

# **WA Off Road Championship**

## **Expression of Interest**

### **2017 Naming rights Sponsorship**

#### **Preamble**

The CAMS WA Off Road Advisory Panel is seeking Expressions of interest for the Naming Rights for the 2017 CAMS WA Off Road Championship.

#### **History**

The 2016 CAMS WA Off Road Championship naming rights were taken by PGS Industries and this allowed the panel to increase numbers of participants, officials and followers through event advertising and greatly increased media coverage.

All competing vehicles, event paper work and media releases for the 6 state rounds carried the PGS logo. Various PGS stickers supplied were taken by followers at each event.

The advertising campaign on metro and rural TV consisted of a total of 881, 15 second ads in various time slots in the two weeks leading up to each of the 6 WA state rounds.

Media exposure was increased with articles before and after each event in the following, Auto Trader, Mid West Times, Off Road Australia, Off Road Online, and Dirt Comp magazine. Social media was utilised with numerous postings both before and after each event on the Championship facebook page which was also copied into the various organising clubs facebook pages. After each event a You tube video, approx. 25 minutes long was produced. Figures for social media are attached.

#### **2017**

The aim for 2017 is to further increase participation in the sport including competitors, officials and followers by ensuring better and broader media coverage so that sponsors from the naming rights sponsor, to the event and contingency sponsors and the individual vehicle sponsors can see positive results for their money.

This will be achieved by an improved advertising campaign targeting specific locations and demographics. A paid media manager will continue the work started this year and investigate further avenues to increase media exposure including, if possible TV coverage of the championship.

With the results achieved this year it is believed that a sponsor could justify funding in the region of \$25-30K and that this would enable the panel to meet their objectives.

## **Offer**

The Championship can offer the following;

An area of 140mm by 500mm is reserved on each side of all competing vehicles for championship signage including sponsor logo. Approximate total number of vehicles competing over the season is 70.

All documents will show the company logo / name.

All media releases will show the company logo / name.

All event TV advertising will show the company logo / name.

Logo / name shown on any TV coverage obtained.

If this proposal is of interest to you please complete the attached form (the form is in Word to allow easy completion) and email to;

Hugh Piercy

WAORAP Chairman

[hugh415@bigpond.com](mailto:hugh415@bigpond.com)

0459 997 750

**2017 WA Off Road Championship  
Sponsorship Expression of Interest**

COMPANY : \_\_\_\_\_

CONTACT : \_\_\_\_\_

PHONE : \_\_\_\_\_

EMAIL : \_\_\_\_\_

ADDRESS : \_\_\_\_\_

OFFER : \$ \_\_\_\_\_

Subject to negotiation: Yes / No

Right of renewal: Yes / No

Please note that this will remain confidential and limited to panel members only.

SPECIFIC REQUIREMENTS Such as logo sticker sizes and placement.

## **Brief Media Stats from January 1<sup>st</sup> – mid July 2016**

### **Facebook Statistics**

- 32% increase since January 1<sup>st</sup> 2016, current likes 3974
- Average of 8000 engaged members on each race week
- 69% of our target audience (already liked members) are seeing and interacting with WAORC promotional material
- On the Monday following Round 1 at Perenjori 10,331 individual people were reached via Facebook
- On the Saturday of Round 2 at Carnarvon 8087 individual people were reached via Facebook
- Peak 28 day total impressions (any content associated with WAORC being viewed) 282,863 in the Month of March
- In the week of Round 1 at Perenjori weekly reach of 22,705
- In the week of Round 2 at Carnarvon weekly reach of 21,540
- In the week of Round 3 at Bencubbin weekly reach of 26,950
- In the week of Round 4 at Kalgoorlie weekly reach of 29,856

### **Demographics**

- 26% of all Facebook users on WAORC page are Males 25-34 (largest demographic)
- 84% of all Facebook users on WAORC page are Male
- 70% of views are from mobile devices (in 2016 all videos have been made viewable on mobile devices)

### **Website Statistics**

- 4,363 unique users/viewers
- 17,609 views
- 52 stories posted
- Best Views - 1,117 views on a story in one day
- 11,387 hits linked via facebook

### **Youtube Statistics**

- Full event review videos 15-20 minutes long receiving up to 1,200 hits
- 20% increase on views from the 2015 video
- 15 WAORC specific videos after 4 rounds. At this time last year there were only 4 WAORC specific videos

### **External Media**

- 3 x Auto Trader Articles for each event in 2016 (including organizing for non-WAORC events)
- Pre and Post event articles in the Mid-West Times for Perenjori and Carnarvon events
- Local newspapers independently supporting events (Kalgoorlie Miner – posted multiple stories and photos)
- Extended articles in Dirt Comp Magazine for each event for 2016
- Offroading Online Magazine including extended article, photos, videos and coverage