



# SPONSORSHIP PROPOSAL

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

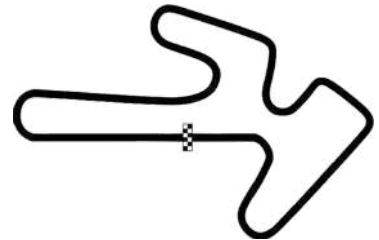


# 2024 CALENDAR

ROUND 1 - COBDEN

**South West Kart Club**

3/4 February, 2024



ROUND 2 - BALLARAT

**Ballarat Karting Club**

27/28 April, 2024



ROUND 3 - PORTLAND

**Portland & District Karting Club**

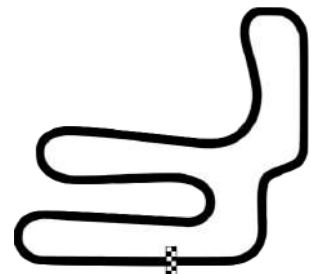
29/30 June, 2024



ROUND 4 - WARRNAMBOOL

**Warrnambool Kart Club**

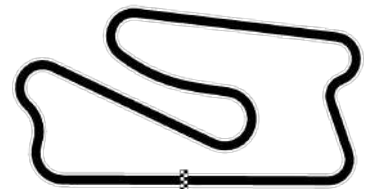
17/18 August, 2024



ROUND 5 - HORSHAM

**Wimmera Kart Racing Club**

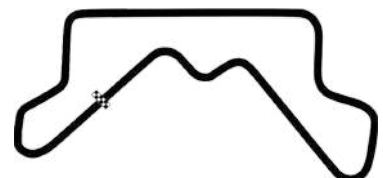
5/6 October, 2024



ROUND 6 - HAMILTON

**Hamilton Karting Club**

9/10 November, 2024





## ***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 the past few years, 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 2024 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.



GOLD SERIES SPONSOR



**\$10,000 (on hold)**  
**The Gold Naming Rights 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.



SILVER SERIES SPONSOR



***There are 7 opportunities for Silver sponsorships with all partners contributing over \$3,000 Cash.***

The 7 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 events.
- 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

BRONZE SERIES SPONSOR



## ***Businesses have the opportunity to contribute over \$1,500 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 package amounts are preferred monetary, however; the sponsorship can be negotiated to include products by agreement between the Sponsor and VCS Committee.

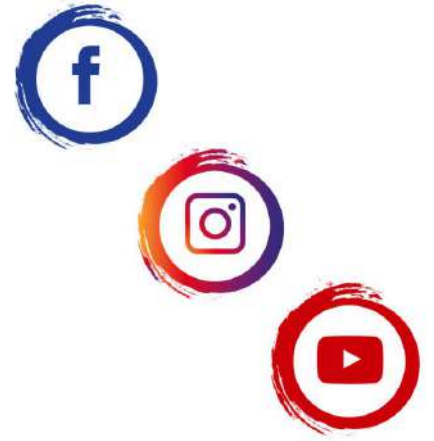


# CONDITIONS

- 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 duplicates 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 which includes, Facebook, Instagram, Youtube & our official series website. We promote the current sponsors wherever appropriate before, during and after all series race events.

In addition to the above, the series is also promoted by all six participating kart clubs and Karting Victoria on their social media platforms. Post race reports and 100's of photos are supplied to the karting media outlets including *KartSportNews*.

The Victorian Country Series has an official/dedicated photographer which supplies 100's of high resolution photos after each event to karters at no cost in order to promote the series; these photos can also be used for free by all series sponsors to advertise their involvement.

The most popular form of communication is via the VCS Facebook page [@victoriancountryseries](https://www.facebook.com/victoriancountryseries) and website [www.victoriancountryseries.com](http://www.victoriancountryseries.com) which are closely connected to the broader Australian karting community. The VCS Facebook page has a strong audience with over 2.8K likes and over 3.3K followers and the most popular posts such as post-race photos attract a reach in excess of 6,000 people!

In 2023 we offered 11 racing classes and most rounds attracted in excess of 160 entries. Over 340 individual karters have raced in our 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 2024 by 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 SERIES WEBSITE
- SOCIAL MEDIA PLATFORMS: Facebook, Instagram, Youtube
- KARTING WEBSITES
- BANNERS & SIGNS
- RACE DAY ANNOUNCEMENTS OVER PA
- RACE EVENT PROGRAMMES
- PHOTOGRAPHER IMAGES

## ***SERIES OFFICIAL WEBSITE***

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

## ***SERIES FACEBOOK***

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

## ***SERIES 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 which help 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.



# CONTACT DETAILS

If you wish to discuss or pursue one of our sponsorship packages, please contact the VCS Coordinator:

[viccountryseries@gmail.com](mailto:viccountryseries@gmail.com)

Visit our website

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

