



# SPONSORSHIP PROPOSAL

Dear Prospective Sponsor,

Tiger Kart Club Inc is a locally run, community funded sports club that exists to provide opportunities for members of the community to participate in a safe and inclusive environment.

Our club has a proud history and strong and active presence in the community.

We are managed by a dedicated volunteer base, who selflessly commit their time, skills and support in order to facilitate our members to race Go Karts.

As a volunteer run local sporting club, we are reliant upon the generous support of local businesses and individuals to continue providing opportunities and benefits for our members and the broader community.

Our aims for the coming year/season include:

- Complete the track resurfacing at our Cockburn facility.
- Upgrade the facilities at both our Cockburn and Wanneroo tracks.
- Hold a successful WA Karting Championship event.
- Increase our membership to more than 500 members.

With this letter, I invite you to consider the following proposal and the opportunity to support our club in achieving these aims.

I trust that the below opportunities presented to you are of interest and value to your business and would welcome the opportunity to discuss these further with you.

Thank you in advance for your time and consideration.

Kind Regards,

**Chad Parham**

President – Tiger Kart Club Inc

[president@tigerkartclub.com.au](mailto:president@tigerkartclub.com.au)

0412 196 600

## **Tiger Kart Club History**

Tiger Kart Club (Inc) was formed in 1958 by a group of riding enthusiasts from a motor cycle club.

Without a dedicated racing track available for them to race on, they used car parks, air strips and even raced between the buildings at the Claremont Show Grounds or anywhere else they could obtain authority to race.

This ended in 1960 when an old quarry in Cockburn which was later used as a rubbish tip was transformed into a bitumen racing track with some facilities.

By 1960 the Cockburn track had become an established go kart racing facility with a growing club membership.

Cockburn hosted the first WA State Championship titles in 1961 when 117 of the then 119 licensed drivers in the State competed for a spot on the podium.

However, there was already some debate over the future of the Cockburn track and its location within a proposed shipbuilding site.

Despite the uncertainty the track continued to grow in popularity as a great kart racing facility.

In 1974 the Cockburn track was upgraded and increased to a length of 560 metres.

Then in 1975 the Club hosted their first National Sprint Championships.

Sadly, the Club was advised in 1976 by the City of Cockburn that the Government were intending to reclaim and resume the Cockburn track site for ship building.

On 30 November 1980 a new track was opened.

The new track was located in Henderson (where it remains to this day) and was constructed to international standards at the time. The track was officially opened by Liberal Member Barry McKinnon and became known as the Cockburn International Raceway.

Cockburn International Raceway was constructed with a track length of 1070m at a width of 8m.

The following major events were held at the new Cockburn Track:

1982	DAP International Kart Prix.
1983	The first CIK approved Championship to be run in Australia. A young Michael Schumacher was in attendance during this event.
1987	National Sprint Karting Championship.
Multiple Years	WA State Sprint Karting Championship.

August 1990 saw the opening of Tiger Kart Club's second track – The Wanneroo International Raceway.

With this, Tiger Kart Club became the first and currently only kart club in Australia that operates two separate kart racing tracks.

The Wanneroo track is located in Neerabup within the local government area of the City of Wanneroo. The track is 1025 metres long and 8m wide.

The facility and track were opened by the 1990 Mayor of Wanneroo, Mr. Wayne Bradshaw.

The following major events have been held at the Wanneroo Track:

1993	National Sprint Karting Championship.
2005	National Sprint Karting Championship.
2023	Round 2 of the Australian Karting Championship. Tiger Kart Club was awarded Event of the Year at the official closing ceremony.
Multiple Years	WA State Sprint Karting Championship.

## **The Need**

Our Club has the challenge of the upkeep and maintenance of two separate tracks with facilities to the highest standards with an annual operational budget of circa \$400,000.

Sponsorship of our Club is an integral part of our survival and ultimate success. Your sponsorship will allow our Club to provide first class kart race events from club level to state and even national level.

Each event requires the awarding of trophies, plaques and prizes or prize money on occasion.

When it comes to the podium, our young cadet drivers are rewarded with trophies at each monthly club run, while our junior and senior class drivers are awarded with plaques to add to their trophies. With your sponsorship, additional prizes including printed t-shirts and caps with sponsor logos will be given as prizes to podium winners.

All our drivers compete within their individual classes each month towards our annual Club Championship and stunning trophies are awarded to the top three drivers at our Club Championship Award Ceremony in December.

## **Why Sponsor?**

We currently have 450 active members comprising both males and females ranging from 7 to 70 years of age who all have a passion for go karting.

The broad demographic and diversity of our membership offers the opportunity to promote your business to a wide range of people. Being a family-oriented sport, each race day sees our cadet and junior drivers in regular attendance with their parents and grandparents. Our adult drivers typically attend with friends or family who come along to help out as pit crew and trackside support. For every driver that races, we typically see 2.75 other people attend on a race day which increases the range of exposure to your business and brand.

## Sponsorship Options

Category	PLATINUM	DIAMOND	GOLD	SILVER	BRONZE
Rights	Track Naming Rights (min 3 yrs)	Open Event Naming Rights (min 3 yrs)	Track Signage (min 2 yrs)	Open Race Class Sponsor	In \ Out Grid Signage
Annual Cost	\$10,000 pa	\$5,000 / event	\$4000 pa	\$750 / class	\$500 pa
Qty Available	2	2	12	12 per event	30 each track
<b>Signage</b>					
Sponsor logo on facility entry and race tower	✓				
Sponsor signage 4m x2m for 12 months			✓		
Sponsor signage in TKC clubroom for 12 months	✓	✓	✓	✓	
Sponsor logo on TKC club shirts on all shirts printed during sponsorship period	✓		✓		
Sponsor teardrop flag fixed to main straight fencing	✓	✓		✓	
Sponsor logo on in/out-grid 1.2m x 0.6m - for 12 months or duration of sponsorship	✓	✓	✓	✓	✓
<b>Communications</b>					
Acknowledgement as Track Naming Rights sponsor at events and all promotional material	✓				
Acknowledgement as Race Event Naming Rights sponsor at event and on event promotional material		✓			
Acknowledgement as Gold sponsor at events and all promotional material			✓		
Acknowledgement as Silver sponsor at events and all promotional material				✓	
Acknowledgement as Bronze sponsor at events and all promotional material					✓
Sponsor story on TKC website	✓	✓	✓		
Sponsor logo on TKC website (includes listing of services you can provide to members) and social media platforms	✓	✓	✓	✓	✓
<b>Events</b>					
Sponsor marquee at race days	✓	✓			
Invitation to club fundraising events and club awards day	✓	✓	✓		
<b>Memberships</b>					
Annual club membership included	✓		✓	✓	

Note: All sponsorship is plus GST. Signage is at the sponsors cost and not included in the above pricing - TKC can arrange signage and promotional items from designs/logos supplied by the sponsor. Renewal of sponsorship agreement for each additional term comes with a 20% discount as an appreciation for your ongoing support.