

QUEENSTOWN
AUTO
EXTRAVAGANZA 2011

FRIDAY 25TH – SUNDAY 27TH OF FEBRUARY 2011
SPONSORSHIP PROPOSAL



Proudly supporting local charities and the Prostate Cancer Foundation.



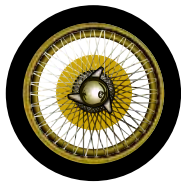


QUEENSTOWN
AUTO
EXTRAVAGANZA 2011

YOUR BUSINESS
OUR PASSION.



This is your invitation to engage with the over 5,000 car lovers who will attend the Queenstown Auto Extravaganza, a unique weekend of auto activities held in one of the world's most stunning locations and specially designed to raise money for the Prostate Cancer Foundation of New Zealand.



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WHY GET INVOLVED?



Because it's an ideal way for your brand to connect with the broad demographic that is attracted to the Extravaganza. The same people that the Prostate Cancer Foundation is reaching out to – males of all ages and stages who love cars, and the females who care about those men. The event was developed by a group Queenstown businesses as a great way to enjoy cars and raise money for an important charity. The inaugural biennial event was held in 2009 with more than 5000 people taking part raising \$30,000 and a whole lot of awareness (including significant media exposure) for the Foundation.



QUEENSTOWN AUTO

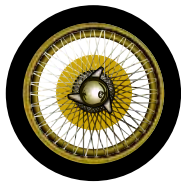
EXTRAVAGANZA 2011

EVENT HISTORY



The 2009 Queenstown Auto Extravaganza was an amazing success.

- Over 5,000 people attended the 3 day event.
- Comprehensive press coverage.
- Articles in all major car magazines and publications.
- TV coverage on Channel 1 news and 3 news.
- \$30,000 donated to Prostate Cancer New Zealand.



QUEENSTOWN AUTO

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EVENT FORMAT

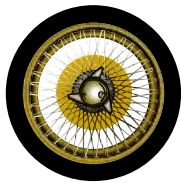


FRIDAY NIGHT: Is “cruising time” for over 200 cars to a mystery destination.

SATURDAY: The indoor arena will host Queenstown’s first ever “Salon of Style”, an exhibition of cars of style, spanning the era of motoring. This year will also feature indoors a New Zealand motor racing exhibition with some very famous and exciting performance cars from the 50’s to 90’s. Outside we will be hosting the ‘What’s in your garage’ public Auto Extravaganza with cars from all over the country.

SATURDAY NIGHT: Blues Party night with Australian Blues band “Mike Frost and the Iceman” at the Memorial Hall.

SUNDAY: Race day with the “Eighth Mile Sprint” on Domain Road –Dalefield.



QUEENSTOWN
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SPONSORSHIP STRUCTURE

- Your name here -

QUEENSTOWN AUTO EXTRAVAGANZA

(Sponsorship Available)

FRIDAY

Car Evening
Cruise

(Sponsorship available)

SATURDAY

Vincent Holdings

Salon of Style
Motor Racing
Exhibition

(Sponsored)

SATURDAY

Auto
Extravaganza

(Sponsorship available)

SATURDAY

Blues Party Night

(Sponsorship available)

SUNDAY

Eighth Mile Sprint

(Sponsorship available)

VETERAN

Category Award
Sponsor

VINTAGE

Category Award
Sponsor

POST VINTAGE

(1930/1945)
Category Award
Sponsor

POST WAR

(1946/1960)
Category Award
Sponsor

POST SIXTIES

(1961/1975)
Category Award
Sponsor

MODERN

CLASSICS
(1975/0000)
Category Award
Sponsor

COMMERCIAL VEHICLES

Category Award
Sponsor

CUSTOMISED / HOTRODS

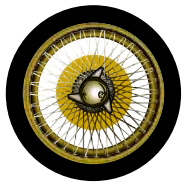
Category Award
Sponsor

STREET CARS

Category Award
Sponsor

MOTORCYCLES

Category Award
Sponsor



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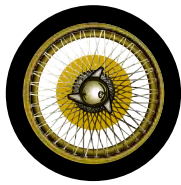
NAMING RIGHTS

Queenstown's positioning as one of the World's premier visitor destinations ensures an exclusive level of patronage, together with a selection of vehicle exhibits that sets this event aside as one without peer.

AS NAMING RIGHTS SPONSOR YOUR BUSINESS WOULD RECEIVE:

1. Name and/or logo associated with the Queenstown Auto Extravaganza event wherever the organisers have control over its mentioned.
2. Name and logo on all signage, promotional material and print collateral associated with the event.
3. Exposure page on the Queenstown Auto Extravaganza website and Prostate Cancer Foundation of New Zealand website.
4. Opportunity to include signage at the event and/or provide spot prizes.
5. Key promotional opportunities at event.
6. First rights of renewal for 2013.

For 'Naming Rights' to the Queenstown Auto Extravaganza 2011 we seek an investment of \$20,000.



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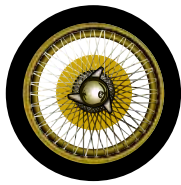
SPONSORSHIP

KEY EVENTS

AS KEY EVENT SPONSOR YOU WOULD RECEIVE:

1. Logo on all signage, promotional material and print collateral associated with the Event Category you have sponsored.
2. Name recognition in all media releases.
3. Exposure on the Queenstown Auto Extravaganza website, business summary and links to your website.
4. Business link logo on all Queenstown Auto Extravaganza email newsletters.
5. Access to sponsor networking room at the Queenstown Event Centre.
6. First opportunity to purchase primary trade show stands.
7. The ability to use our extensive media and promotion database to promote your business sponsorship news stories.

For 'Key Event' sponsorship to the Queenstown Auto Extravaganza 2011 we seek an investment of \$2,500.



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SPONSORSHIP

CAR CATEGORY

AS AUTO EXTRAVAGANZA CAR CATEGORY SPONSOR YOU WOULD RECEIVE:

1. Localised promotion to over 5000 people attending the Auto Extravaganza car show.
2. An Engraved Cup with sponsor name to present to category winner (of your choice).
3. Space for promotional vehicle in chosen car category.
4. Name and logo on all category information sheets.
5. Link and logo on www.queenstowncarshow.co.nz
6. Link and logo on all email newsletters.
7. A \$414.00 - 10x3 B+W Advertisement in the 'Queenstown Auto Extravaganza' Mountain Scene 8 page insert, 16,500 copies to be printed.

For 'Car Category' sponsorship to the Queenstown Auto Extravaganza 2011 we seek an investment of \$1000.

OTHER SPONSORSHIP OPPORTUNITIES:

Website sponsorship: Swordfox Design (Sponsor: 'Crowd Choice' our favourite car)

We are also inviting sponsors for advertising media, collateral printing and product placement at the Queenstown Event Centre.

Trade sites for all sponsors are available on request.



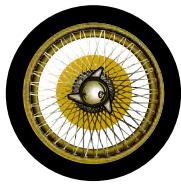
QUEENSTOWN **AUTO** EXTRAVAGANZA 2011

MARKETING OF THE EVENT



QUEENSTOWN AUTO EXTRAVAGANZA IS BEING MARKETED IN THE FOLLOWING WAYS:

- Comprehensive sponsored radio advertising provided by RadioWorks.
- An 8 page Queenstown Auto Extravaganza promotional insert in the Mountain Scene.
- Professional media releases through a PR agency, Southern PR.
- Media representative from a variety of car publications and newspapers will be at the event.
- Direct marketing to car clubs and car magazines.
- Email advertising banners on major car magazine news letters.
- Listing on event promotion websites.
- Posters, promotional flyers and advertising for the event throughout the South Island.
- Double sided banner to be hung in central Queenstown above the Horne Creek bridge prior to the event.
- Professionally designed website by Swordfox Design: www.queenstowncarshow.co.nz
- Email newsletters every two weeks heading up to the event.



QUEENSTOWN
AUTO
EXTRAVAGANZA 2011

CONTACT
DETAILS



PLEASE CONTACT:

Michael Sly, our sponsorship coordinator for further details

Phone: 021 539 811

Email: info@queenstowncarshow.co.nz