



# PUCKAPUNYAL BMX CLUB EST. 1981

PO BOX 2, PUCKAPUNYAL, 3662. ☎ (03) 8310 3907  
Internet: <http://www.bmxultra.com/pucka>

Saturday, 14 July 2001

Dear Marketing Manager,

With the help of the ESPN Extreme games BMX has been experiencing a huge growth in popularity over the past years. This year BMX racing is the focus with the inclusion of BMX racing into the 2001 Extreme games. You only have to turn on the TV to see just how much exposure this sport is receiving.

With this growth comes limited opportunities for companies to associate their products with this highly brand oriented youth market.

The next big BMX race event in Victoria is the Puckapunyal MidVic Nationals, which is scheduled for the 7<sup>th</sup> of October.

There will be professional classes with a purse of \$AUS1,500 for the main event the AA-Pro class, which we expect to attract the cream of Australian, and international BMX racers. With a registered rider base of over 10,000 in Australia this event should attract close to 500 entrants and a large number of spectators.

At present there are still a limited number of sponsorship opportunities for this event. An investment as small as \$AUS500 will secure a share in naming rights for the event, prominent track signage, media coverage leading up to the event and public announcements over the actual weekend. (see attached for sponsorship deals still available)

Should you be interested a club representative will be available to discuss how you may become a part of this exciting event and reap the rewards from such an association.

Yours truly,

Shane Jenkins  
Event manager – Puckapunyal MidVic National Event  
Puckapunyal BMX Club  
(<http://www.bmxultra.com/pucka>)  
[pucka@bmxultra.com](mailto:pucka@bmxultra.com)



(Draft Event Promotion Poster)

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If you are interested in becoming a sponsor of the 2001 MidVic Nationals, please contact us by phone, email or take the time to fill out the following form and return it to the Puckapunyal BMX Club, MILPO BOX 2, Puckapunyal, Victoria, 3662.

On behalf of (company name) \_\_\_\_\_ I (contact name) \_\_\_\_\_  
would like to discuss sponsorship of the 2001 MidVic Nationals

Signed: \_\_\_\_\_ Date: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Sponsorship interest: Gold  Silver  Other  (Please tick one)



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We have 2 types of sponsorship available as detailed below.

## **Gold Sponsorship**

Gold sponsorship allows for up to 3 companies to share in naming rights for the event.

### **Naming Rights**

The Gold Sponsors will have their name preceding the event name. For example the event will be known as the "Sponsor A/Sponsor B MidVic Nationals". Where sponsors make equal contributions the sponsor names will appear in alphabetical order.

### **Entry Form Promotion**

The Gold Sponsor(s) will have great exposure on the Entry form and accompanying poster, which will be posted out to all clubs in Victoria and made available for download from [www.bmxultra.com](http://www.bmxultra.com). There is a large area reserved for Gold Sponsor logos and URL/phone numbers.

### **Printed Promotion**

The event will be promoted in Australia's only BMX magazine, BMX Press.

### **Internet Promotion**

There will be regular promotions in the lead up to the event and results and full write up afterwards posted on many of today's most popular BMX web sites including [www.bmxultra.com](http://www.bmxultra.com) (Australia leading BMX site) and [www.bmxmania.com](http://www.bmxmania.com) (USA based BMX news site).

### **Event Promotion**

The Gold Sponsor(s) will be given priority on banner placement around the track on the day of the event and their name(s) will be broadcast over the PA system regularly throughout the day. The riders will be given a sponsor(s) sticker (provided by the sponsor) to use, on their bike, during the event.

We are asking a minimum of \$500 Australian dollars per Gold Sponsor and up to the value of \$1,500 for exclusive naming rights.



## **Silver Sponsorship**

### **Entry Form Promotion**

The Silver Sponsor(s) will have exposure on the Entry form and poster, which will be posted out to all clubs in Victoria and made available for download from [www.bmxultra.com](http://www.bmxultra.com).

There is a small area reserved for each Silver Sponsor company name and URL.

### **Printed Promotion**

The event will be promoted in Australia's only BMX magazine, BMX Press.

### **Internet Promotion**

There will be regular promotions in the lead up to the event and results and full write up afterwards posted on many of today's most popular BMX web sites including [www.bmxultra.com](http://www.bmxultra.com) (Australia leading BMX site) and [www.bmxmania.com](http://www.bmxmania.com) (USA based BMX news site).

### **Event Promotion**

The Silver sponsor(s) will be given banner placement around the track (only after the Gold sponsors have placed their banners) on the day of the event and their name(s) will be broadcast over the PA system throughout the day.

We are asking a minimum of \$100 Australian dollars (or product to the value of) per minor sponsor.

If you have any questions or would like to discuss the event further you can contact Shane Jenkins on 0425 772 908 or email us at [pucka@bmxultra.com](mailto:pucka@bmxultra.com).

We look forward to hearing from you.