



Aussie Muscle Car Run Sponsorship Package

Team SPARTAN CAR 31October - 8 November 2014

Bathurst 1965 – 1977 provided an era of the most outstanding vehicle competition in the World. The cars that raced you could buy. It spanned an era of famous and fabulous drivers that became household names then and remain so today – Moffat, Brock, Goss, Firth, Grice, Manton, Geoghan; and the list goes on.



The Falcon GT Club of South Australia with the popularity of these Aussie muscle cars, over many years has used these cars to help raise money for the community, by giving back to those that deserve and are in need of help, one such organization has been the Leukaemia Foundation, and we saw that they needed help. So began a long association with the Leukaemia Foundation & our club in raising money to aid in the finding a cure and care of patients.

Since then The Falcon GT Club of South Australia has had a long relationship and proud association with the Leukaemia Foundation, and over the years, we as a club have put something back into the community in raising money to aide in the research and provide respite facilities for those ailing of this terrible disease Leukaemia. The Falcon GT Club of S.A. to date we have raised over \$220,000.00 Over the past few years in aide of the Leukaemia Foundation to help fight this dreaded scourge.

In 2012 we came up with an event, The Aussie Muscle Car Run, this has been advertised nationally in many national magazines and media forums, bringing many benefits for sponsors and car owners alike one such way this run will take entrants on over 3,000 kilometres of bitumen roads around a broad sweep of South Australian through many country towns to enjoy their hospitality, the scenery, mixing with local businesses & enthusiasts and of course, the sheer pleasure of the drive.

This event helps raise funds & awareness through a weeklong cruise event and opportunity to show your to a wide cross section of South Australians promoting you as our sponsor to a wide variety of cliental from the great city of Adelaide to the rural community hubs across this great state of South Australia all in the aide sponsors getting their products to a wider cross section of clientele & businesses, also to help the cause of leukaemia foundation by using the owners of these great vehicles promoting raising awareness and funds for the leukaemia foundation also the opportunity to enjoy a week long Aussie Muscle Car Run from Monday 12th to Sunday 18th November 2012.

What I am here to ask is for my local community to get behind myself and my co-driver to help raise money for this fantastic organization, the Leukaemia Foundation, raising the funds needed to help offset the costs of their new respite facilities that will benefit all the families and patients recovering from this terrible illness, with less stress than they have already have had to already deal with.



Regional Activities

This event gives regions across South Australia Victoria & New South Wales the opportunity to showcase their town to participants and media. As well as the cars Sponsors who will have the

opportunity to use their chosen car to promote their merchandise or products to communities that may not have had the opportunity, or be aware of your product, with this being a great stepping stone to tourist attractions & businesses along the event route. A detailed itinerary which will include a list of tourist attractions and activities can be forwarded to you. The run will utilise the services of local businesses including accommodation providers, hospitality and entertainment venues, tourism Operators, fuel retailers and many others, this will be another avenue to promote your sponsors products

TEAM CAR PROFILE

Let me introduce the car you can sponsor, this is my classic **genuine 1970 XW GT 351 Cleveland**. Current value of this car is at the moment \$160,000.00 and our goal for you our sponsors, is to use the car as a mobile billboard with your companies name or logo displayed proudly on its flanks, roof, boot and bonnet ,giving great exposure of your products and company with each and every town we stop promoting you, another way we can work for you is to give out brochures advertising products on your behalf samples or even raffling off your merchandise or vouchers that you may want to donate to help raise funds for the Leukaemia Foundation along our tour around the state.



TEAM PROFILE

Let me introduce you to the team myself and my co-driver who will be participating in this run

Driver & owner: Peter Polson.

Profile: I am 48yrs old and have proudly lived in McLaren Vale South Australia for the last 14 years; I have held the position of President for 3yrs in the falcon GT Club of S.A. Inc. And have also been holding Vice President position over 4 years, prior to the Presidency, and since I have held the Vice presidency for 2 years, as well as being the event co-ordinator for 7 years, working with our club over those years in raising over \$180,000.00 dollars for the Leukaemia Foundation.

I have had a long association in most forms of motor sport for the past 30 years from Drag racing professionally for 18 of those years to being involved with Group C Touring cars & V8 Supercars travelling around Australia to many events. Now it's truly the time for South Australia to become recognised as a state that not only embraces its motorsport but a State that is putting something back into the community, and I would consider it a privilege to be associated with you as our sponsor

Co-Driver: Michael Stavrides Age: 42, Michael is a chemist owning several stores in Adelaide. currently holds the position with myself as a National Falcon GT Judge & authenticator of this breed, he also has been past vice President & Secretary for the Falcon GT Club of SA Inc since its inception in 1992 and has helped in raising money for Leukaemia Foundation for the last 10yrs



Australian Muscle Car magazine featured the event 2 years running with a 6 page spread in the first year & 12 the next



HOW THE MONEY WILL HELP

THE NEW LEUKAEMIA FOUNDATION PATIENT VILLAGE

The Aussie Muscle Car Run is raising funds for the Leukaemia Foundation's new \$9 million South Australian accommodation and support centre.

The patient village is a purpose-built and designed to meet the specific needs of leukaemia patients as well as provide them with access to innovative services and facilities. In short, patients and their families will be provided with a comprehensive blood cancer support facility. The Village was built on a 7,000 m2 parcel of land, located on Folland Avenue in Northfield in Adelaide's north-east. The Leukaemia Foundation has purchased the land from the South Australian State Government.

Importantly, the Village will be within 8km of both the Women's and Children's Hospital and the Royal Adelaide Hospital, meaning that both children and adult patients are within easy reach of treatment, should an emergency arise. The Village will also house the South Australian support office of the Leukaemia Foundation, meaning that services such as emotional support and education seminars can be provided on-site.

HOW THE LEUKAEMIA FOUNDATION PATIENT VILLAGE IS DIFFERENT FROM OTHER ACCOMMODATION

There are two distinct points of difference about the Leukaemia Foundation's Patient Village as opposed to other patient accommodation facilities:

- The Leukaemia Foundation's Patient Village accommodation is provided at no cost to the patient.
- The Leukaemia Foundation's Patient Village accommodation includes on-site support services for patients and their carer(s) including the Patient Transport Service, education and counselling sessions, a gymnasium, a resident library, quiet area and a games room, amongst other things.

The Run commences in Adelaide on Friday 31st October 2014 at Victoria Park and Concludes in Adelaide on Saturday 8 November 2014 the entire run this year has Channel 9 along for the ride covering the event, all covered by local media & national car magazines, a great way to promote your products



Sponsorship types

There are several ways in which you can sponsor the Team PGR, from a small cash donation to a major signage on the cars sides

- Donation types \$25.00 No signage Help offset the Fuel cost Fuel card Donation also accepted
- \$50.00 No Signage Help offset the Fuel cost Fuel card Donation also accepted
- \$100.00 Small name in letters or Logo only (L250mm x W130mm)
- \$250.00 Small Company name letters & Logo (L420mm x W250mm)
- Front wing/Guard below event sponsors signage
- \$500.00 Med Small Company name letters & Logo (L650mm x W320mm)
- \$1000.00 Large Logo or Name only placed in prominent position
- Front windscreen, or Front leading edge Bonnet or rear trailing edge Boot

\$1500 .00 Large Logo & Name both Rear Doors

\$2000.00 Rear quarters guards or Top of boot or top of Bonnet

\$2500.00 Complete Roof

Your sponsorship and funding for Team PGR in the Aussie Muscle Car Run will not only contribute to those in need, it will also be a platform to promote your business and its products to other regions and media from local papers to the local news TV stations, with the Tourism SA on board and Adelaide TV stations filming the tour around the state it will be a great way to promote your businesses I will also make my XW GT available for any promotional purposes after the event for those that have major sponsorship packages

My Goal is to promote South Australian related products promoting your products to local Shop owners and car enthusiasts along the way also using your brochures & even some of your products to raffle off, the XW GT has already been prepared ready for this event and these costs have already been met with the entrants fee been paid for myself and all insurances and indemnities, are current.



After carefully reading this pack, you can contact myself via my mobile or via my email
Peter Polson Mobile 0418835580

Email polson1@bigpond.com

I look forward to your participation for further information is available at
www.aussiemusclicarrun.com or phone event organisers Rose Senesi (08) 8100 9475 9-5
weekdays or Kevin May 0419 804 439.

Regards *Peter Polson*