

DON RIVER

DASH

RACE. RELAX. RECHARGE.

6-8 SEPTEMBER 2024

THE HEART
The Whitsundays
OF EVENTS

Sponsorship Proposal 2024

Exceptional
value for money



Terms and conditions

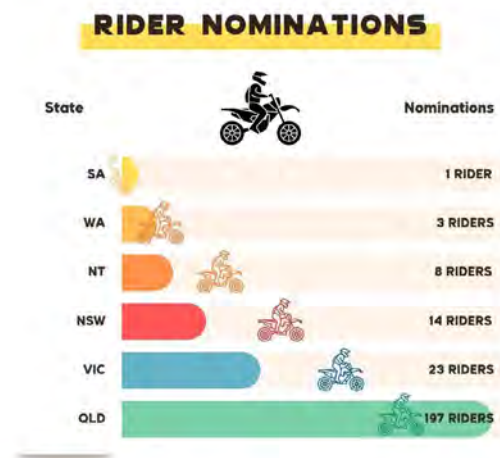
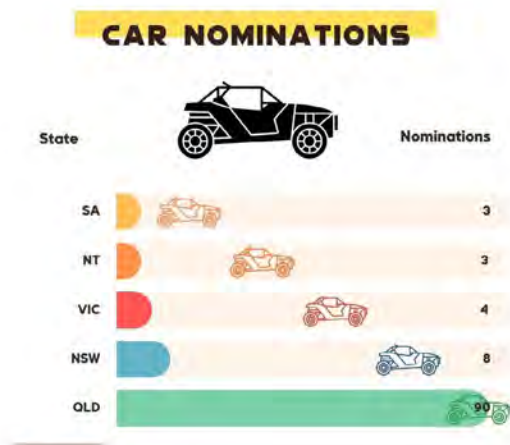
This Prospectus is currently in draft. The draft has been provided in order to provide clear direction in advance for all prospective sponsors.

Please note the following important information for all returning and new sponsors:

- Financial sponsorship cannot include vouchers for your business or any other.
- Any persons under the age of 18 years that are brought to the sponsor's tent must be supervised by an adult at all times.
- All sponsor material such as logos and imagery must be provided to the Event Secretary by 29 February 2024. If assets are not received by this time we cannot guarantee inclusion on important race collateral and other promotional platforms including all print media and advertising.
- Please provide your logo files in Adobe Illustrator (AI or EPS) format. These are used for Social Media, Live Streaming and other advertising. JPEG or PNG, can be used by may not be high enough quality for Live Streaming or larger print formats.
- Please provide your Social Media account names/handles (e.g. <https://www.instagram.com/donriverdash> or @donriverdash) so that we can tag your business and add links to our website, instagram shop etc.
- Advertising will only commence from submitting this completed form and receipt of payment.



Snapshot of 2023



BOWEN COMPETITORS

Cars	Bikes
Dale McDonnell Class 6 Tom Jack Class 11 Chris Land Class 1 Brett Glazebrook Class 6 Craig Taylor Class 6 Steven Van Pein Class 4	Benjamin Hogan A - Pro (All Powers) Steven Green B - Expert (All Powers) Leonard Snell B - Expert (All Powers) Henry Snell B - Expert (All Powers) William Tapp B - Expert (All Powers) Michael Johnson F - Veterans (All Powers) 35yrs - under 45yrs Tom Jack F - Veterans (All Powers) 35yrs - under 45yrs Gregory Jackson G - Masters (All Powers) Over 45yrs Stephen Skiba G - Masters (All Powers) Over 45yrs

RETURNING WINNERS

Cars	Bikes
Class 8 Matthew Dicks Class 8 Luke Peterson Class 7 Hank Parker Class 66 Katelyn Long Class 66 Nigel Pearce Class 66 Sam Horcock Class 6 Justin Rider Class 6 Richard Tassin Class 5 Tyler Youman Class 4 Billy Geddes Class 3 Jake Stackman Class 6s (Qld) Tony Patterson Class 6s (Qld) Darren Brandon Class 11 Shannon Mcnab Class 10 Declan Cummins Class 10 Ozner MacDonald Class 1 Darren Angel Class 1 Trent Callander Ultimate Kent Battle Ultimate Aaron Halby Ultimate Clayton Chapman	Dusty Clem A - Pro (All Powers) Liam Walsh A - Pro (All Powers) Collum Norton A - Pro (All Powers) Tomas Kruger A - Pro (All Powers) Kodi Stephens A - Pro (All Powers) Steven Green B - Expert (All Powers) Jake Reading C - Veterans (All Powers) 30yrs - under 35yrs John Horton C - Veterans (All Powers) 30yrs - under 35yrs Blake Spreaferborough E - Clubman Over (250cc and over - 2/ or 4/) Chayse Sellick E - Clubman Over (250cc and over - 2/ or 4/) Brock Fry E - Clubman Over (250cc and over - 2/ or 4/) Stewart Windsor F - Veterans (All Powers) 35yrs - under 45yrs Tom Jack F - Veterans (All Powers) 35yrs - under 45yrs Gregory Jackson G - Masters (All Powers) Over 45yrs Matthew Evans G - Masters (All Powers) Over 45yrs Georgia Murray I - Ladies (All Powers) Susan Koop I - Ladies (All Powers) Katie Robinson I - Ladies (All Powers)

Unlike any other race



Two-Day Event



Mutli-Terrain Course
with purpose built obstacles



Bikes,
Buggies &
Trophy Trucks



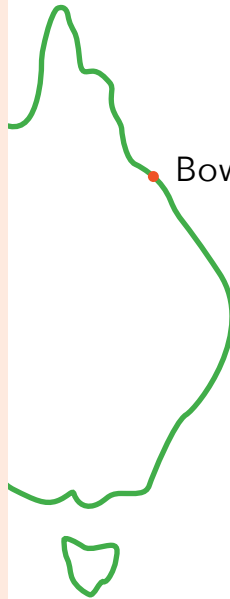
Reverse Grid
for more passing



Whitsunday
Location



Hobby &
Professional
Competitors



Bowen - Race the Whitsundays



Record Breaking Growth



213 Bikes



97 Cars



7,000 Spectators



RACE. RECHARGE. RELAX.

The story

BEHIND THE RACE

The Don River Dash was the brainchild of North Queensland residents Michael Marson and Talbot Cox.

Both avid off-road buggy racers, Michael and Talbot had been invited to compete in the Baja 1000 in Mexico in 2017. They thoroughly enjoyed the event, especially the section of the race that was in a riverbed.

Fast forward a few years, Talbot was flying over the Don River in a chopper and realised just how similar the dry riverbed was to the Baja track. And the idea of the Don River Dash was born.

Talbot approached fellow Burdekin club committee members David and daughter Courtney Muir, who had made the natural progression into offroad car racing through their Yamaha dealership. Both champions in their own right and instrumental members in the DRD committee.

The quartet worked together with other members of the club to deliver the inaugural Don River Dash in 2019. Since then the Dash has become a iconic event on the national championship calendar.

Growth Since First Race



432% ↑



94% ↑



450% ↑

**Community
Event
of the Year**

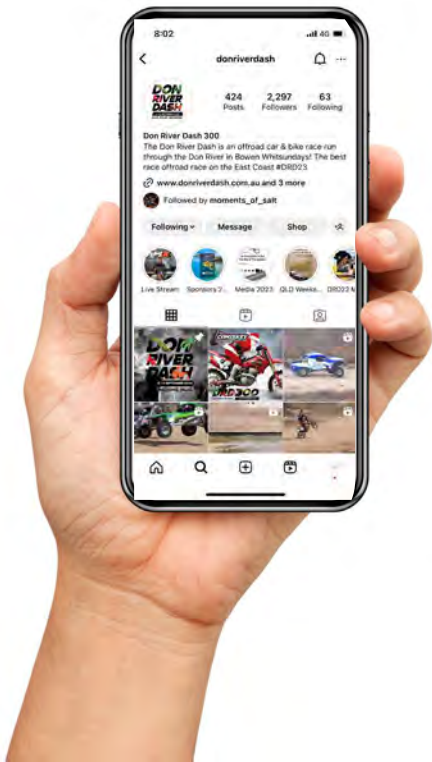
2020 Australia Day
Awards

**Event
of the
Year**

2022 Motorcycling
Queensland
Awards



MAKING HEADLINES



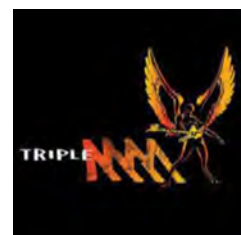
77%
growth in
Facebook reach
between 2022 and 2023



Promotional Partnerships With:

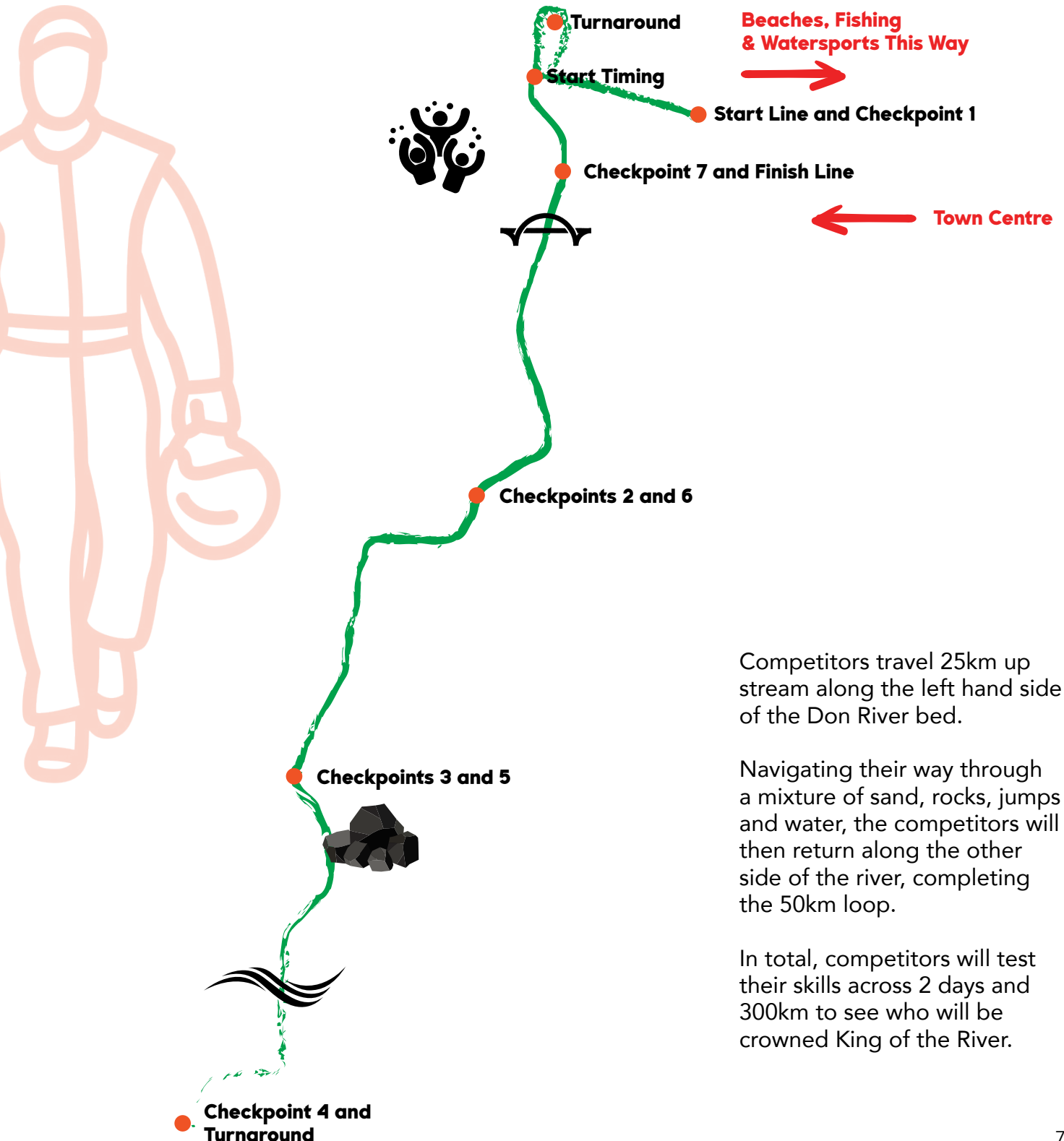


Broadcast on following television and radio programs/channels:



RACE THE WHITSUNDAYS

Unlike any other race



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.

Exceptional value for money

SPONSORSHIP OPPORTUNITIES

PLATINUM PARTNER: \$30,000 EXC GST

Don River Development Naming Rights Partner



SAPPHIRE PARTNER:

Don River Development Streaming 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

\$30,000 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 2024 event
- Compulsory logo on competition t-shirt
- 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
- 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
- Advertising flags positioned in prime areas for Friday night event and race
- Monthly promotional social media posts and stories on the Don River Dash Instagram and Facebook account.




SAPPHIRE LEVEL

EXCLUSIVE LIVE STREAMING RIGHTS PARTNER

Our Live Streaming 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.

LIVE STREAMING RIGHTS PARTNER BENEFITS

- Exclusive naming rights to Don River Dash 2024 event
- Business name broadcasted nationally through radio, print and media
- Business logo prominently 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
- 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
- Advertising flags positioned in prime areas for Friday night event and race
- Monthly promotional social media posts and stories on the Don River Dash Instagram and Facebook account.
- All live streaming promotion to be named as 'Livestream brought to you by (sponsor name)'.

- Live streaming screening to show sponsor's name in prominent corner of the screens.

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
- Promotion 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
- Advertising flags positioned in at checkpoint (photography hotspots)
- Regular promotional social media posts and 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
- Promotional social media posts and 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
- Promotional social media posts and stories on the Don River Dash Instagram and Facebook account



IN KIND SPONSOR

VARYING VALUES

IN KIND SPONSORSHIP AND BENEFITS

In kind support benefits are equal to those provided for monetary sponsorships (as in previous pages - Platinum, Gold, Silver, Bronze etc.). However, in kind sponsorships must also be mutually beneficial to both the Club/Event and the Sponsor. For example Pat McDonnell Earthmoving provides machine hire for race track preparation to the value of \$10,000 therefore their in kind sponsorship level is Gold Level. Discuss this opportunity with the Event Secretary.

- In kind sponsors must provide an invoice that breakdowns the value of the in kind support you propose to provide e.g. 20 x hours on a grader to prepare spectator area at \$200 per hour.
- This information is used for annual cost analysis in post event reports provided to sponsors and grant bodies.



SPONSORSHIP INCLUSIONS

INCLUSIONS	PLATINUM \$30,000	SAPPHIRE	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	X	X	X	X	X		
Corflute signs throughout Whitsunday's region	X	X	X	X	X		
Social Media advertisements	X	X	X	X			
Time schedule and event documentation	X	X	X				
Filming of event	X	X	X				
Start line banner	X						
Compulsory logo on all competitor vehicles	SOLD	SOLD					
Promotional flags			X		X		
Social media promotion	X	X	X	X	X	X	
Access to sponsors tent and F&B package	X	X	X	X	X	X	X
Space to provide items for show bags (if desired)	X	X	X	X	X	X	X
<i>Radio Broadcasting</i>							
Live radio stream	X	X	X	X		X	
Radio advertising prior to event	X	X	X				
Radio interview	X	X	X				
<i>Sponsors Night</i>							
Complimentary tickets to sponsor night	X8	X7	X6	X4	X3	X2	X1
<i>Other</i>							
Product display/demonstration at showgrounds	X	X	X	X			

All sponsor logos, images must be provided by **29 February 2024**



2024 SPONSORSHIP APPLICATION

SPONSORSHIP LEVEL



- PLATINUM SAPPHIRE
- GOLD
- SILVER
- CHECKPOINT
- BRONZE
- SUPPORTER
- IN KIND

COMPANY: _____

CONTACT NAME: _____

PHONE: _____

EMAIL: _____

POSTAL ADDRESS: _____

SIGNATURE: _____

DATE: _____

The 2024 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.



www.donriverdash.com.au

For more information please contact Wanita

Email: eventsecretary@donriverdash.com.au

Phone: 0428 855 295

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