

WHAT BETTER WAY  
TO **PROMOTE**  
**YOUR BRAND** THAN  
THROUGH THE

**MOST**  
**POWERFUL**

**MOTORSPORT**  
ON THE PLANET!

# Sponsorship Prospectus for Adelaide International Raceway

## 2015-2016 ANDRA Championship Grand Final 9-10 April 2016



**THE MOST POWERFUL**  
MOTORSPORT ON THE PLANET!

**ANDRA**  
**DRAG RACING**  
AUSTRALIAN NATIONAL DRAG RACING ASSOCIATION LTD

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**Sportsman Series**

[WWW.ANDRA.COM.AU](http://WWW.ANDRA.COM.AU)

# About ANDRA

## Organisation

The Australian National Drag Racing Association Ltd (ANDRA) is the drag racing sanctioning body of Australia. The organisation was created in 1973 from a more drag racing oriented faction of the Australian Hot Rod Federation. Today ANDRA sanctions over 300 events throughout Australia at all levels, from Test & Tunes to National Championships, visiting venues including temporary regional tracks to international standard facilities in capital cities. Racers can join the championship from the age of just eight years old. ANDRA has approximately 220 female licence holders making this sport attractive to the whole family.

## Its Members

ANDRA membership currently stands at approximately 3,600 competitive members with associated crew adding an additional 20,000 enthusiasts making up your core market. Additionally there are another 40+ ANDRA affiliated Drag Racing clubs around the country.



The ANDRA Drag Racing Series features the quickest and fastest cars and bikes in Australian drag racing. Comprising of Top Fuel, Top Fuel Motorcycle, Top Doorslammer, Top Alcohol, Pro Stock and Pro Stock Motorcycle the ANDRA Drag Racing Series is the premier drag racing championship series in Australia.



The Summit Racing Equipment Sportsman Series is a national, points based competition open to all permanent ANDRA license holders for participants in Groups Two, Three and Four. 12 Brackets make up the Sportsman Series being, Competition, Super Stock, Super Compact, Competition Bike, Supercharged Outlaws, Top Sportsman, Modified, Super Sedan, Modified Bike, Super Street, Junior Dragster and Super Gas.



Damien Harris 2015 National Champion – Top Fuel



Michelle Osborn 2015 National Champion – Modified



Eden Ward 2015 National Champion – Junior Dragster

# ***ANDRA National Exposure***

## **ANDRA Drag Racing Series Event Attendance**

ANDRA Drag Racing Series events enjoy the highest attendance of any drag racing events in the country and among the highest of any motorsport. Sydney Dragway produced impressive crowd figures with its East Coast Nationals in November. For 2016 the Australian Nationals, the biggest event on the ANDRA Championship calendar, was hosted at the spiritual home of Drag Racing Calder Park in Melbourne, 10,000 + spectators attended this event in its first year back after a 15 year absence. Adelaide International Raceway will host the Grand Final event in April and again thousands of spectators are expected to witness the Most Powerful Motorsport on the Planet take stage across this two day event. In 2015/16 ANDRA extended the National calendar to include regional areas such as Mildura (Vic), Portland (Vic) , Warwick (QLD) and Whyalla (SA) exposing the sport further.

## **TV Airings and Ratings**

ANDRA's categories were fully televised during the 2014 season on SBS, Speed Channel (now FOX Sports) MAV TV and Motors TV. 25 shows were aired on SBS, 73 hours were aired on Speed Channel and an additional 56 hours were shown on MAV TV to date with a few shows left to run for the year. These shows provide an exposure of some 154 reportable hours over the season, giving hundreds of teams air time.

Episodes on SBS have an average audience of 345,000 and increase of 245% on the 2013 season. Speed Channel shows have a total annual audience of 584,138 and MAV TV 894,685 and Motors TV over 900,000. giving a total audience of over 10 million for the 2014 season.

Shows are also available online at any time with no subscription needed via ANDRA's website ANDRA Catch Up TV, Speedweek Website, Motorsports TV Website and App providing another boost to audience numbers. In 2015 and 2016 the TV ratings continue to produce impressive figures with the show now being extended to broadcasts such as Lucas Oil TV.

## **Media Exposure**

Drag racing events attract a wide variety of media exposure. Drag racing features regularly in Street Machine, Auto Action, Rapid Bikes and Totally Motorsport.

ANDRA has its own quarterly magazine Fastlane, which will reach all members of the organisation plus hundreds more are distributed at tracks and during pre-event activations around the country.

Online coverage is also enhanced through websites such as Drag News Australia, Speedcafe, Motorsports TV, Dragzine.com and Competition Plus. A unique avenue making drag racing popular online is through YouTube, where user-added videos generate hundreds of thousands of views for Australian drag racing each year.

Mainstream media interest at events is high with local teams drag racing has been able to generate many stories based on normal people doing extraordinary things.

# Exposure cont....

## Spectator Demographics

Spectators at drag racing events are very evenly spread across all ages, representing the strong family aspect drag racing has. The average age of a drag racing spectator is 37 years and intriguingly the segments of 21- 30, 31-40 and 41-50 are almost even at 25%, 23% and 26% respectively (data from 2012 Fuchs Winternationals).

Males dominate spectator attendances with 77%, but creative strategies are being adopted such as ladies free days to attract more female spectators. The success of females in drag racing has been well documented and provides an added boost to female attendances.

## Online

The ANDRA website is the hub for drag racing news and technical information in Australia. It attracts approximately 30,000 visits a month. ANDRA has developed a positive presence on Facebook where 28,000 people were fans by January 2016. This is an important avenue for people to spread spectacular photos and news about the sport. We also regularly provide additional exposure to our business partners through various social media run incentive programs. Venues are also popular with Sydney Dragway (91,000 likes), Hidden Valley Drag Strip (15,900) and Calder Park (27,000 likes). ANDRA is also developing more YouTube content. Some of our wild moments can go viral on the internet, with over a quarter of a million people worldwide viewing one recent incident.

## Pre-Event Activation

In February 2014 ANDRA launched it's mobile activation transporter that sees pre-event activation take place around town in the week leading up to selected major events exposing the sport to the wider community. These activations provide additional opportunities for our partners to expose their products or services to the wider community. Approximately 30 activations are scheduled annually.



# Sponsorship Packages Available

Naming Rights – ANDRA Drag Racing Championship Grand Final

Investor Packages

Bracket Naming Rights for Group 1

Bracket Naming Rights for Sportsman

Track Signage



# Event Naming Rights



## 2015/16 ANDRA Drag Racing Championship Grand Final

Event naming rights with guaranteed verbal, graphic and electronic mentions  
25% share in surplus revenue for event (NB this only applies if the event makes a profit)

ANDRA TV including logo placement, graphic and verbal mentions

Use of sponsor logo in or on advertising materials

Promotion of the Company's business and its association with the sponsorship

Credits on all Event advertising and PR

Branding on event website

PA announcements referencing naming rights

Ability to supply branded Event Official's Shirts

Opportunity for additional giveaways i.e. show bags

Opportunity to supply banners or flags to be displayed at event and pre-event activations

12 Month Venue Signage space including on track

Passes to premium viewing facility

Trade Display Site

Exclusive off-track promotional activity

Use of ANDRA Drag Racing Series logo & Summit Racing Equipment Sportsman

Series logo in or on advertising materials promoting the Company's business and its association with the sponsorship.

50 x General Admission tickets

100 x General Admission tickets purchased at "competitors" discount pricing

\$75,000 plus GST



# Investor Packages

\$40,000

50 GA tickets

20 Tickets to the Start Line Club Marquee including hospitality package

20m Track Signage for 12 months

20% share in surplus revenue

\$20,000

10 tickets to Start Line Club including hospitality package

10m Track Signage for 12 months

5% share in surplus revenue



\* Bob Jane box

\$10,000

Bob Jane VIP Corporate Box

Exclusive use of facility including 5 hour catering and drink package for up to 80 guests



# Bracket Naming Rights

Exposure through track commentary and post production TV is included when you take naming rights to your choice of bracket (*includes 6 day passes*)

\$2,000 ANDRA Drag Racing Series

\$1,000 Summit Racing Equipment Sportsman Series



- Top Fuel
- Top Alcohol
- Top Doorslammer
- Top Fuel Motorcycle
- Pro Stock
- Pro Stock Motorcycle



\* Note Junior Dragster has a national bracket sponsor of Summit Racing Equipment

# Track Signage & Trade Stand Packages

## Staging Lanes Package- \$2,000

- 5m Barrier Wall Signage space on AIR Drag Strip for 12 months
- Recognition on the ANDRA website
- 5 event day passes

## Pre-Stage Package - \$3,000

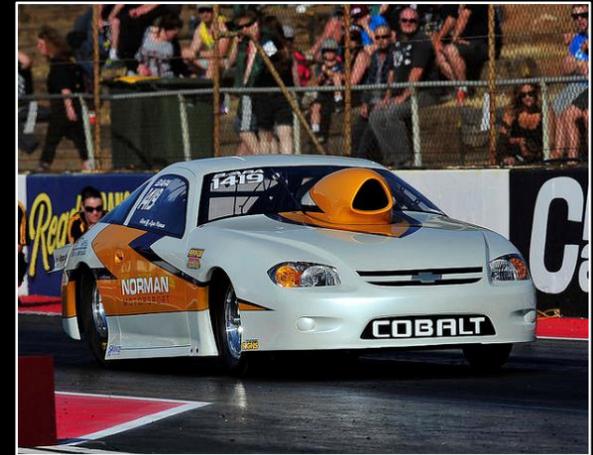
- 5m Barrier Wall Signage space on the AIR Drag Strip for 12 months
- Broadcast live reads with event day commentary team
- Recognition on the ANDRA website
- 10 event day passes

## Full Stage Package - \$5,000

- 10m Barrier Wall Signage space on AIR Drag Strip for 12 months
- Temporary signage placement
- Broadcast live reads with event day commentary team
- Event Day Trade Stall site
- 20 event day passes
- Recognition on the ANDRA website

## Trade Stands- \$500

- Two day trade stand
- 4 weekend passes



## Contact Us

For further information please contact:

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