



Club Sponsorship Packages 2011/12

About The Club

The Keilor Electric Off Road Car Association (KEORCA) has been in operation since 1986 and offers members and visitors the opportunity to race 1/10th scale electric off-road buggies and trucks once per fortnight at the Keilor Park facility.

The club is run by a core group of members who form the committee and has approximately 55 financial members.

The majority of race meetings held throughout the year are "club level" with an emphasis on fun and bringing new racers into the hobby. This is supported by a popular "novice class" which enables new racers to run whatever equipment they have against other new racers without worrying about complying with rules and regulations. KEORCA also has several cars which are available for hire aims to allow prospective racers to "try before they buy".

KEORCA also hosts at least one major race meeting per year which is part of the Victorian drivers series (which is made up of four races held at each of the Victorian clubs, namely Knox, Keilor, Wodonga and Mildura). Every four years, KEORCA hosts the Victorian State Titles. The next time KEORCA is due to host this event is in 2012.

In 2008, KEORCA hosted the Australian Titles and starting in 2010, KEORCA held the first annual "Stock Shootout" – an event in which all competitors are required to compete in a single controlled motor class. KEORCA will consider putting in a bid for the National Titles again in 2014 when the rotation sequence returns to Victoria.

What Benefits Can Sponsorship Of KEORCA Offer You?

With only two electric off-road clubs in Victoria located on different sides of Melbourne, Keilor is the preferred racing venue for racers from the western and northern suburbs.

Over the past twelve months, entries at race days have been consistently growing.

Depending on the sponsorship package chosen, KEORCA can offer the following:

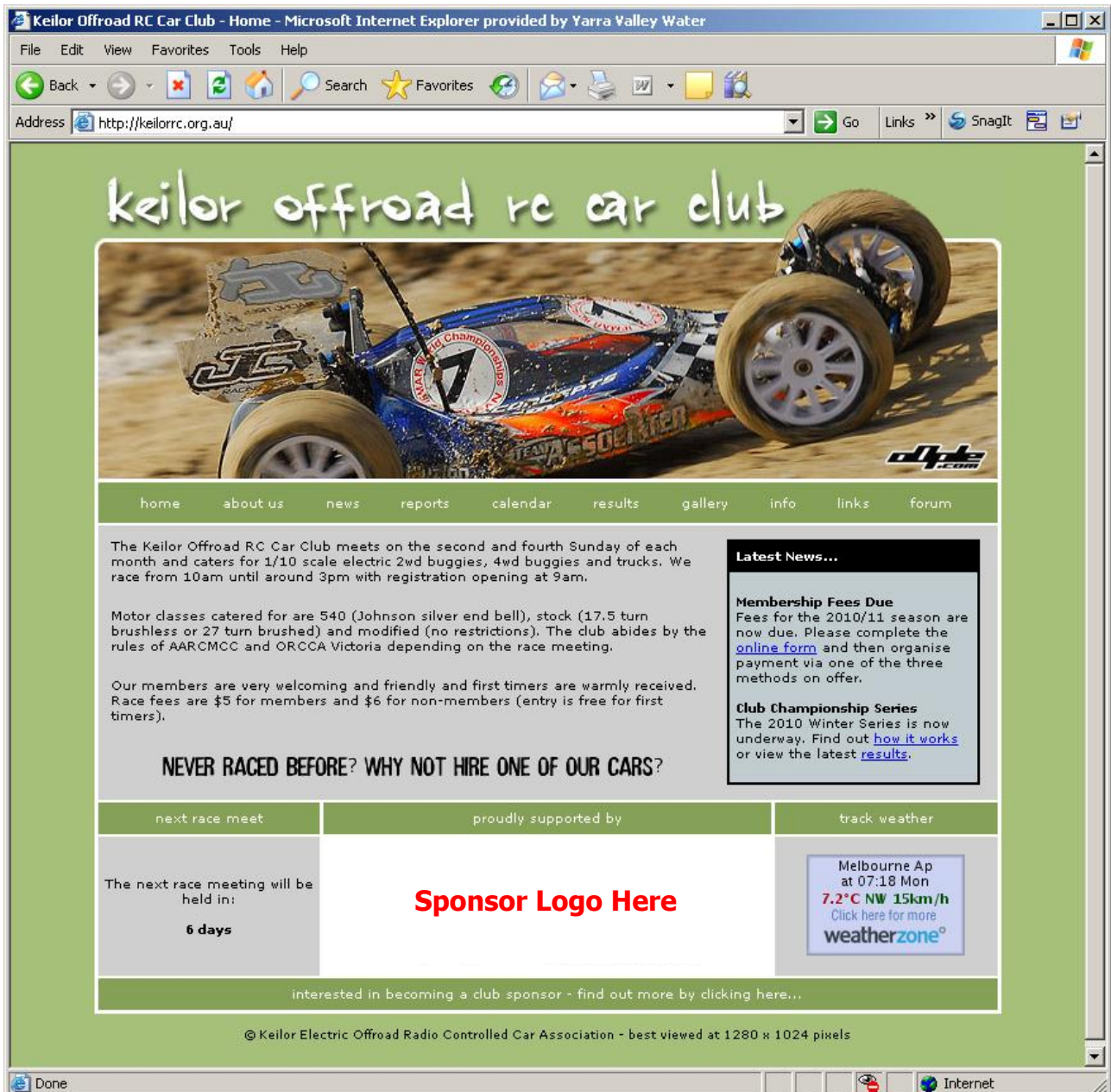
- Provision of space for erection of signage at the Keilor Park facility
- Advertising space on the main page of the club website (see following page)
- Links on the club website to the sponsors own webpage
- Logos on race reports
- Acknowledgement at major race meetings as a club sponsor
- Logos on club communications (letters, membership forms, membership cards etc.)
- Naming rights to major events (Stock Shootout and Victorian Drivers Series round)

The Club Website

In February 2010, KEORCA launched a new look website with improved navigation and up to date information (www.keilorrc.org.au). Key features of the website include:

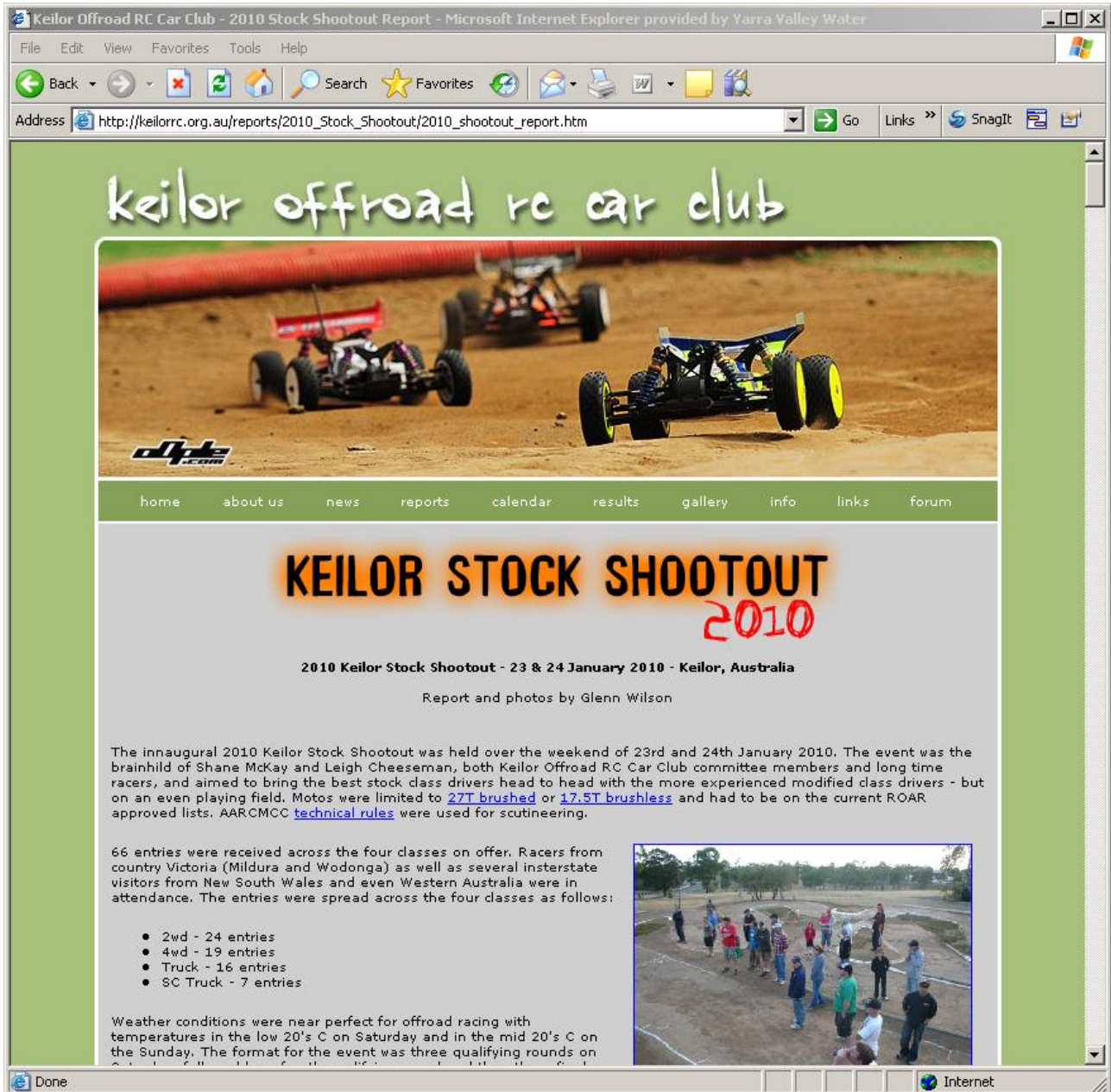
- Acknowledgement of club sponsors on the main page
- Track weather for those racers travelling from outside the local area
- Latest news and information
- Online forms
- Complete race results
- Race and technical reports
- Information for new members including what to buy, reviews, car setups and links

The website is typically updated at least once per week – see below for a screen shot.



When the 2010 Keilor Stock Shootout race report was launched on the club website, the number of unique visitors to the website peaked at 109 per day. This indicates the interest in well written and presented race information and the potential reader base which could be exposed to sponsor advertising. Given the uniqueness of the event and the quality of the organisation, racers from around Australia travelled to support it.

See below for a screen shot of the 2010 Keilor Stock Shootout race report:

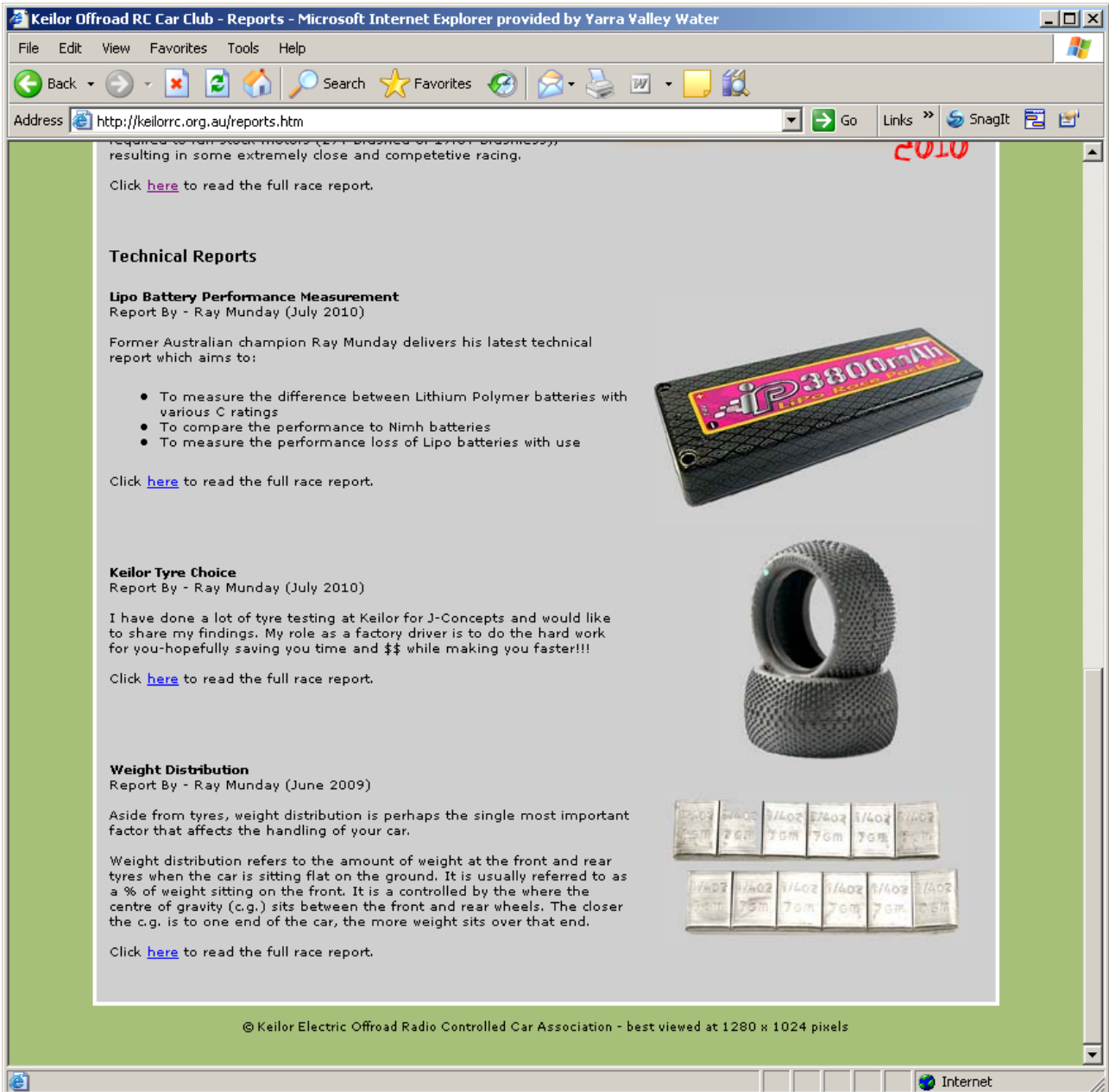


The club is committed to preparing race reports for each round of the Victorian Drivers Series as well as the annual Keilor Stock Shootout.

Race reports may also be prepared for the National Titles and Victorian Titles depending on whether a suitable author can be found.

KEORCA have several members who have race (and are still racing) at the highest level of the hobby. These include several former national and state champions who have the benefit of factory sponsorships and access to the latest product information.

These drivers are extremely willing to share their knowledge and this information has been documented in several technical reports which are available to all members. See below for a screen shot of the technical report section.



These drivers also share their car setup information which covers the following brands:

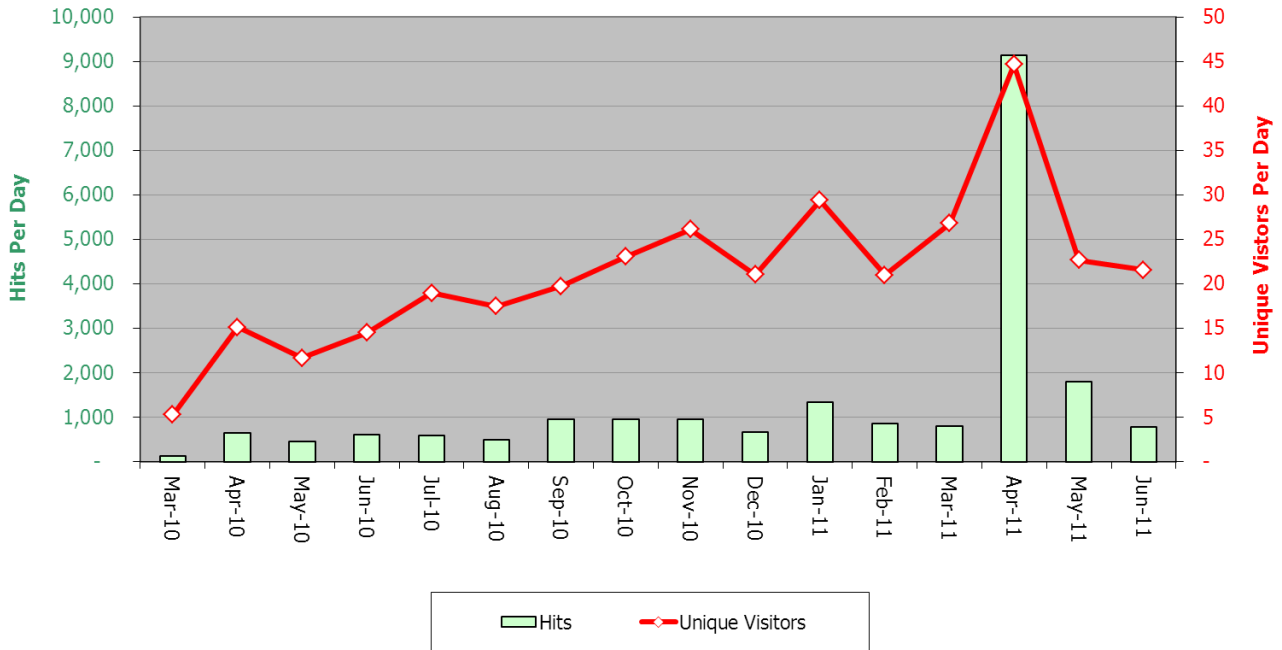


Website Traffic

The website was moved to a new server with the ability to report on the number of unique visitors and hits per day on 19 March 2010.

Results of traffic since then are shown in the graph below:

Traffic Report (www.keilorrc.org.au)



The club plans to grow these numbers significantly through submission of race and technical reports to major overseas RC news services and forums such as www.redrc.net and www.oople.com which have significant existing member bases.

Sponsorship Packages Available

Major Sponsor (No Longer Available For 2010/11)

- \$300 AUD for 12 months

- Logo prominently featured on the club website main page (rotating in between each minor sponsors logo)
- Links on the club website to the sponsors own webpage
- Provision of space for the erection of signage on the drivers stand and boundary fences at the Keilor Park facility (signs to be provided by sponsor at their own cost)
- Naming rights for the annual Stock Shootout and logos on the race report
- Acknowledgement at major race meetings as a club sponsor
- Logos on club communications (letters, membership forms, membership cards etc.)

Minor Sponsor

- \$150 AUD for 12 months

- Logo featured on the club website main page (rotating with other sponsors logos)
- Links on the club website to the sponsors own webpage
- Provision of space for the erection of signage on the boundary fences at the Keilor Park facility (signs to be provided by sponsor at their own cost)
- Acknowledgement at major race meetings as a club sponsor
- Logos on club communications (letters, membership forms, membership cards etc.)

Race Report Sponsor

- \$75 AUD per race report

- Logos on the race report
- Links to sponsors own webpage from the race report
- Insertion of sponsor ads and/or text into the race report promoting products or services on offer

How Do I Get More Information?

If you are interested in becoming a KEORCA sponsor, please send us an email at info@keilorrc.org.au.

Alternatively, come down to a club race meet and speak with one of our committee members.