



# BAIRDS COLLISION CENTRE ONYX HOMES

## MICHAEL GODFREY MEMORIAL MOTOCROSS 2012



## 2012 Sponsorship Opportunities



# Sponsorship Levels

## Naming Rights

- Event Naming Rights
- Associate Naming Rights A
- Associate Naming Rights B
- Corner Naming Rights
- Obstacle Naming Rights
- Jump Naming Rights



## Race Classes

- MX1
- MX2
- Vets 35-44
- Vets 45+
- Ladies
- Enduro
- Clubman
- Juniors (4 classes)
- Minis (6 classes)

## Holeshot Awards

- Feature Races
- Class Races



## Trade Display

## General Signage

# Sponsorship Levels – Naming Rights

## Sponsorship Level

Event Naming Rights

## Exposure

Radio – The Rock FM radio station

- \$6,600 value

Print – Dirt Rider Downunder Magazine

- Full race report

Print – Programme

- Front cover logo (main) and full page advertisement

Online – Bikesport NZ & Moto-media

- Event coverage

Finish line overhead signage

Unlimited track signage

Trade display (if applicable)

Track commentary exposure

Name & Logo on all trophies

Prize giving podium backdrop (main logo)

Name on entry forms and correspondence

Custom printed bunting

20 entry passes



## Investment Required

**SOLD – Bairds Collision Centre & Onyx Homes**



## Sponsorship Level

Associate Naming Rights A

### Exposure

Print – Dirt Rider Downunder Magazine

- Full race report

Print – Programme

- Front cover logo (bottom) and ½ page advertisement

Online – Bikesport NZ & Moto-media

- Event coverage

Unlimited track signage

Trade display (if applicable)

Track commentary exposure

Name & Logo on all trophies

Prize giving podium backdrop (secondary logo)

Name on entry forms and correspondence

Custom printed bunting (at extra cost)

10 entry passes



### Investment Required

\$1,500.00

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## Sponsorship Level

Associate Naming Rights B

### Exposure

Print – Dirt Rider Downunder Magazine

- Full race report

Print – Programme

- Front cover logo (bottom) and ½ page advertisement

Online – Bikesport NZ & Moto-media

- Event coverage

Unlimited track signage

Trade display (if applicable)

Track commentary exposure

Name & Logo on all trophies

Prize giving podium backdrop (secondary logo)

Name on entry forms and correspondence

Custom printed bunting (at extra cost)

10 entry passes



### Investment Required

SOLD – The Rock FM, Cladtex, Dirtrider Downunder

## **Sponsorship Level**

Obstacle/Jump/Corner Naming Rights

## **Exposure**

Print – Dirt Rider Downunder Magazine

- Full race report

Print – Programme

- Centre page logo

Online – Bikesport NZ & Moto-media

- Event coverage

Applicable obstacle/jump/corner naming rights

Track commentary exposure

Prize giving podium backdrop logo

Custom printed bunting (at extra cost)

4 entry passes

## **Investment Required**

\$250.00 per obstacle/jump/corner

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## Sponsorship Levels – Race Classes

### Exposure

Print – Dirt Rider Downunder Magazine

- Full race report

Print – Programme

- Logo at top of your class page and ¼ page advertisement

Online – Bikesport NZ & Moto-media

- Event coverage

Unlimited track signage

Trade display (if applicable)

Track commentary exposure

Name & Logo on your class trophy

Prize giving podium backdrop logo

Custom printed bunting (at extra cost)

4 entry passes

### Investment Required

MX1 \$1,000.00

MX2 \$750.00

Vets 35-44 \$300.00

Vets 45+ \$300.00

Ladies \$250.00

Enduro \$250.00

Clubman \$100.00

Juniors **SOLD**

Minis **SOLD**



# Sponsorship Levels – Holeshot Awards

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## Sponsorship Level

Feature Race Holeshots

### Exposure

Print – Dirt Rider Downunder Magazine

- Full race report

Print – Programme

- Centre page logo

Online – Bikesport NZ & Moto-media

- Event coverage

1<sup>st</sup> corner naming rights

Track commentary exposure

Prize giving podium backdrop logo

Custom printed bunting (at extra cost)

4 entry passes

### Investment Required

**SOLD**



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## Sponsorship Level

Any Class Race holeshot

### Exposure

Print – Dirt Rider Downunder Magazine

- Full race report

Print – Programme

- Centre page logo

Online – Bikesport NZ & Moto-media

- Event coverage

Track commentary exposure

Prize giving podium backdrop logo

Custom printed bunting (at extra cost)

4 entry passes

### Investment Required

\$100.00

## Trade Display

### Exposure

Print – Dirt Rider Downunder Magazine

- Full race report

Print – Programme

- Centre page logo

Online – Bikesport NZ & Moto-media

- Event coverage

Unlimited track signage

Track commentary exposure

Prize giving podium backdrop logo

Custom printed bunting (at extra cost)

4 entry passes



### Investment Required

\$250.00

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## General Signage

### Exposure

Print – Dirt Rider Downunder Magazine

- Full race report

Print – Programme

- Centre page logo

Online – Bikesport NZ & Moto-media

- Event coverage

Sign positioning anywhere on track or pits

### Investment Required

\$50.00 per sign

