



Sponsorship Opportunities

for the

Australian Mazda MX-5

NatMeet IX

McLaren Vale, South Australia

Friday, 2 April to Tuesday, 6 April, 2010



What is NatMeet 2010?

- NatMeet is a national gathering of Australian Mazda MX-5 enthusiasts, held in a different State every two years
- NatMeet is a well-established national event in the Australian MX-5 community
- There have been eight NatMeets since the inaugural event in Adelaide in 1994 – all very well attended and highly successful
- Because 2010 is the 20th anniversary year of the Mazda MX-5 Clubs of Australia, we expect to attract 150+ participants, as well as some international visitors from countries such as New Zealand and the USA
- The ninth event, NatMeet 2010, is being hosted by the Mazda MX-5 Club of South Australia
- It will be held over Easter, 2010 – Friday, 2nd to Tuesday, 6th April – in the McLaren Vale wine district on Fleurieu Peninsula
- The event program will combine motor sport, funkhana, navigation and convoy driving with a concours d'elegance and a good deal of social activity over the five days





Who attends NatMeet?

- more than 100 motoring enthusiasts (Mazda MX-5 owners) from around Australia
- Of these, a “core” of about 40 motor sport participants, who compete regularly in their own State events
- Ages range from mid-20s to mid-60s
- Even mix of male and female participants (mostly couples)
- Mostly independent, adventurous types – single, married with no children or married with adult children
- Typically professional or self-employed people with high disposable income
- Discerning buyers who know value for money





Sponsorship opportunities

NatMeet 2010 in South Australia represents an excellent opportunity for companies to present themselves, their products and services to a discerning group of motoring enthusiasts.

They are loyal to their brand, they know quality, and typically they have a high disposable income. They have pride in their cars and are not averse to spending money to maintain or improve their vehicles.

And they are active members of their respective Mazda MX-5 clubs, so your message will go beyond the NatMeet participants to their families and fellow club members in all States.

NatMeet participants are a “captive” audience; they live-in at the venue for the duration of the event, so there are ample opportunities for a sponsor to present a message.

We believe NatMeet participants are excellent “targets” for companies offering products and services including :

- investment & superannuation advice
- holidays, travel & leisure activities
- motorsport products & services
- motoring products – tyres, consumables, car accessories
- Southern Vales’ local products and services



Sponsorship opportunities

Whether you're a national organisation with branches in all States, or a local business in the McLaren Vale area, your support will be greatly appreciated and there'll be something "in it for you".

Our attractive sponsorship packages let you get involved in a way that suits you best.

Choose from these four levels of NatMeet support packages:


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|  <p>Platinum</p> | <ul style="list-style-type: none"> • \$15,000 - \$20,000 | <p>One opportunity available, offering:</p> <ul style="list-style-type: none"> • NatMeet naming rights • full-page back cover ad* in printed program • banner display* at main venue • registration information* in program packs • website acknowledgement in printed program • recognition at Presentation Dinner <p style="text-align: right;"><i>* sponsors to supply</i></p> |
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SUBSCRIBED



Sponsorship opportunities



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|  <p>Gold</p> | <ul style="list-style-type: none"> • \$2,500 - \$10,000 • cash or sponsored activity <p>eg:</p> <ul style="list-style-type: none"> - dinner-dance - presentation dinner - concours d'elegance - Willur... - McLaren... - Centre... - AIR track hire | <p>Several opportunities available, offering:</p> <ul style="list-style-type: none"> • sponsored event naming rights • full-page ad* in printed program • banner* at activity • ... activity • ... information* • ... packs • ... via website • acknowledgement in printed program • recognition at Presentation Dinner <p style="text-align: right;">* sponsor to supply</p> |
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SUBSCRIBED

Sponsorship opportunities



Silver

- \$1,000 each
- cash or goods to value

eg:

- apparel
- trophies
- prizes for specific events
- event lunches


Several opportunities available, offering:

- half-page ad* in printed program
- products or advertising information* in participant welcome packs
- pre-publicity via website
- acknowledgement in printed program
- recognition at Presentation Dinner

** sponsor to supply*

Sponsorship opportunities



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|  <p>Bronze</p> | <ul style="list-style-type: none"> • \$500 each • cash or goods to value <p>eg:</p> <ul style="list-style-type: none"> - printing - apparel - promotional items - prizes for specific events | <p>Five opportunities available, offering:</p> <ul style="list-style-type: none"> • 1/4-page ad* in printed program • products or advertising information* in participant welcome packs • pre-publicity via website • acknowledgement in printed program • recognition at Presentation Dinner <p style="text-align: right;"><i>* sponsor to supply</i></p> |
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Our NatMeet website and all associated promotion (flyers etc) will be seen by the entire membership of the five Australian Mazda MX-5 Clubs, which share a combined total of more than 1,000 members.

Pre-event promotion will take place for throughout the period leading up to NatMeet 2010 in April next year, with club members being urged to support those companies that support NatMeet.





Sponsorship opportunities

Product samples

Opportunities also exist for sponsors to provide sample products for participant Welcome Packs, in return for a quarter-page ad in our printed program, a company flyer in the Welcome Pack and recognition at our Presentation Dinner. This is an excellent way of getting products into the hands of a key target audience.

Advertising

We can also offer advertising in our NatMeet printed program:

- full-page advertisement \$ 200.00
- half-page advertisement \$ 100.00
- quarter-page advertisement \$ 50.00

Advertisers will need to supply advertising artwork (specifications on application).

Please note: all prices quoted are GST-free





What's next?

To find out more about the NatMeet 2010 sponsorship packages and their benefits to you, please contact:

Roger Trethewey tel: (08) 8278 7491 (all hours)
e-mail: robertrethewey@bigpond.com
mail: 10 Southern Ave., Blackwood SA 5051

We look forward to seeing you “on board” as a sponsor of this great event.

