



**VICTORIAN OFF ROAD RACING  
ASSOCIATION INC.  
(V.O.R.R.A.)**

**SPONSORSHIP PROPOSAL**

**V.O.R.R.A.**

President: Tony Carabott

0422 887 333

[vorra.au@gmail.com](mailto:vorra.au@gmail.com)

[vorra.org.au](http://vorra.org.au)

## **CLUB OVERVIEW**

### **Off Road Racing**

Off Road racing is an exciting and adrenaline filled discipline of motor sport and an increasing number of competitors are taking up the challenge. Vehicles include off road buggies, production 2WD and 4WD (performance and extreme) and SXS (Polaris, Can-Am, etc.).

Event conditions test drivers, co drivers, navigators and their vehicles over different terrains. These are often narrow, consist of mud and creek crossings, gravel pits, open paddocks, dust, undulating land, tight bush tracks, long sandy straights, jumps and some very rough terrain. Some tracks incorporate man made jumps and other obstacles.

There is club, state and national events, with races held throughout Victoria and across Australia, and often involve a weekend away camping with family and friends. The club events are usually events on shorter tracks, about 2-10 kms per lap. The state and national events are often held over two days, with the lap distance varying from 25-100 kms in length, totalling anywhere between 200 kms to 500 kms per race.

### **Club History**

The Victorian Off Road Racing Association (VORRA) was established in 1968, originally known as the Buggy Association of Victoria, when a group of people with similar interests met in a workshop in Springvale.

From that humble beginning with a dozen or so members, the club grew rapidly over the following years, due to the quite free access to a number of areas of public land. Such has been the standard of competition at our club level over the years, many members have progressed to State and National Championship success, both Outright and Class wins.

BAV/VORRA has been affiliated with CAMS/Motorsport Australia for over 50 years.

### **Our Club today**

The club today is in a strong position with 100 financial members and hosting two championships round at a site in Rainbow, Victoria. In March we host Round 1 of the Motorsport Australia Victorian off Road State Championship and in August we host Round 4 of the BF Goodrich Motorsport Australia Off Road Championship. In 2021 our club hosted for the first time, Round 1 of the Kinrome SXS Motorsport Australia Championship at the track in Rainbow, Victoria.

We have many families involved in our club, with many parents racing with their partners, siblings or children, many are second or third generation club members. As our members are from all over Victoria, South Australia and New South Wales, we are now using Zoom for our monthly club meetings and race committee meeting, which allows all members and volunteers to participate in the running of the club and planning of events.

Over the past 4 years we have built great relationships with local community members of Rainbow, Victoria. This year will see us run 3 events at Rainbow, bringing visitors and money to the local community. The community volunteer and assist with set up of the track, provide catering at the events and support our events with passion.

V.O.R.R.A. is a fully affiliated member of both Motorsport Australia (previously known as C.A.M.S.), the governing body of F.I.A. sanctioned events in Australia, and also Australian Off Road Racing Association (AORRA).

## PARTNERSHIP OPPORTUNITY

Events take a lot of organising, planning and are expensive to host. We invite and welcome sponsors to help support our events and take advantage of advertising, publicity and face to face opportunities with locals and competitors.

We currently host two club events at Rainbow, one Victorian State round and one National round and are looking for either a sponsor for each, or we could do a package deal for sponsorship of the two events. We would also consider 3 or 5 year sponsorship arrangement.

- **Gold Sponsor** - Naming rights sponsor (1 per event)
- **Silver Sponsor** - Class sponsors (up to 10 class per event)
- **Bronze Sponsor** - Most consistent laps sponsor (1 per event)
- **Bronze Sponsor** - Biggest jump sponsor (1 per event)
- General sponsors – gifts in kind

## EVENT DETAILS

### Rainbow Rises 240

- Victorian Championship State Round
- 2021 Hindmarsh Shire-Community Event of the Year
- March long weekend (Sat & Sun)
- 240 km total race, over 28 laps of 8km track
- 50 cars (100 competitors)
- 200 pit/support crew
- 95 registered volunteers
- 350+ spectators
- Dedicated spectator hill
- Catering marquee over the two days
- Commentary all weekend
- Live on-line timing
- Viewing of start/finish Line and jump
- Viewing of racing on the infield track
- Closing date for sponsorship 1 Nov 2021



- **Footage of competitor at the 2020 event:**

<https://www.facebook.com/RDERR240/posts/836326493458323>

## EVENT DETAILS

### Rainbow Desert Enduro 560

- Motorsport Australia National Off Road Championship Round
- 27-29 August (Fri, Sat & Sun)
- 560 km total race, over 8 laps of 75km track
- 70-100 cars (140-200 competitors)
- 280-400 pit/support crew
- 116 registered volunteers
- 1000+ spectators
- Extended highlights of the event feature on 7Plus nationwide
- Friday night street event: Competitor check-in, vehicle scrutineering, food stalls
- Dedicated spectator hill at the track
- Catering marquee over the two days
- Commentary all weekend
- Live on-line timing
- Viewing of start/finish Line and jump
- Viewing of racing on the infield track
- Closing date for sponsorship 5 July 2021

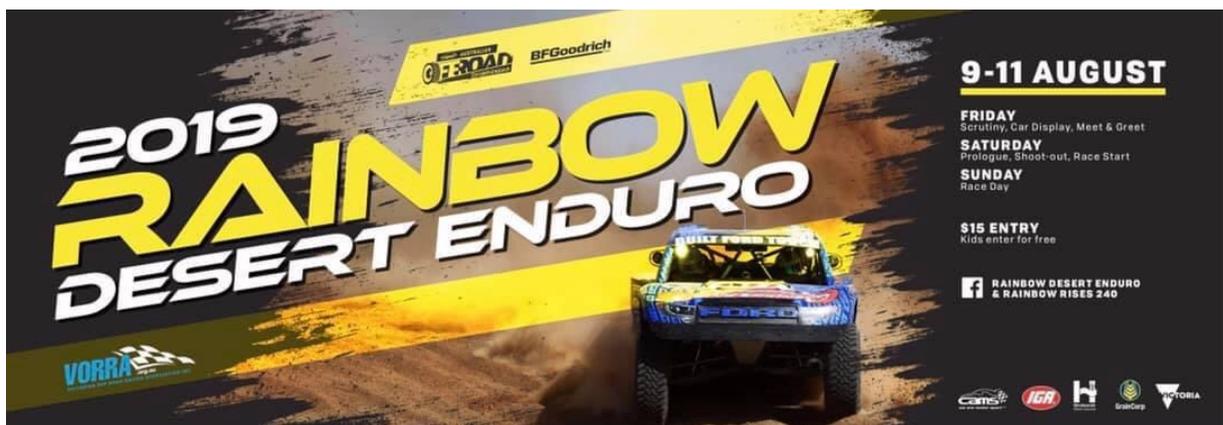


- **Footage of promotion and racing at event:**

<https://www.facebook.com/RDERR240/posts/918471371910501>

<https://www.facebook.com/RDERR240/posts/856094891481483>

<https://www.facebook.com/RDERR240/posts/836326493458323>

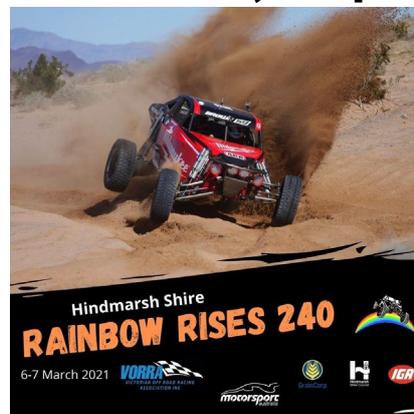


## SPONSORSHIP PACKAGE – Investment per year

### GOLD SPONSOR – Naming Rights

#### Rainbow Rises 240 – Victorian State Round **\$4,000 pa**

- Event sponsor name “Name Rainbow Rises 240”
- Logo on event poster
- Logo on Social Media – pre event, during event and post event – including on photo templates for competitors vehicles
- Live online-timing
- Website promotion: VORRA, OffRoadRacing.com
- Flags/banners at event on main straight and in front of spectators (to be provided by sponsor)
- Stall/marquee at event for marketing/promotion
- Marketing/promotion items in competitor bags (to be provided by sponsor)
- Commentary all weekend – mentioning sponsors and their products/services



#### Rainbow Desert Enduro 560 – National Round **\$10,000 pa**

- Event sponsor name “Name Rainbow Desert Enduro 560”
- Promotion by Motorsport Australia – website, media release
- Extended highlights of the event feature on 7Plus nationwide  
<https://www.aorc.com.au/seven-your-home-of-off-road/?fbclid=IwAR20IJ6xpQuqteYRVuY6EXGIV2H3E-DT1F1EMnVsxsBiq282I21TvuBfuME>
- Logo included on ‘Supplementary Regulations’, sent to all past competitors and all current VORRA members and on websites
- Logo on event poster
- Logo on event merchandise
- Logo on Social Media – pre event, during event and post event – including on photo templates for competitors vehicles
- Live online-timing (with sponsors name associated with the class)
- Website promotion: VORRA, OffRoadRacing.com, Motorsport Australia
- Full page coloured ad in the event program
- Friday night street event: Competitor check-in, vehicle scrutineering, food stalls – opportunity for a promotional stand at the street event
- 5 x entry tickets to the weekend of racing
- Flags/banners at event on main straight and in front of spectators (to be provided by sponsor)
- Stall/marquee at event for marketing/promotion
- Commentary all weekend – mentioning sponsors and their products/services
- Marketing/promotion items in competitor bags (to be provided by sponsor)
- Trophy presentation – branding with flags/banners and opportunity to present outright trophies for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> driver and navigators

#### **Both events - RR240 and RDE560**

**\$12,000 pa**

## **SILVER SPONSOR – Class Sponsor**

### **Rainbow Rises 240 – Victorian State Round \$500 pa**

- Class sponsor name on class trophies 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> for drivers and navigators
- Trophy presentation – opportunity to present outright trophies for sponsored class
- Logo on Social Media – pre event, during event and post event – including on photo templates for competitors vehicles
- Live online-timing (with sponsors name associated with the class)
- Website promotion: VORRA, OffRoadRacing.com
- Flags/banners at event on main straight and in front of spectators (to be provided by sponsor)
- Marketing/promotion items in competitor bags(to be provided by sponsor)
- Commentary all weekend – mentioning class sponsors and their products/services

### **Rainbow Desert Enduro 560 – National Round \$2,000 pa**

- Class sponsor name on class trophies 1<sup>st</sup>, 2<sup>nd</sup> & 3<sup>rd</sup> for drivers and navigators
- Trophy presentation – opportunity to present outright trophies for sponsored class
- Logo included on ‘Supplementary Regulations’, sent to all past competitors and all current VORRA members and on websites
- Social media and website promotion in the lead up, during and after event
- Half page coloured ad in the event program
- Live online-timing (with sponsors name associated with the class)
- Friday night street event: Competitor check-in, vehicle scrutineering, food stalls – opportunity for a promotional stand at the street event
- 4 x entry tickets to the weekend of racing
- Flags/banners at event on main straight and in front of spectators (to be provided by sponsor)
- Stall/marquee at event for marketing/promotion (at your cost and staffing)
- Commentary all weekend – mentioning sponsor and their products/services
- Marketing/promotion items in competitor bags

## **BRONZE SPONSOR**

### **Rainbow Rises 240 – Victorian State Round \$100 pa**

- Logo included on ‘Supplementary Regulations’, sent to all past competitors and all current VORRA members and on websites
- Social media and website promotion in the lead up, during and after event
- Flags/banners at event on main straight and in front of spectators (to be provided by sponsor)
- Marketing/promotion items in competitor bags(to be provided by sponsor)
- Commentary all weekend – mentioning sponsors and their products/services
- Mention and thanks at event presentation

### **Rainbow Desert Enduro 560 – National Round \$500 pa**

- Logo included on ‘Supplementary Regulations’, sent to all past competitors and all current VORRA members and on websites
- Social media and website promotion in the lead up, during and after event
- Business card size coloured ad in the event program
- 2 x entry tickets to the weekend of racing
- Flags/banners at event on main straight and in front of spectators (to be provided by sponsor)
- Stall/marquee at event for marketing/promotion (at your cost and staffing)
- Commentary all weekend – mentioning sponsor and their products/services
- Marketing/promotion items in competitor bags
- Mention and thanks at event presentation

## **BENEFITS TO SPONSOR**

- Many competitors own their own farms or businesses
- Events are in the middle of Victorian rural region – community attends the event/s
- Exposure in person with over 500 people at RR240 and up to 700 people at RDE560
- Online exposure via social media, websites – during promotion in the lead up to the events, during the event (live timing) and after the event with wrap up and feedback etc.

### **Event Social Media**

We have a FB page which features both events – [@RDERR240](#)

In the lead up, during and after the event in March 2021, our FB page reached approximately 20,000 people and had approximately 10,000 post engagements.

The average amount of people being reached per post is between 600-800, but in some posts they have reached up to 6,000 people with 22 shares (winners post).

We currently have 1,758 page likes and 1,877 followers.

## **BENEFITS TO CLUB AND COMMUNITY**

There has been a lot of infrastructure costs already spent and many more yet to be spent, to establish this track at Rainbow. VORRA would benefit gratefully from having sponsors to partnership with us with the running of these events, which will enable us to work with the local community, to build a dedicated catering building, a shower and toilet block and improve the pit area and parking area.

The events are already talked about as some of the best run off road events in Australia. We want to make the racing experience even better not only for competitors but for the crews and spectators who support our event.

## **THANK YOU**

Thank you for taking the time to review our proposal. To discuss this proposal further, please contact the President, Victorian Off Road Racing Association Inc. (VORRA):

### **V.O.R.R.A.**

President: Tony Carabott

0422 887 333

[vorra.au@gmail.com](mailto:vorra.au@gmail.com)

[vorra.org.au](http://vorra.org.au)