



# MARKETING PROPOSAL

2023-2024 SEASON

This proposal is intended to outline a potential marketing opportunity for the Southern 500 Speedway. It aims to advertise and promote local businesses through various methods of advertisements.



# OUR JOURNEY

Since 1955, Southern 500 Speedway has been a hub of motorsport excitement, steeped in a unique and rich history. Originally known as "Hi Pine," this iconic track was built on the Finck family's land and operated by Allan Finck. Its name paid homage to the towering pine trees that once surrounded it, giving the venue a distinctive charm.

In 1972, Southern 500 Speedway underwent a transformative makeover, transitioning from its original dusty surface to become the first asphalt speedway in Australia. This marked a significant milestone for the track, coinciding with its acquisition by the Portland Hot Rod Club and the adoption of its current name.

While asphalt racing held its own allure, it became clear that local drivers needed more. In the early 1980s, Southern 500 Speedway made a remarkable shift back to dirt, simultaneously extending and widening the track to enhance the racing experience for all.

Continuing our commitment to excellence, we have consistently upgraded the venue over the years. The track has been widened to an impressive 22 meters, ensuring thrilling action on every lap. We have also prioritized safety, with upgraded lighting and enhanced safety fences. Our timekeeping methods have been modernized, making use of cutting-edge electronic systems. These efforts have earned us an AA safety rating from Speedway Australia, a testament to our dedication to the well-being of our participants.

Behind the scenes, our small but passionate club comprises 70 active members and 15 esteemed life members. Many of these individuals have been with us since the very beginning, contributing to the success and longevity of Southern 500 Speedway.



PHOTO: 1959 - COLIN WINSLADE  
WINSLADE FAMILY COLLECTION

**FUEL YOUR  
BRAND**

SOUTHERN 500 SPEEDWAY



# OUR OBJECTIVE

Throughout our illustrious 66-year journey, our club and venue have witnessed remarkable growth and transformation. However, we remain steadfast in our commitment to achieve even greater milestones.

In the past year, we proudly completed the most significant upgrade in the history of our club. With meticulous attention to detail, we revamped the entire concrete wall and safety fence, surpassing the standards set by Speedway Australia. Our state-of-the-art facilities now rival any other motorsport precinct in the country, ensuring the utmost safety for both competitors and spectators. But we won't stop there – we are continually striving to enhance our safety procedures, equipment, and venue facilities, catering to the diverse needs of all speedway categories.

As a club, we are driven by our passion for delivering affordable and top-quality weekend family entertainment. We take pride in supporting our local community and businesses, while also keeping pace with the ever-evolving motorsport industry and guidelines. Our dedication to excellence permeates every aspect of our association and venue, setting high expectations and standards.

Join us as we continue to push boundaries, embrace change, and create unforgettable experiences for all motorsport enthusiasts. Together, let's embark on an exciting future filled with thrilling races, remarkable achievements, and cherished memories!



**RACE TOWARD  
VISIBILITY**  
SOUTHERN 500 SPEEDWAY



**MODLIGHT**  
VIC TITLE



**WINGLESS**  
VIC TITLE



**FORMULA 500**  
VIC TITLE



**PRO SPRINTS**  
VIC TITLE

# WHAT'S ON?

Get ready for an adrenaline-fueled season of racing as we unveil our colossal lineup of events for the 2023-2024 Racing Season. Brace yourself for heart-pounding action, incredible racing, and a season like no other!

The season kicks off on November 18th, marking the beginning of a MASSIVE season packed with excitement and intensity. We are proud to be the host to **FOUR** (yes, *four!*) State Victorian Championship Titles, bringing the best racers from across the region to compete for glory and prestige. This season also has the excited return of both Sprintcars and Speedcars after a huge success of their return to our venue last season.

Rev up your engines for the VMPA Modified Sedan Series on December 16th, showcasing the skill and speed of these powerful machines. Also in December, 'tis the season for Formula 500 Speedweek, Modlight Victorian Title, and the Christmas Cup, all taking place on December 30th.

The roar returns with Speedcar (midget) Racing in the highly anticipated Speedcar Series on January 5th. Be the witness the return of SRA Sprintcars to Southern 500 Speedway, making high-speed maneuvers and creating heart-pounding racing on the track on February 3rd, where the finest sprintcar drivers will go head-to-head in a battle for victory.

March brings a thrilling two-day race weekend, starting with the Wingless Sprints Title on March 9th, followed by the Formula 500 Victorian title on March 10th. Prepare for back-to-back racing excitement!

On April 6th, buckle up for the intense Pro Sprintcars Victorian Title and witness the Super Rod Bill Campbell Memorial, honoring a racing legend.

Throughout the season, prepare to be captivated by a wide range of divisions, including Street Stocks, Junior Sedans, Compact Speedcars, Production Sedans, Standard Saloons, Super Sedans, and many more. Each race meeting promises jaw-dropping moments and edge-of-your-seat action.

Join us at Southern 500 Speedway for an unforgettable season of racing, where speed meets passion and champions are crowned. Don't miss a single lap of this exhilarating journey as we push the limits and ignite the thrill of motorsport!



**+**  
**LET'S WIN**  
**TOGETHER**  
SOUTHERN 500 SPEEDWAY



# SEASON SCHEDULE



**18  
NOV**

## SEASON OPENING

Super Rods, SSA Juniors, Production Sedans, Vintage Sedans & Hot Rods

**25  
NOV**

## CLUB EVENT

Pro Sprints, Limited Sportsman, Standard Saloons, SSA Sedans & Junior Sedans

**16  
DEC**

## VMPA MODIFIED SEDAN SERIES

Modified Sedans, Wingless Sprints, Production Sedans & Junior Sedans



**30  
DEC**

## FORMULA 500 SPEEDWEEK

Formula 500's, Modlight Victorian Title, Christmas Cup, Super Sedans & Junior Sedans

**05  
JAN**

## SPEEDCAR SERIES

Speedcars, Hi Pine Junior Feature, Standard Saloons, SSA Sedans & Vintage Hot Rods

**06  
JAN**

## KING OF THE RING

JSPA Junior Series, King of the Ring, SSA Sedans, Vintage Sedans & Caravan Race

**03  
FEB**

## SRA OPEN SPRINTCAR SERIES

SRA Sprintcars and Support Divisions (To Be Confirmed)

**10  
FEB**

## STREET STOCK FEATURE

Street Stocks, Compact Speedcars, Production Sedans & Junior Sedans



**09  
MAR**

## VICTORIAN WINGLESS TITLE

Wingless Sprints, Formula 500 Practice (To Be Confirmed) & Support Divisions



**10  
MAR**

## VICTORIAN F500 TITLE

Formula 500's, Junior Formula 500's & Support Divisions



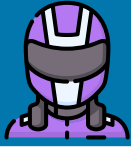
**06  
APR**

## VICTORIAN PRO SPRINTCAR TITLE

Pro Sprintcars, Bill Campbell Memorial (Super Rods) & Junior Sedans

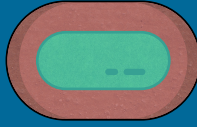
**2023-2024 SEASON CALENDAR**  
**SOUTHERN 500 SPEEDWAY**  
**PORTLAND, VICTORIA**

# WHY INVEST IN SPEEDWAY?



## 14'000 LICENSEES

Speedway Australia  
License Holders across  
Australia



## 97 VENUES

spread across Australia,  
covering 45 different  
Federal Electorates



## 980+ EVENTS

hosted every year from  
coast to coast, across  
Australia



**SPEEDWAY**  
AUSTRALIA



## 500'000 SPECTATORS

attend Speedway Events  
across Australia  
every year



## TELEVISED EVENTS

now streaming across 5  
different networks to  
millions of Australian's



## \$2 BILLION DOLLARS

injected into the Australian  
Economy every year from  
Speedway Racing

Investing in Southern 500 Speedway offers a strategic opportunity to maximize exposure and reach. With a captivating sport that attracts millions of passionate fans, aligning your brand with us provides access to an extensive fanbase through various media channels.

Our high-profile events generate significant media coverage, offering unparalleled visibility among a diverse demographic. Southern 500 Speedway's rich history, electrifying races, and dedicated fan following create a unique platform for companies to connect with fans, reinforce their brand image, and drive business success.



# OUR PACKAGES



## BRONZE PACKAGE

- ✓ 1200x1200 Track Signage for 3yrs (supplied / fitted)
- ✓ 1 x Family Pass (\$120.00 Value)
- ✓ Branding in all 2023-2024 Race Season's Programs
- ✓ Social Media, Website and Press Releases Branding
- ✓ Brand Exposure at Race Meetings for 1 Season

**\$400** p/year for 3yrs



## SILVER PACKAGE

- ✓ 1200x2400 Track Signage for 3yrs (supplied / fitted)
- ✓ 2 x Family Pass (\$240.00 Value)
- ✓ Branding in all 2023-2024 Race Season's Programs
- ✓ Social Media, Website and Press Releases Branding
- ✓ Brand Exposure at Race Meetings for 1 Season

**\$700** p/year for 3yrs



## GOLD PACKAGE

- ✓ 1200x2400 Track Signage for 3yrs (supplied / fitted)
- ✓ 3 x Family Pass (\$360.00 Value)
- ✓ Branding in all 2023-2024 Race Season's Programs
- ✓ Social Media, Website and Press Releases Branding
- ✓ Brand Exposure at Race Meetings for 1 Season

**\$1500** p/year for 3yrs

## EVENT PACKAGE - \$1000 EACH EVENT



- ✓ Naming Rights for the event - "Business Name Event Name"
- ✓ Branded Banners placed throughout the venue
- ✓ Brand exposure and recognition through commentary
- ✓ Advertising on all social platforms and local radio station prior to event
- ✓ Business Branding & recognition in event race program
- ✓ 2 x Complimentary Family Passes for your event
- ✓ Brand Representatives involvement presenting trophies and interviews

## MAJOR SPONSOR - \$5000 EACH YEAR

- ✓ 2 x 1200x2400 branded signs displayed visibly within our venue
- ✓ 5 x Family Passes (valued at \$600.00) to use at events of your choice
- ✓ Naming Rights for a local division of your choice eg. "Business Name Class Name"
- ✓ Prominent signage displayed at highway side of the venue
- ✓ Branding on social media, website, press releases, local newspaper, radio stations and TV advertisements
- ✓ Brand exposure, recognition and encouraging community support through commentary
- ✓ Brand Representatives involvement presenting trophies and conducting interviews





THANK YOU

To discuss this proposal in more detail, please contact our Sponsorship Coordinators, Tania Gray and Luke Storer. They are available to provide you with further information and answer any questions you may have.

**TANIA GRAY: 0417 873 115**

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