

DON RIVER

RACE. RECHARGE. RELAX.

DASH

9-11 SEPTEMBER 2022

Sponsorship Proposal 2022

Race the Whitsundays



Unlike any other race

Why the

DON RIVER DASH

is simply unlike any other race



This two-day offroad race through a river bed is a one of a kind experience for both racers and spectators.


1 Multi-terrain course
through the Don River bed
with added jumps

2 Bikes, Buggies and
Trophy Truck
race events

3 Reverse Grid
vehicle race format

4 Race the
Whitsundays and have
stunning off days

5 Attracted elite
professional competitors



All of these unique aspects of the Don River Dash mean
a **more challenging** race for competitors and
a **more action-packed** race full of jumps and overtaking.
Plus, a **world-class tourism destination** that's waiting
to be explored when the race is over.

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The new

BUCKET LIST RACE

on a national stage

In only its third year, the Don River Dash broke records for both growth and promotional awareness, cementing its position as a growing must-do race on the national and international stage.

HUGE COMPETITOR GROWTH

- Bike competitors quadrupled between 2019 and 2021
- Car competitors grew by 60% from 2019 to 2021
- Prior to the COVID-19 border closure, the event had a nomination waitlist
- Attracted elite, professional riders such as Toby Price and Dean Ferris

HUGE SPECTATOR GROWTH

- Spectator numbers grew by 400%

HUGE PROMOTIONAL GROWTH

- Achieve increased exposure in regional newspapers
- Facebook Reach grew to over 44K, a 64% increase from 2020, with 25.1K Engagement
- Established a highly successful Instagram presence
- Attracted the support of Tourism Whitsundays, who hosted our website
- Advertised on 2 electronic billboards leading into the event
- Star 101.9FM broadcast radio ads, leading into the event
- Secured Tourism and Events Queensland grant

**Event
of the
Year**

2021 Motorcycling
Queensland
Awards



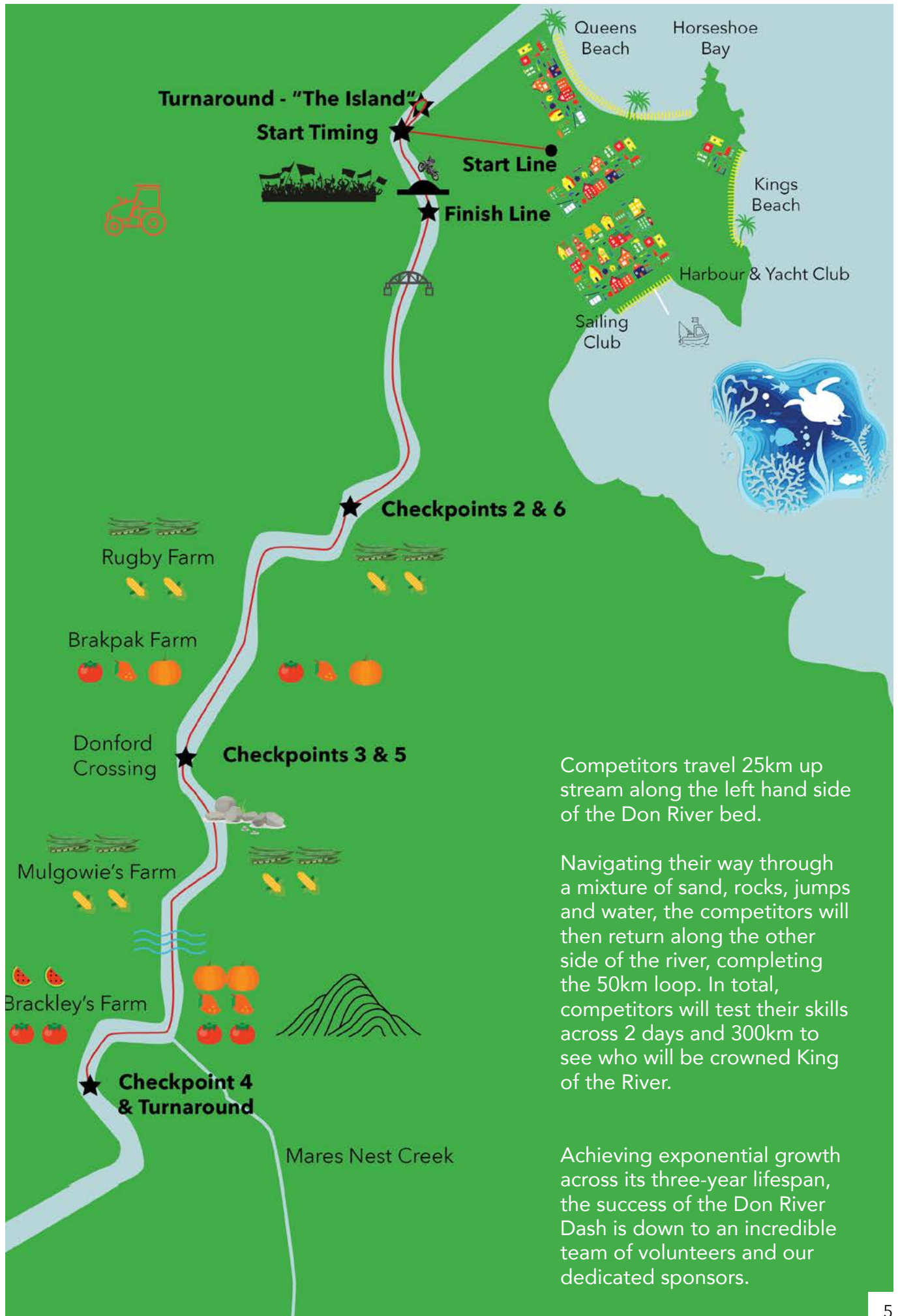
Why the event will be ***BIGGER AND BETTER*** in 2022

The Don River Dash committee has strategically approached the 2022 event with the aim to place it on the national race event calendar.

While event and exposure opportunities grow, sponsorship contributions remain the same, offering **exceptional value for money to sponsors.**

- New look, next generation branding and promotional material
- New professional marketing team
- Strategic promotional program targetting competitor and spectator growth
- Wider promotional focus including destination marketing, encouraging competitors and spectators to stay and explore Bowen and the surrounding Whitsunday area





Competitors travel 25km up stream along the left hand side of the Don River bed.

Navigating their way through a mixture of sand, rocks, jumps and water, the competitors will then return along the other side of the river, completing the 50km loop. In total, competitors will test their skills across 2 days and 300km to see who will be crowned King of the River.

Achieving exponential growth across its three-year lifespan, the success of the Don River Dash is down to an incredible team of volunteers and our dedicated sponsors.

Increased value-for-money

SPONSORSHIP OPPORTUNITIES

PLATINUM PARTNER: \$25,000 EXC GST

Exclusive Don River Dash Event Naming Rights Partner

GOLD PARTNER: \$10,000 EXC GST

SILVER PARTNER: \$5,000 EXC GST

6 X CHECKPOINT SPONSORS: \$2,500 EXC GST

BRONZE PARTNER: \$1,000 EXC GST

SUPPORTER: \$500 EXC GST



PLATINUM LEVEL

\$25,000 EXC GST

EXCLUSIVE NAMING RIGHTS PARTNER

Our Naming Rights Partner enjoys a strong profile and recognition leading up to and during the Don River Dash. Benefits include recognition and acknowledgments in a range of promotion items including print, digital advertising and radio broadcasting.

NAMING RIGHTS PARTNER BENEFITS

- Exclusive naming rights to Don River Dash 2022 event
- Start line banner advertising
- Compulsory logo on competitor vehicles
- Business name broadcasted nationally through radio, print and media
- Business logo prominently featured on posters and event program distributed around Whitsundays area and given to all competitors and published on social media
- Verbal acknowledgement of your support throughout the weekend through the PA system live streamed on local radio
- Live interview during event
- Prominently promoted during Thursday evening sponsors night/Friday evening meet and greet/scrutineering
- Opportunity to present a product demonstration/display
- 8 Tickets to sponsors night including food and drinks
- NEW - 4 advertising flags positioned in prime areas for Friday night event and race
- NEW - 5 promotional social media posts and 3 stories on the Don River Dash Instagram and Facebook account.

GOLD LEVEL

\$10,000 EXC GST

GOLD LEVEL BENEFITS

- Business name broadcasted nationally through radio, print and media
- Business logo featured in posters and event program distributed around Whitsundays area and given to all competitors and published on social media.
- Verbal acknowledgement of your support throughout the weekend through the PA system live streamed on local radio
- Live interview during event
- Prominently promoted during Thursday evening sponsors night/Friday evening meet and greet/scrutineering
- Opportunity to present a product demonstration/display
- 6 Tickets to sponsors night including food and drinks
- NEW - 2 advertising flags positioned in at checkpoint (photography hotspots)
- NEW - 4 promotional social media posts and 2 stories on the Don River Dash Instagram and Facebook account.



SILVER LEVEL

\$5,000 EXC GST

SILVER LEVEL BENEFITS

- Business name broadcasted nationally through radio, print and social media
- Business logo featured in posters distributed around Whitsundays area
- Verbal acknowledgement of your support throughout the weekend through the PA system, live-streamed on local radio
- Promoted during Thursday evening sponsors night/Friday evening meet and greet/scrutineering
- Opportunity to present a product demonstration/display
- 4 Tickets to sponsors night including food and drinks
- NEW - 3 promotional social media posts and 1 story on the Don River Dash Instagram and Facebook account.



CHECKPOINT SPONSOR

\$2,500 EXC GST

CHECKPOINT SPONSORSHIP AND BENEFITS

Exclusive sponsorship opportunity for only six businesses to sponsor individual checkpoints throughout the race course. These checkpoints are highly visible and attract professional photographers, allowing for ample promotional opportunities.

- Business logo featured on posters distributed around Whitsundays area
- Business logo featured on checkpoint flags
- 3 Tickets to sponsors night including food and drinks
- NEW - promotional social media posts on the Don River Dash Instagram and Facebook account.



SPONSORSHIP INCLUSIONS

INCLUSIONS	PLATINUM \$25,000	GOLD \$10,000	SILVER \$5,000	CHECKPOINT \$2,500	BRONZE \$1,000	SUPPORTER \$500
<i>Logo/Business name on print/digital marketing</i>						
Advertising material including posters, flyers etc	Primary Logo	Prominent Logo	Supporting Logo	Logo	Logo	Business Name
Corflute signs displayed throughout Whitsunday's region	Primary Logo	Prominent Logo	Supporting Logo	Logo	Logo	
Social Media advertisements	Primary Logo	Prominent Logo	Supporting Logo			
Time schedule and event documentation	Primary Logo	Prominent Logo				
Filming of event	Primary Logo	Prominent Logo				
Start line banner	Primary Logo					
Compulsory logo on all competitor vehicles	Primary Logo					
Promotional checkpoint flags	X	X		X		
Social media promotion	X	X	X	X	X	
<i>Radio Broadcasting</i>						
Live radio stream	X	X	X		X	
Radio advertising prior to event	X	X				
Live radio interview	X	X				
<i>Sponsors Night</i>						
Complimentary tickets to sponsor night	X8	X6	X4	X3	X2	X1
<i>Other</i>						
Product display/demonstration at showgrounds	X	X	X			

2022 SPONSORSHIP APPLICATION

SPONSORSHIP LEVEL

- ☐ PLATINUM
- ☐ GOLD
- ☐ SILVER
- ☐ CHECKPOINT
- ☐ BRONZE
- ☐ SUPPORTER

COMPANY: _____
CONTACT NAME: _____
PHONE: _____
EMAIL: _____
POSTAL ADDRESS: _____
SIGNATURE: _____
DATE: _____

The 2022 Don River Dash is set to break records yet again.

More competitors.

More spectators.

More action.

And for our sponsors, better value for money than ever before.

Don't miss your chance to be part of a race that is simply unlike any other.



For more information please contact Wanita
Email: eventsecretary@donriverdash.com.au
Phone: 0428 855 295

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