 Available)



Full Page

\$900 + GST

(10 Available)



Half Page

\$500 + GST

(10 Available)

Sponsored Editorial Opportunity Official Race Program

Be part of one of Australia's most iconic motorsport events by securing a premium **double-page sponsored editorial** in the official 2026 Tatts Finke Desert Race program. This is a unique opportunity to align your brand with the energy, passion, and prestige of the Finke Desert Race, reaching a highly engaged audience of competitors, spectators, and motorsport enthusiasts.

Only **three exclusive placements** are available, ensuring your message stands out with maximum impact. These double-page spreads allow you to tell your brand story in a compelling, editorial-style format - perfect for showcasing your products, services, or community involvement in a way that resonates with readers.

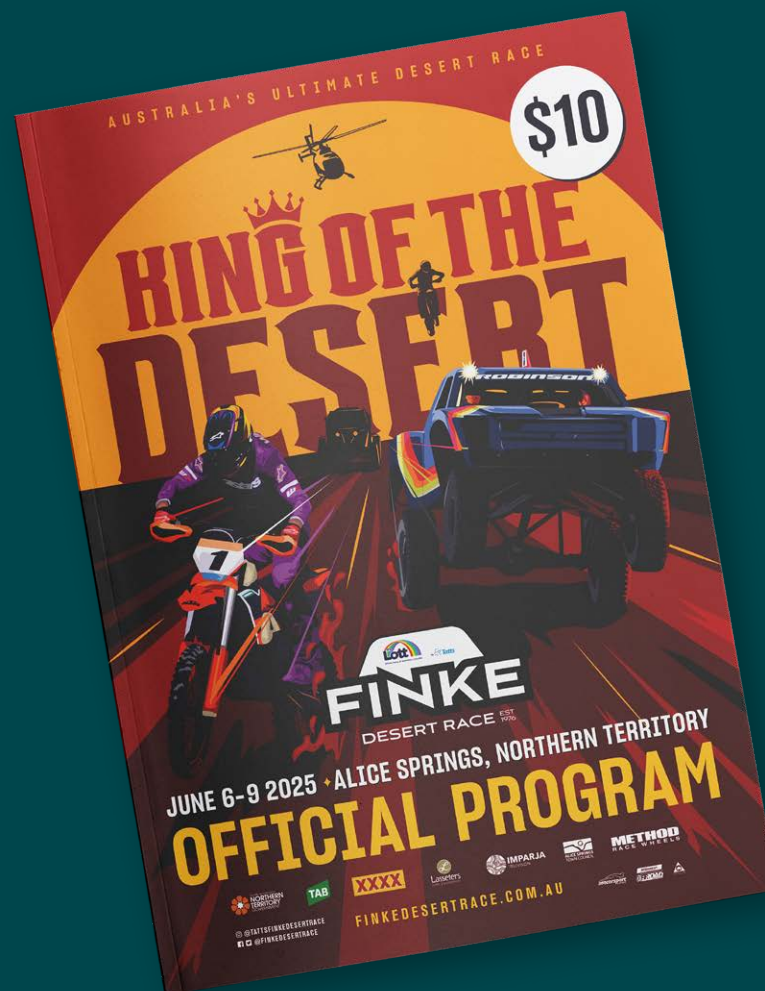
Bookings must be placed by **Monday 2 March 2026** with artwork to be received by email admin@finkedesertrace.com.au by **Monday 16 March 2026**.

Benefits include:

- **High-impact visibility** in a premium publication
- **Exclusive placement** with limited availability
- **Editorial-style storytelling** that builds brand connection
- **Association with a nationally recognised event**
- **Reach across diverse motorsport and adventure audiences**

Don't miss this chance to elevate your brand in front of thousands of passionate fans. Contact the Finke office to secure your editorial space today.

Cost: \$1,400 + GST



Competitor Guide Advertising

Each year, event organisers produce a comprehensive guide for all competitors to help them navigate through not only the race, but also the Central Australian region. A guide is given to each entrant in the event with over 1,000 guides to be printed for 2026.

Each guide is placed in the competitor packs which entrants receive when they complete their compulsory registration in the week before race weekend.

Information in the guide will include:

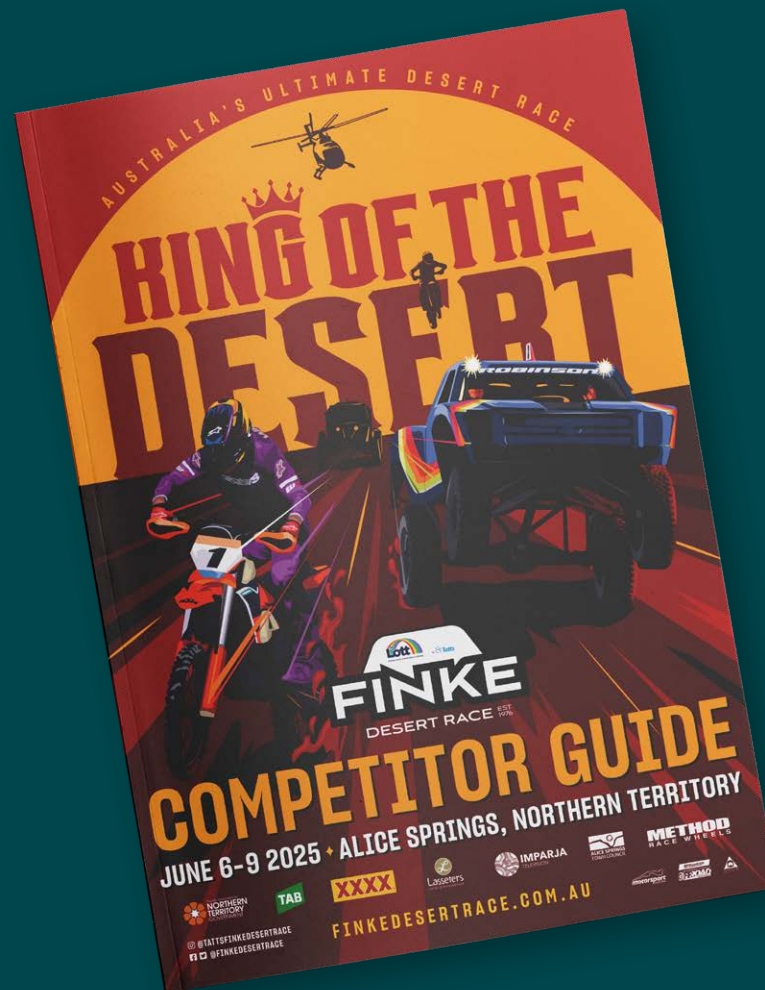
- Event specific information (scheduling and venue information).
- Places to eat.
- Things to do in Alice Springs.
- Locations of event specific businesses (i.e. bike shops, supermarkets, camping equipment etc).
- Map of Alice Springs.

We are inviting a limited number of advertising positions within the guide to allow businesses to advertise their product or service directly to competitors. Each ad is \$300 + GST. Only 10 ads are available for purchase.

Each ad will be in black and white with sizing specifications as follows: 145mm wide by 70mm high with no bleed.

Bookings must be placed by **Friday 6 March 2026** with content and pictures to be received by email to admin@finkedesertrace.com.au by **Monday 16 March 2026**.

Any costs associated with artwork will be the responsibility of the advertiser. We can provide a graphic design service if you require your ad to be made up. The cost of this service is **\$100** per ad.



Live Feed and Big Screen Advertising

Advertising packages are available to promote your products or services on the event's official live feed and big screens. This opportunity allows businesses to showcase their offerings to both event attendees and the online audience.

The packages are designed to suit various budgets, with options to adjust the number of ads shown each day across the event weekend (Friday to Monday), allowing for greater flexibility in exposure.

PACKAGES

GOLD PACKAGE

\$4,000 + GST
(3 Available)

30 second TVCs played
five times each day
(Friday to Monday)

SILVER PACKAGE

\$3,000 + GST
(5 Available)

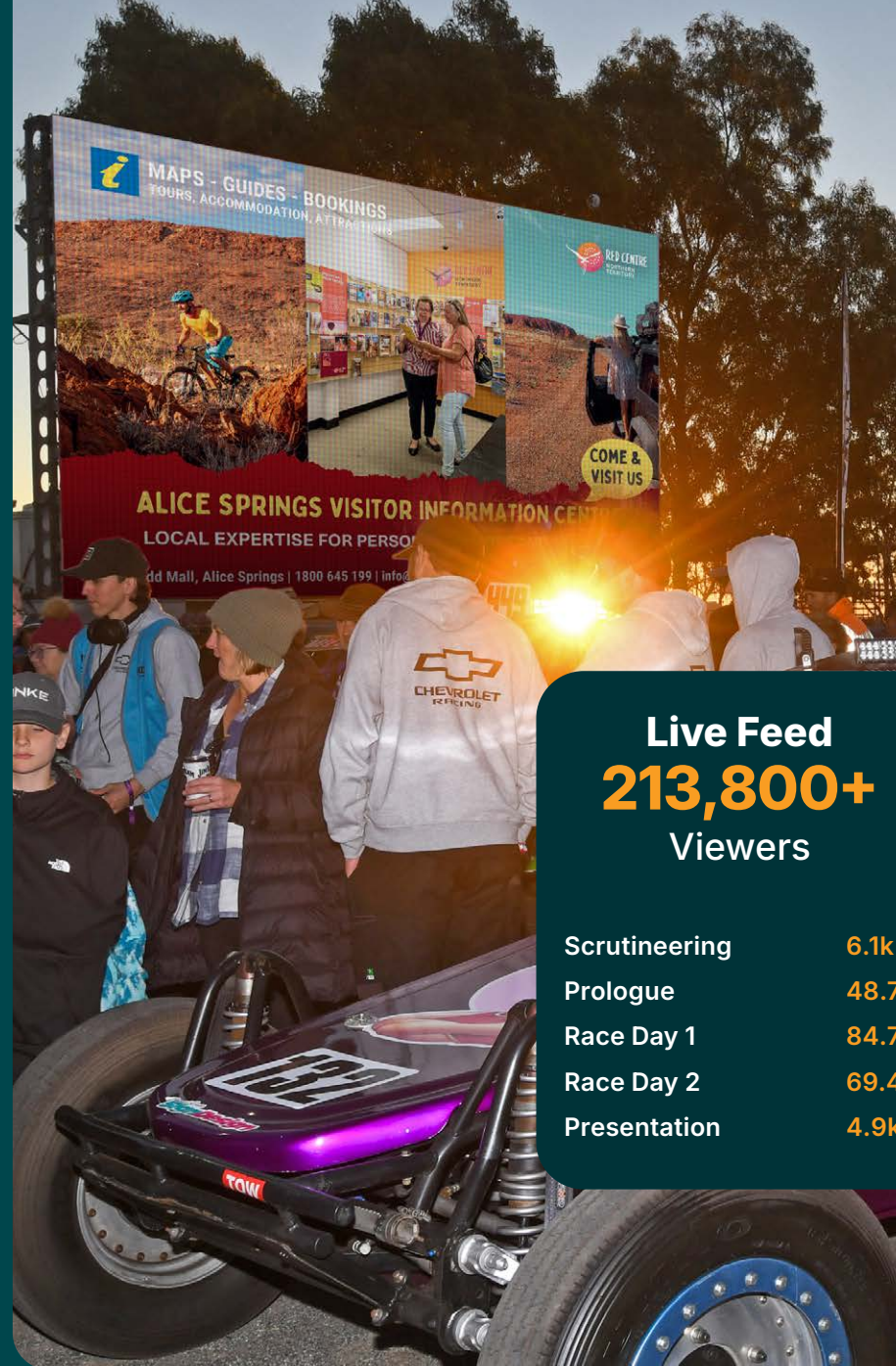
30 second TVCs played
three times each day
(Friday to Monday)

BRONZE PACKAGE

\$2,000 + GST
(7 Available)

30 second TVCs played
two times each day
(Friday to Monday)

Bookings must be placed by **Friday 1 May 2026** with artwork to be received by email: admin@finkedesertrace.com.au by **Friday 15 May 2026**.



Live Feed
213,800+
Viewers

Scrutineering	6.1k
Prologue	48.7k
Race Day 1	84.7k
Race Day 2	69.4k
Presentation	4.9k