



Rotary Club of Hannans

2008

GWN

**BALZANO
BARROW RACE**

26 OCTOBER 2008

SPONSORSHIP PROPOSAL



Introduction

Your association, as a sponsor, of the GWN Balzano Barrow Race is an association with a character born out of Goldfields Folklore, the Balzano Barrowman.

Testimony to the strength of this association is the network airtime package provided by our naming rights sponsor, GWN (see attached schedule).

The first Balzano Barrow Race took place in 1993 attracting entrants of all ages and all walks of life from regional WA to Perth, from primary school children to prospectors, from miners to mums. Today Balzano is the community event on our local sporting Calendar.

The GWN Balzano Barrow Race has grown to become the major fundraising activity of the Rotary Club of Hannans.

Commencing at the 'ghost' town of Kanowna and finishing up at Centennial Park in Kalgoorlie the race reflects the history, sporting fervour, colour, energy and the characters that are the Goldfields.

Of significant benefit to our sponsors is the promotional lead up to Balzano Barrow Race which spans three months, covers all local media and most importantly includes a comprehensive advertising package on GWN covering all of regional WA in August and September.

This is your invitation to support this worthwhile Community event and reap the rewards that you association, as a sponsor, will bring.

Yours in Rotary

Brendan Chestnutt
0427 992 861
Sponsorship Coordinator
2008 GWN Balzano Barrow Race Committee

The organisers of the 2008 GWN Balzano Barrow Race are committed to ensuring that our Sponsors receive the appropriate exposure for their support.

The recognition for each level of sponsorship is clearly outlined in each sponsor level.

Any material you would like to provide for the vent that would be additional to your sponsorship level commitment would be valued and welcomed ie. Hats, drink bottles, stickers, magnets or any other promotional material your company may like to distribute on the day. All we would ask is that you keep Kathryn informed of your intentions in this matter.

Balzano Publicity

- Network Television Advertising Campaign on GWN.
- Newspaper advertising in the Kalgoorlie Miner, Goldfields Express and Golden Mail.
- Radio Advertising Campaigns on RadioWest and HotFM.
- Radio Interview on RadioWest and ABC Radio.
- Editorials in the Kalgoorlie Miner and Golden Mail.
- Coverage in News Stories on GWN.

Other

- Light Pole banners displayed in Hannan and Burt Streets throughout October.
- Flyers distributed widely throughout the City, District and State.
- Posters displayed in Business windows through the CBD.
- Sponsor Banners can be displayed throughout the day.

Website

All sponsors will be named on the Rotary Club of Hannans website. Premium, Gold, Silver and Bronze sponsors will have their logo featured on the page with a link to your webpage.

A visit to the site will give the viewer further insight into the GWN Balzano Barrow Race. It will also give an overview of

- The number of Community organizations that assist the Rotary Club of Hannans to present this event.
- The past beneficiaries of funds raised through the event.

Deadlines

To assist with your sponsorship planning and to maximize your exposure as a partner in the 2008 GWN Balzano Barrow Race your confirmation of commitment as a valued sponsor should be made by the dates indicated below.

This will enable us sufficient time to arrange receipt of Company Logos and other company information to achieve printing and media deadlines, in line with the sponsorship level your company has chosen.

- 21 July 2008 Posters
- 21 August Kalgoorlie Miner
- 23 August GWN
- 6 September GWN
- 21 September Street Banners
- 27 September RadioWest / HotFM

Packages currently available include:

- **Platinum Sponsor**
- **Gold Sponsors (2)**
- **Silver Sponsors (3)**
- **Bronze Sponsors (5)**
- **Support Sponsors (Unlimited, including In-Kind)**

All sponsorship will be allocated on a 'first come' basis.

Platinum Sponsor – Over \$7,500

- Your logo prominently displayed with stand alone status including promotion within the voice-over on the GWN advertisement.
- Your logo on Posters all other print materials.
- Your company's promotional materials available for give-away to competitors and spectators (These are to be provided by you).
- Your company's name promoted on Radio Advertising.
- Your Company Logo on Press Advertising.
- Company Banners at event start and finish lines and water stops.
- Invitation to present a trophy at the event conclusion.
- 6 Tickets to the Balzano Bash for Sponsors.
- Promotion of your company on PA Announcements at Centennial Park on the day of the event.
- Inclusion in the Balzano Promotional Ad – Middle section of Advertisement with you Company Banner or Logo on the Vehicle.
- The right to include the Balzano Logo on your company's email stationery for 12 months.
- The right to use Balzano Logo in marketing for 12 months.
- The opportunity for further exposure – ongoing association ie. In the past, tourism advertisements have included Balzano footage.
- The opportunity to suggest other promotional opportunities.

Gold Sponsor – \$3,501 to \$7,500 Value

- Your logo prominently displayed with stand alone status including promotion within the voice-over on the GWN advertisement.
- Your logo on Posters all other print materials.
- Your company's name promoted on Radio Advertising.
- Your Company Logo on Press Advertising.
- Company Banners at event start and finish lines and water stops.
- Invitation to present a trophy at the event conclusion.
- 4 Tickets to the Balzano Bash for Sponsors.
- Promotion of your company on PA Announcements at Centennial Park on the day of the event.
- Inclusion in the Balzano Promotional Ad – Middle section of Advertisement with you Company Banner or Logo on the Vehicle.
- The right to include the Balzano Logo on your company's email stationery for 12 months.
- The right to use Balzano Logo in marketing for 12 months.
- The opportunity for further exposure – ongoing association ie. In the past, tourism advertisements have included Balzano footage.
- The opportunity to suggest other promotional opportunities.

Silver Sponsor – \$2,001 to \$3,500 Value

- Inclusion of your Company's Logo on TV Advertising.
- Your Company Logo on Press Advertising.
- Company Banners at event start and finish lines.
- Invitation to present a trophy at the event conclusion.
- 2 Tickets to the Balzano Bash for Sponsors.
- Promotion of your company on PA Announcements at Centennial Park on the day of the event.
- Presentation of your Company's Logo on Posters and Race Books.

Bronze Sponsor – \$1,001 to \$2,000 Value

- Inclusion of your Company's Logo on TV Advertising.
- Presentation of your Company's Logo on Posters.
- Your Company Logo on Press Advertising.
- Company Banners on display in Centennial Park on the day of the event.
- 2 Tickets to the Balzano Bash for Sponsors.
- Promotion of your company on PA Announcements at Centennial Park on the day of the event.

Support Sponsor (Including in-Kind) – \$250 to \$1,000 Value

- Listing in the Press Advertising, 25 October, and Post Race, 1 November.
- Listing in the TV Advertisement thanking sponsors for their support – post race.
- 2 Tickets to the Balzano Bash for Sponsors.
- Company Banners on display in Centennial Park on the day of the event.
- 2 Tickets to the Balzano Bash for Sponsors.
- Promotion of your company on PA Announcements at Centennial Park on the day of the event.
- Promotion of your company on PA Announcements at Centennial Park on the day of the event.

Sponsorship can either be monetary, monetary plus in-kind or in-kind.

NB: If your combined level of in-kind and monetary sponsorship equals any of the levels of monetary sponsorship then the exposure for your company will be adjusted to those relevant levels.

>> The inclusion of the Company Logo on any advertising will be made after the sponsorship has been confirmed by the potential sponsor providing they are received by the deadlines as listed on Page 2 of this proposal.

Expression of Interest to Sponsor 2008 GWN Balzano Barrow Race

Please indicate at which level you wish to sponsor:

- Platinum Over \$7,500
- Gold \$3,501 to \$7,500
- Silver \$2,001 to \$3,500
- Bronze \$1,001 to \$2,000
- Support \$250 to \$1,000

Company:

Contact Person:

Address:

Contact Phone: Fax:

Mobile: Email:.....

Accepted by:

Signature:

Date:

Support Sponsorship Only:

- Monetary: Contribution: \$.....
- Monetary + In-Kind Value: \$.....
In-Kind: \$.....
- In-Kind Contribution: \$.....

Office Use Only

2008 GWN Balzano Barrow Race Approval to Proceed

The above Company / Business / Individual has been approved to provide

- Platinum Sponsorship
- Gold Sponsorship
- Silver Sponsorship
- Bronze Sponsorship
- Support Sponsorship

to the value of: \$.....

Signed:

Chairman, 2008 GWN Balzano Barrow Race Committee

Date:.....