

**Street**  
**MACHINE**  
CHOICE  
**SUPERNATS**

**2nd - 4th February 2024**

**2024 TASMANIA  
SPONSORSHIP PACKAGE**

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# ABOUT



"Supernats was founded in 1994 in Sydney and is well-known for being Australia's action-packed diverse Car Festival, catering to a wide range of disciplines in a single Auto Festival. The organisation's main components are Drag Racing, Burnout Comps, Cruise Sessions, Drift Demos, and Static Show & Shine.

Over a number of successful events across Australia, we have attracted a large audience of competitors, spectators, and sponsors, and we will continue to host Supernats Events in a variety of locations to attract tourists, strengthen the region's economy, and fulfil enthusiasts' passion.



After the BIG success of the 2023 inaugural event, we are excited to continue the growth of the Motorsport Festival through additional partnerships and increase the exposure of the region and to all the Automotive Industries.

It was a pleasure to see Symmons Plains Rumble and Rev over the weekend of November 17-18, 2023, as Motorsport enthusiasts gathered to enjoy Tassie's largest Street Machine Car Festival. With thousands of people passing through the gate and hundreds of competitors over the two days,

Venue Management, Sponsors and all supporters are thrilled to be bringing the event back!!

Following an extremely successful inaugural event in 2023, we are thrilled to present a bigger and better, must-attend event for car enthusiasts in 2024.

Our call to action is for businesses and residents to join us for the next Supernats festival, which will take place on 2-4, February 2024, and help the region, prosper even more by partnering with us.

"A Motorsport event where you can participate in A VARIETY of track activities in a safe & legal environment."



1

A Motor festival for the whole family & Friends

2

Kids / Family Cruise Sessions

3

Celebrating the best of what Tassie has to offer including Delicious Food and Trade Exhibitors



# EVENTS

## NO-PREP RACING

We will be launching our first 1/8th mile **NO PREP RACING** along with Roll Racing to our First Event Tasmania Symmons Plains

## BURNOUT EXPRESSION SESSIONS

TOP GUN Burnout Elites The Burnouts are limited to two minutes In the finals. Cash and Trophies will be awarded for the Elites, Trophies for V'8's & 4/6Cyl Classes.

## SUPER SKIDS

Burnouts in straight lines with high horsepower that maximize engine power without using the brakes

## TRACK CRUISING

Cruising is always a Competitors favorite category. Hours of Cruising on the 2.4 klms Race Circuit

## SHOW & SHINE

SHOW CATEGORY welcomes all Makes & Model Cars, Trucks & Custom Bikes We have variety of trophy awards Held on Sunday





# BENEFITS & INCLUSIONS



Your sponsorship at the next Street Machine Supernats Tasmania event, depending on the package, will increase your sales to a higher level in a large growing market.

Investing in the show can provide a significant return on investment.

## Packages Include

- Complimentary G/A tickets including VIP Tickets
- Extensive Media Coverage Radio & T.V
- Brand recognition and placement across all advertising materials i.e (Fliers & Posters)
- Outdoor Signage (Sponsor to provide content & signage)
- Brand Exclusivity Per Category i.e (Burnouts)
- Logo Placement on Official Link on Supernats Website
- Exhibition Space starting from 3m x 3m
- Competitor Entry

## The Major Components that make the event a Success



## SPONSORS

Benefits of sponsorship:

- Drive brand awareness, Generate positive PR.
- Showcase a product, Directly drive sales.
- The Main Key for Promoters/organisers success



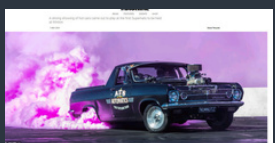
## COMPETITORS

Supernats competitors' favorite event, where they can participate in many track activities, show off their rides, and compete for cash prizes.



## SPECTATORS

The general public enjoys Supernats Motorsport Events as well. They enjoy an action-packed day or days of Burnouts, Drag Racing, and other general activities.



## MEDIA

A popular event that attracts all Media to its event including Street Machine Magazine, Newspapers and the local Regions News



## SHOWCASE AWARENESS

*Sell your items or promote your services to thousands of automobile owners and enthusiasts directly and keep your brand in front of their minds for future purchases. Face to - face interaction with customers is important for generation sales leads. Taking into account the incapacitated number of visitors*



## KEY ELEMENTS

ESTABLISH NEW RELATIONSHIPS AND  
EXTEND NETWORKS

ACCESS AND EXPOSURE TO THE  
THOUSANDS OF ANTICIPATED  
AUTOMOTIVE ENTHUSIASTIC AND  
PURCHASERS

LAUNCH & PROMOTE  
PRODUCTS & SERVICES

CONNECT WITH THE COMMUNITY



**BURNOUT  
TOP GUN  
ELITES**

# PLATINUM- \$10.850

- **Company Name Read on all Radio Stations**
- **Company Name on T.V Commercials**
- **Exclusive Event Naming Rights - Drag Racing Main Attraction NO-PREP RACING or BURNOUTS**
- **Trophies - 1 Large Trophy. 4 Trophies - Company name engraved on Trophies**
- **Company Name Read on all Radio Stations**
- **Company Name on T.V Commercials**
- **Company Logo on all Supernats Advertisements**
- **Poster/Flyer- Company logo on all full color Posters & Flyers**
- **Event T-shirts- Company logo on T-shirts Prints**
- **Website Banner – Posted for 12 months on Supernats Website**
- **Signage Rights (LIMIT of 3) at the event client supply (Prime Positions)**
- **Stall Display area 12m x 6m or Larger Open Space**
- **Double Garage Spot**
- **Passes – 6 Trade Passes, includes Corporate Room set above the Garages**
- **2 x Trade Support Vehicle Passes**
- **Announcements - Continuous Sponsor Announcements over the P.A**
- **Public Relations – Every endeavor will be made to mention Sponsor**
- **Brochures – Sponsor brochure/cards placed in all Supernats goodies bags**
- **Competitor Entry - 2 included. (Car must comply with rules & regulations)**
- **Complimentary Tickets –T.B.A**

# GOLD - \$7.650

- **Radio Station Spots**
- **Event Naming Rights - Super Skids or Show & Shine**
- **Trophies - 1 Large Trophy. 3 Trophies -Name engraved on Trophies**
- **Company Logo on all Supernats advertisements**
- **Poster / Flyer- Company logo on all full Colour Posters & Flyers**
- **Event T-shirts- Company logo on T-shirts Prints**
- **Website Banner – Posted for 12 months on Supernats Website**
- **Signage rights (LIMIT of 2) at the event client supply ( Prime Position )**
- **Stall Display area 6m x 6m Open Space**
- **Single Garage Spot**
- **4 x Trade Passes**
- **2 x Trade Vehicle Passes.**
- **1 x Show & Go Entry**
- **Complimentary Ticket –T.B.A**



# SILVER - \$3.950

Poster/Flyers: Company logo on A4 full colour Flyers & Posters.  
Banner & Signage rights at the event.  
Stall Display area 6m X 3m Open Space  
Single Garage Spot  
Trophies – Company name engraved on trophies.  
Business Brochures – Sponsor brochure to be placed in all Supernats goodies bags.  
3 x Trade Passes  
1 x Trade Vehicle Passes.  
1 x Show & Go Entry  
Complimentary Ticket –T.B.A

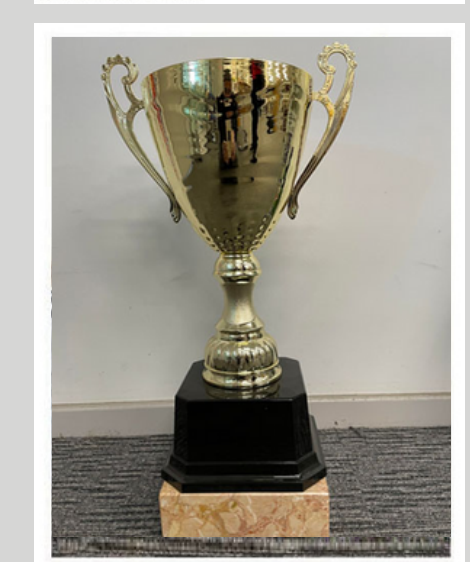
# BRONZE - \$2.750

Trophies – Company name engraved on trophies  
Stall Display area 3m X 3m Open Space  
Business Brochures – Sponsor Brochure to be placed in all Supernats goodies bags.  
Printing on Posters & Flyers  
Social Media Advertising  
1 x Show & Go Entry  
3 x Trade Weekend Passes inc Camping if required  
1 x Trade Vehicle Passes.  
Complimentary Ticket –T.B.A

# TROPHY & TRADE STAND Starting from \$680

## Package Includes:

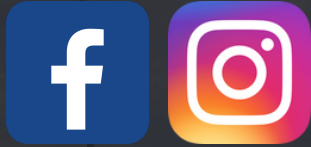
- Trophy – Company name engraved
- 1 Trophy
- Trade Stand: 3m x 3m
- 2 X Trade Passes
- 1 Trade Vehicle



# ATTENDANCES

AVERAGE EACH EVENTS HOSTED UNIQUE PATRONS

5000 - 10000



## POST ENGAGEMENTS

231,345



## SPECTATORS

Average Events Hosted  
8,500



## WEBSITE PAGE VIEWS

193,500

### Sponsorship and Exhibitor Statistics from Previous Events

77% of the visitors said they purchased something at the event. Over 60% spent up to \$350 at the event of those surveyed over 65% indicated they were likely to contact exhibitors after the show. 73% rated the quality of exhibitors as either very good or excellent. 60% indicating the variety of exhibitors as either very good or excellent. 80% of respondents indicated that they would re-visit the Supernats event again 60% became aware of the show as a result of the Social Media 25% heard about it via the radio stations Other respondents recalled flyers, direct mail, posters or heard about the event via word of mouth

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## CONCLUSION

To ensure the success of any event, it is vital to have partners who are engaged, proactive, and supportive.

**The annual STREET MACHINE SUPERNATS** held at Tasmania Symmons Plains is excited to collaborate with new sponsors and exhibitors to make the event Bigger & Better.

We'd like to express our gratitude to all of our ongoing sponsors for helping to make the event a huge success.

We'd like to express our appreciation for interest, and we look forward to a long and prosperous relationship.

### Contact: Rose Gil

0411 841 275 or 0417 458 327  
supernats@optusnet.com.au

### Bank Details:

Name: Supernats Promotions  
bsb:012220  
Account No:260333709



# Supernats Sponsorship/Exhibitor Terms & Conditions

This Agreement is on the.(Date)...../..... 2024

Parties between-----Supernats Promotions  
(Name & Address)

**SPONSOR/EXHIBITOR:** The person or entity entering into sponsoring under the present Terms and Conditions.

**SPONSORSHIP/EXHIBITOR:** The specific relationship entered between the Parties as expressed by the act of Sponsoring. This relationship shall be governed and construed under the present Terms and Conditions.

**AUTHORITY TO ENTER INTO SPONSORING:** The representative who signs to enter into a relationship as a Sponsor with Supernats warrants that he/she has the requisite powers and authority to enter into this SPONSORSHIP/TRADESTALLER on behalf of his/her SPONSOR/Organisation.

**SPONSOR/EXHIBITOR'S OBLIGATIONS:** The SPONSOR shall select his/her choice of Sponsorship Opportunity. The SPONSOR shall proceed by making either full payment to Supernats or two separate payments. No sponsorship booking can be made on a provisional basis. To confirm a booking, a part payment must be made prior to the start of any sponsorship. The sponsor/exhibitor must provide the sponsorship funds, material (in the format required by Supernats,) such as the following material (hereinafter referred to as Material) to Supernats; (a) Web Site (b) SPONSOR logo (GIF or JPG image)

**SUPERNATS OBLIGATIONS:** Supernats shall acknowledge a Sponsorship/Exhibitor agreement and shall inform the SPONSOR of the availability of Sponsorship/Exhibitor Opportunities. Supernats shall not be held liable for non-delivery of the full Benefits. Supernats obligations shall start upon: (a) Receipt of payment in full. Supernats, will not be liable for damage or loss to a sponsor's properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise. For sponsorship opportunities that include signage please note - Signage space may be limited

**LIABILITY AND EXCLUSION OF DAMAGES:** Supernats shall use the Material provided by the SPONSOR/EXHIBITOR "as is". In no event shall any Party be held liable to the other Party for any incidental, consequential, indirect, or punitive damages (including but not limited to lost profits) regardless of whether such liability is based on breach of contract, tort, strict liability, breach of warranties, failure of essential purpose or otherwise and end if advised of the possibility of such damages. No part of an exhibit and no signs or other materials may be nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.

**GOVERNING LAW AND JURISDICTION:** The present Terms and Conditions shall be governed by and construed under the laws of Australia. Any dispute between the Parties arising out of or in connection with the present Terms and Conditions should be settled directly and amicably by them through mutual negotiation.

**MISCELLANEOUS:** The present Terms and Conditions, including all Exhibits, which are incorporated herein by reference, constitutes the entire agreement between the Parties with respect to the subject matter hereof, and supersede and replace all prior and contemporaneous understandings or agreements, written or oral, regarding such subject matter. Supernats reserves the right to make changes to the present Terms and Conditions, including all Exhibitors, which are incorporated herein by reference, at any time without notice. Supernats does not warrant that the services or sponsorships will be error-free or uninterrupted. In no event shall Supernats be liable under this agreement for any consequential, special, indirect, exemplary, and punitive or other damages, including but not limited to, damages for loss of profits or loss of business.

**PAYMENT:** The SPONSORSHIP/EXHIBITOR is secured by 50% part payment or full payment of an invoice.

**METHOD OF PAYMENT** Sponsorship opportunities cannot be processed without payment.

## Weekend Entry Terms and Conditions

- All electrical equipment and portable power systems to be used must have been tested and tagged and must bear current tags
- Each trader is to supply their own power lead to connect to power (minimum 25meters)
- All electrical leads crossing vehicular or pedestrian traffic areas must be covered by approved cable ramps.
- Cars and trailers are to be used for Trade/Retail/Promotional and Display purposes only.
- Appropriate stickers to be displayed at all times. Any other vehicles must be in the car park next to the ticketing office.
- Sale of food and beverages is strictly prohibited.
- All sites orders to be placed no later than 14 days prior to the event.
- Any damage to Winton Raceway property arising from the negligence of the stand operator will be billed to the trader.
- Non refund of deposit on cancellation
- Tax invoice will be issued
- Prices Inclusive of GST

We'd like to express our appreciation for interest, and we look forward to a long and prosperous relationship.



Supernats Sponsorship Agreement Page 2

Company Name
Company ABN
Contact Name
Address
Phone
Mobile
Email
Web Address

Sponsors/ Exhibitors: Passes Issued (inclusive) as per sponsor/exhibitor proposal s

Additional passes can be obtained through Supernats Office:

SPONSORS/EXHIBITORS WILL BE GIVEN **2** SUPPORT VEHICLE PASSES AND TRADE PASSES AGREED WITH SPONSORSHIP

TYPE OF SPONSOR (e.g. GOLD) -----TOTAL \$-----

TRADE STAND (e.g. 3mx3m) -----TOTAL \$-----

EXTRA VEHICLE PASSES (if required) @ \$60 EACH -----TOTAL \$-----

EXTRA ADMISSION PASS (if required) @ \$25 EACH -----TOTAL \$-----

**TOTAL COST \$-----**

ITEMS SELLING/SERVICES) -----

Comments-----

Internet Banking :BSB-012-220 A/C-260-333-709 must be payable to:

Supernats Promotions  
50 Rose Street, Sefton NSW 2162

PLEASE READ THESE TERMS AND CONDITIONS CAREFULLY BEFORE SIGNING  
We hereby enter into this Sponsorship/Exhibitor agreement to all its conditions

Signed By for and on behalf of Sponsor Only -----Dated-----

Signed for and on behalf of Supernats Promotions -----Dated-----