

# 2022-2023



## Alexandra & District Speedway Inc.

Track: Gordon Street, Alexandra, VIC 3714

ABN: 22 959 956 213

Incorporated Association: A0001284D

Web: [www.alexandraspeedway.org.au](http://www.alexandraspeedway.org.au)

Facebook: [www.facebook.com/alexandraspeedway](http://www.facebook.com/alexandraspeedway)

Mailing Address: P.O Box 296 Croydon, VIC 3136

Email: [alexandra-speedway@hotmail.com](mailto:alexandra-speedway@hotmail.com)

### Partnership/Sponsorship Proposal



# Alexandra & District Speedway Inc.



## Who are we?

Alexandra Speedway (ADS) is a dirt track speedway on the outskirts of Alexandra, Victoria. Located approximately 1 hour and 20 minutes north east of Melbourne, the speedway has become a favourite track for many drivers and spectators over the years.

Alexandra Speedway was founded 54 years ago (October 1969) by a group of local residence with the assistance of the Alexandra Rotary Club.

In June 2017, after years of fundraising, the Club was able to purchase the property on which the Speedway is situated. This ensures the Club's future success.

In early 2019, after more fundraising efforts and the tireless work of many volunteers, we have upgraded our safety fence. This has attracted state wide interest from drivers in other classes wanting to compete at our venue.

We are a family-oriented Club with more than 250 active members which presents a series of race meetings between October and August each year.

As a family oriented club, we have a strong commitment to supporting and developing junior drivers in a safe and controlled environment. Our current junior membership of 25 drivers, aged between 10-16yrs, are proud to say they are Title Winners, State & National Champions.

The dedication & commitment to speedway by the Alexandra Speedway Club along with the ongoing improvements was recognised when voted 'The Best Presented Club/Track' by the Victorian Speedway Council (VSC) and Speedway Sedans Victoria (SSV) for the accomplishments on and around the track and venue in 2018-2019.

2022 saw Alexandra Speedway hold their 1<sup>st</sup> National Title at the track. It was a huge honour and privilege to hold such an event and it was broadcast Nationally, showcasing our track and our achievements around the nation.

## Why seek Sponsorship?

Alexandra Speedway is known throughout the speedway community as 'The Home of the 100 Lapper' and 'The Bathurst of Speedway'.

We are a not-for-profit motor sport club that prides itself on being family-oriented organisation focusing on future generations and continually strive to provide better and safer facilities for our members and spectators.

This season we are looking to build a much needed Club Room facility and upgrade/renew the Commentary Box/Start Line building, and our aim is to raise \$50,000 in sponsorship over the next two years.

The success of Alexandra Speedway is due to the hundreds of volunteer hours, financial contributions received, and competitor/entrant support each year.

With our broad membership base, extensive patronage and solid reputation, there is great potential to promote your business across Victoria.

Our fundraising program has a number of partnership opportunities with associated benefits available.

Attendance figures, inclusive of drivers & teams, volunteers and spectators, average 15,000 for a race season, and come from all areas of Victoria along with good attendances by interstate supporters.

We welcome the opportunity to discuss a potential partnership package and together we can tailor a partnership to suit your requirements.

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## Sponsorship Deals & Naming Rights



### Our Main Event ~ 100 Lap Derby

#### \$5000 Investment ~ 1 Season

- Naming Rights to this 'Major Event'
- Custom front page of 100 Lap Derby Program
- Full page advert in 100 Lap Derby Program
- Quarter page advert in all Event Programs for the current season
- Branding on all ADS Jumpers, Beanies & Stubby Holders for this event
- Advertising on ADS Website for current season
- 10 x Facebook posts across current season
- Full page editorial in monthly newsletter to members for current season
- Branding on all Nomination Forms and all Social Media for 100 Lap Derby
- Fence Sign for current season plus 1 extra season
- Sponsor announcements/acknowledgements on race day by commentator
- Opportunity for sponsor to present trophies & cheque to race day winners
- 10 x free passes to 100 Lap Derby

### Our Major Feature Races

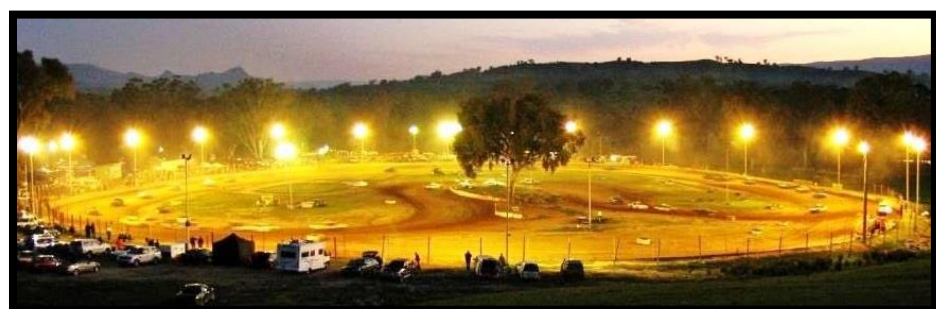
#### \$1500-\$2000 Investment ~ 1 Season

- Naming Rights to the 'Chosen Feature'
- Custom front page of Feature Program
- Half page advert in Feature Program
- Advert in all Event Programs for the current season
- Advertising on ADS Website for current season
- 5 x Facebook posts across current season
- Inclusion in monthly newsletter to members for current season
- Sponsor announcements/acknowledgements on race day by commentator
- 5 x free passes to the sponsored Feature

### Fence Signs

#### \$400 per year for 5 years

- Fence signage for a 5 year term – located on back straight
- Artwork provided by client, printing by club
- Logo on Sponsors page in all programs for the current season
- Promotion on ADS website
- 5 Facebook posts during current season
- Inclusion in monthly Club Newsletter
- Sponsor Announcements/acknowledgements on race day by commentator



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### 2022-2023 Race Calendar

05/11/2022	Sport Sedans, Street Stocks, VSC Open & 1200 Juniors, SSA Top & New Star Juniors, GP Midgets, Super Sedans, Compact Speedcars
10/12/2022	Sport Sedans, Street Stocks, VSC Open & 1200 Juniors, SSA Top & New Star Juniors, Modified Sedans
25/02/2023	Junior Feature Month VSC Open, Standard & 1200 Juniors, SSA Top & New Star Juniors, Sport Sedans, Street Stocks, Wingless Sprints
18/03/2023	Sport Sedans, Street Stocks, VSC Open & 1200 Juniors, SSA Top & New Star Juniors, AMCA Nationals, Super Modified & Sprintcars (running together – DEMO)
29/04/2023	SSA Modified Sedans Victorian Title, VSC Sport Sedan DirtX Series
13/05/2023	DOGLEG Crash'n'Bash Feature, VSC Standard Saloon Ladies Feature, Sport Sedans, Street Stocks, VSC Open & 1200 Juniors, SSA Top & New Star Juniors
10-11/06/2023	Dogleg 100 Lap Derby, Standard Saloons, SSA Juniors
05/08/2023	Dogleg 3 Hour Tag Team Enduro, Crash'n'Bash Mick Corbett Memorial

#### 2022-2023 EVENTS

**Major Event**  
100 Lap Derby

**Features at Major Event**  
Standard Saloon Cup  
Junior Short Circuit  
Championship

**Feature Events**  
3 Hour Enduro  
Crash'n'Bash "Mick Corbett  
Memorial"

**Titles**  
SSA Modified Sedan Victorian  
Title

**Series Rounds**  
Modified Sedan Round  
JSPA Round  
VSC Open Junior Round

Club Classes are also run at  
each of these events.

Alexandra & District Speedway is a community run club, whose existence relies on the dedication, commitment and generosity of its members, supporters, spectators, and the wider business community. We are looking forward to a prosperous and fun future and we hope you will join us on our journey.

To discuss any aspect of this proposal please contact:  
Julie Kerr  
Special Events Coordinator  
0438 700 124