



# 2023 SPONSORSHIP PROPOSAL



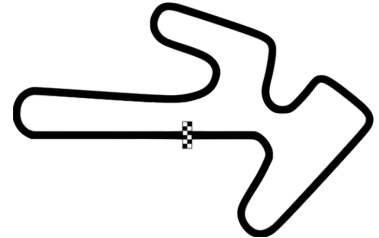
[www.victoriantourseries.com](http://www.victoriantourseries.com)

# 2023 VICTORIAN COUNTRY SERIES

ROUND 1 - COBDEN

**South West Kart Club**

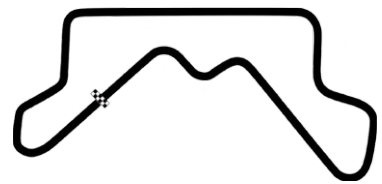
4/5 February, 2023



ROUND 2 - HAMILTON

**Hamilton Karting Club**

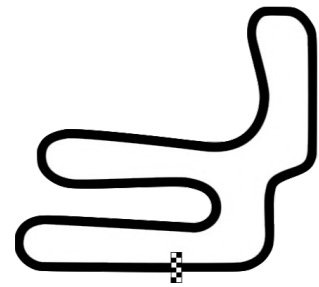
13/14 May, 2023



ROUND 3 - WARRNAMBOOL

**Warrnambool Kart Club**

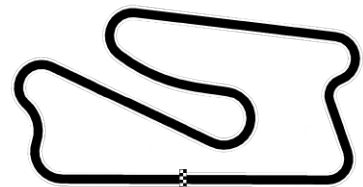
17/18 June, 2023



ROUND 4 - HORSHAM

**Wimmera Kart Racing Club**

12/13 August, 2023



ROUND 5 - PORTLAND

**Portland & District Karting Club**

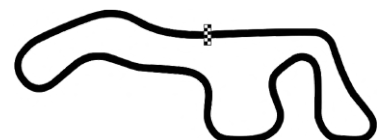
9/10 September, 2023



ROUND 6 - BALLARAT

**Ballarat Kart Club**

18/19 November, 2023



# *GREAT REASONS WHY SUPPORTING THE VICTORIAN COUNTRY SERIES WILL GIVE BACK TO YOUR BUSINESS*

Many of the Kart racers that compete in the Victorian Country Series may already support your business. They may live and work in your town or a town your business services or be club members of your local kart club.

By supporting the VCS there is an excellent opportunity to canvas your products and services to a wide demographic from Victoria to South Australia.

The Victorian Country Series commenced in the early 1990's as a way for country drivers to regularly race in a competitive environment without having to travel to the major metropolitan tracks. It has evolved to a point now that metropolitan Melbourne and interstate drivers travel to our series for the tough competition and enjoyable atmosphere.

In 2022, the VCS experienced a strong surge in popularity with karters attracted to the strength of our competition and value for money while many series around Australia may have experienced a downturn.

We aim to continue this strong patronage again in 2023 as we continue to actively promote our events.



## VALUE FOR MONEY

Kart racing polls highly in crowd appeal and offers a unique marketing position at a fraction of the price of other main stream sports investments.

It offers an excellent opportunity to be seen supporting drivers, their families and race teams who will become familiar with your business and in turn support your brand.

Not many other sports could boast the loyalty and camaraderie that karting offers. Our series is a perfect example. Fierce competitors on the track become mates when the helmet comes off, the karting family looks after each other like few other sports.

Your image would also be enhanced by supporting a series that is helping young drivers gain the necessary skills to make them better drivers on our roads. Safety is paramount on the track and consideration is also made for getting home safely.

# 2023 CLASSES

Cadet 9

Cadet 12

KA3 Junior Light

KA3 Junior Heavy

KA3 Senior Light

KA3 Senior Medium

Victorian Combined Masters

TaG 125 Light

TaG 125 Heavy

TaG 125 Restricted Light

TaG 125 Restricted Medium

## *NEW 2023 SERIES RACE FORMAT AT EACH OF THE SIX ROUNDS*

### SATURDAY

1 Practice Session

1 Timed Practice

1 Qualifying Session

Heats 1 & 2 (if time permits)

### SUNDAY

Heat 3 and Final

Progressive Grid Format

Best 5 rounds count for your overall points.

*Note if you are DSQ for a full round this 0 will count as one of your 5 rounds for your points.*

## *PRESENTATIONS*

### SUNDAY

The first 6 races will be completed with presentations to follow straight after.

The next 5 finals will be completed and their presentations will follow.

This is to assist drivers, teams and their families who are travelling.



## *BRONZE SPONSOR*

Businesses have the opportunity to offer in-kind contributions of Services or \$1,500.00 Cash

- The series Supporter package will be offered for those sponsors who wish to sponsor the series but wish to contribute an in-kind service. Eg; Supply goods or services.
- Third tier logo on a media background displayed behind the podium at each track
- Sponsors will be entitled to a Logo advertised in the VCS race programs not as prominent as the options of Silver or Gold.
- Media exposure for your brand on Facebook, Instagram and the VCS Website and by VCS trackside commentator. This exposure is also shared amongst the karting community on various media platforms.

**Note:** All sponsorship amounts are ideally monetary; however the sponsorship can be negotiated to include products by agreement of Sponsor and VCS Committee.



## *SILVER SPONSOR*

There will be opportunities for Silver sponsorships with the sponsor partners contributing over \$3,000 Cash or Product towards VCS prizes.

The Silver Sponsors will be entitled to the following:

- Prominent logos in all series race programs, on T-Shirts and other VCS merchandise
- Second tier logos on a media background displayed behind the podium at each track
- Opportunity to display a large banner (size TBA) on the out grid at each of the six tracks
- Supply 2 teardrop banners to be displayed on the track
- Exposure by trackside commentator
- Logo advertised in the VCS race programs. Media exposure for your brand on Facebook, Instagram and VCS Website. This exposure is also shared amongst the karting community on various media platforms.
- Complimentary Series T-Shirt



# *GOLD SPONSOR \$10,000 - SOLD*

DPE Kart Superstore is the 2023 naming sponsor

The Gold / Naming Sponsor is entitled to the following:

- Naming rights sponsorship of the Series
- The most prominent logos on all series race programs, T-Shirts and other VCS merchandise
- Logos on Series trophies
- Top tier logos on a media background displayed behind the podium at each track with the option to supply caps for podium.
- Sticker on Nassau panel on every kart competing.
- Opportunity to display flags and large banners (size TBA) on the out grid at each of the six tracks.
- Maximum exposure by trackside commentator
- Logo advertised in the VCS race programs, media exposure for your brand on Facebook, Instagram and VCS Website. This exposure is also shared amongst the karting community on various media platforms.
- Complimentary Series T-Shirt.



# CONDITIONS

- The VCS strongly preferences tangible prizes to vouchers, as they add to the excitement of the event.
- The VCS strongly wishes to avoid any voucher where the value of the voucher is less than 100% of the purchase price.
- The VCS does not consider a sponsor offer in isolation; all sponsor offers are considered in combination with other sponsor contributions; to avoid duplicate and maximise the value of the prizes delivered to the karter.
- The majority of all sponsorship goes directly to the provision at end of series prizes and trophies.
- Other series running costs are usually covered by the entry fee at each round.
- In order to avoid potential prize funding gaps we can no longer accept sponsorship product offers that are stipulated as being "in addition" to standard VCS prizes for that class; sponsorship product offers must be "in place" all of, or part of, standard VCS prizes for a class or classes.



# EXPOSURE

The Victorian Country Series is actively promoted through a strong social media presence including, Facebook, Instagram, VCS Website and Youtube. Social media editors include information about the current sponsors wherever appropriate in the build up to, or follow-up from, a race weekend.

The series is also promoted on other websites by the six participating clubs, and by Karting Victoria. Post race reports and photos are supplied to karting media outlets including KartSportNews

The Victorian Country Series has an official/dedicated photographer, and high resolution photos are supplied after each event to karters at no cost in order to promote the series; these photos can also be used by the series sponsors to advertise their involvement.

The most popular form of communication is via the Victorian Country Series Facebook page and official website which are closely connected to the broader Australian karting community. The VCS Facebook page has a strong audience with over 2.7K likes and over 3K followers and popular posts such as post-race photos attracting a reach in excess of 6,000 people.

In 2022 we offered 13 racing classes and most rounds attracted in excess of 180 entries. In excess of 320 individual karters have raced in the series, each with associated friends and family in attendance. Through active promotion and recognised high level of competition we aim to increase these numbers in 2023 introducing a NEW Race Format. In 2018 & 2019 the Victorian Country Series was recognised by Karting Australia as one of the BEST examples of social media used in a positive way to promote karting.

# WHERE YOUR BRAND WILL BE SEEN OVER THE 6 ROUNDS

- OFFICIAL Victorian Country Series website
- SOCIAL MEDIA PLATFORMS
- KARTING WEBSITES
- BANNERS & SIGNS
- RACE DAY ANNOUNCEMENTS OVER PA
- RACE EVENT PROGRAMMES
- PHOTOGRAPHER IMAGES

VCS OFFICIAL WEBSITE

[www.victoriancountryseries.com](http://www.victoriancountryseries.com)

VCS FACEBOOK

[www.facebook.com/victoriancountryseries](http://www.facebook.com/victoriancountryseries)

VCS INSTAGRAM

[www.instagram.com/victoriancountryseries](http://www.instagram.com/victoriancountryseries)

KARTING VICTORIA

[www.kartingvic.net.au](http://www.kartingvic.net.au)

POST RACE REPORTS

[www.kartsportnews.com](http://www.kartsportnews.com)

# WHAT IS KART RACING

***"Karting is the world's most affordable form of motorsport"***

Considered the first step and foundation of any serious racer's career, Karting prepares the driver for high-speed wheel to wheel racing by developing quick reflexes, car control, mechanical knowledge and decision-making skills.

Karting has produced most of the world's top drivers and the Victorian Country Series is proud to have had some great drivers come through our series before successfully moving up from karts.

Drivers who have competed in the VCS and moved on from Karting include Cameron Waters (V8 Supercar), Scott McLaughlin (V8 Supercar), Nick Percat (V8 Supercar) Scott Pye (V8 Supercar), Todd Hazelwood (V8 Dunlop Series, V8 Supercar), Anton DePasquale (Formula Renault, V8 Dunlop Series, V8 Supercar ) and Luis Leeds (Formula 4 Britain) plus Sprint Car Grand Annual winners Corey McCullagh and James McFadden.

Karting is competitive, but is also fun and family orientated, with involvement in the sport both on and off the track giving it a strong community feel. Many lifelong friendships are made at kart tracks, whether it is on the track or in the pit area.

Racers from as young as seven are competing on any given weekend, most with their family support crew helping them. These little racers and those older than them are learning skills to make them safer drivers on our roads. The controlled environment of karting is an excellent way to teach these youngsters that speed and racing should be left on the race track.

Kart racing is held at circuits across Australia every weekend, events including Club, Regional, State, National and International meetings.

# **FOR FURTHER INFORMATION**

*If you wish to discuss or pursue one of our sponsorship packages,  
please contact the Victorian Country Series coordinator:*

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Liza6271@outlook.com

**[www.victoriantourseries.com](http://www.victoriantourseries.com)**

