



HUNTER VALLEY TORANA CLUB Inc.

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Club Patron: Colin Bond

**PROPOSAL FOR SPONSORSHIP
FOR
TORANAFEST 2015**

Dear Potential Sponsor,

Again, Toranafest 2013 eclipsed all before it and we are sure that this year will be just as great. Following on from the huge successes of 2013's Toranafest, we come together again in 2015 to celebrate Toranas and the theme for this year's event is;



With last year's numbers topping a record breaking (again!) 354 entrants, we see this trend continuing in 2015 as interest in Toranafest continues to grow. This year it will be held over the weekend Saturday/Sunday the **19th and 20th September 2015**. Apart from the usual Show and Shine on the Sunday, once again we have incorporated a few other things this year.

Saturday 19th September 2015

Toranafest Cruise

This has become a popular event to start the weekend off! This year the cruise will be to another great location in Newcastle, devoid of traffic lights and some open roads! All up it will be a round trip of approx. 100kms. This is open to all entrants to Toranafest and usually involves those staying at the Country Comfort/ Motto Farm Motel as well as other local entrants. The venue for this year will provide some perfect photo opportunities. Last year saw just under 150 Toranas take part and the sight of these cars going through Stockton was outstanding!



Toranafest "Meet & Greet" Gala Buffet Dinner

This year's event will be held in the grounds of Motto Farm Motel, the night will be a relaxed affair in comfortable surroundings where guests can simply relax and talk about their favorite hobby, their Torana!! It is also an opportunity to rub shoulders with the VIP's of Toranafest and to hear from some of the greats of yesteryear. There will also be the traditional auction. Again, this will be a great night and we hope to see you there! The cost of the Dinner is \$40 per head. If you would like to attend this Dinner, please let us know asap as numbers will be limited.



Sunday 20th September 2015

Toranafest "Show and Shine"

The Toranafest 2015 Show and Shine will be held on **Sunday September 20th 2015**. New to this year, we will be holding the Show and Shine in the grounds of the Maitland Showground, Blomfield Street, Maitland. In 2013 we had 354 entrants and this year's numbers are looking to be just as big! We are expecting another record breaking year.

With Toranas coming for the event from as far north as Queensland and as far south as Victoria, Toranafest enjoys a national following not normally shown to a regional car show. It is the largest "Torana only" car show held on the east coast of Australia, and spectator numbers will again be in the thousands.

Once again, we are working towards having a cavalcade of special guests to Toranafest, which include, Bev Brock, Colin Bond, Joe Felice, Jim Richards, John Sheppard, Bob Forbes, Don Holland as well as many other notable legends of motorsport to make this a truly memorable day for Torana enthusiasts.



All Sponsors will receive a free parking voucher for the Sunday's Show and Shine.

Event History

The Hunter Valley Torana Club has successfully run TORANAFEST in the Hunter Valley since 1994. We have continued with this event since 1994, and every year the support and backing grows.

Initially as a means to promote the club and its various activities both social and motor sport oriented, Toranafest has become one of the highlights on the national car show calendar.

Toranafest Levels of Sponsorship Available

Toranafest is primarily a car show to help raise money for local charities with in the region. This year the major benefactors of Toranafest, this year are Ronald McDonald House – Newcastle and Riding for the Disabled. The club is currently in a deal in which we sponsor a room at the House and proceeds of Toranafest go to this great organisation. We currently offer four levels of Toranafest Sponsorship, these being Platinum, Gold, Silver and Bronze.



A breakdown of cost and benefits for each level of sponsorship are as follows;

Bronze (\$150 - \$500)

- Company name and phone number displayed on the back of the Entrants T Shirt,
- Company promoted throughout the day by our DJ and MC,
- Company name and number displayed on the Toranafest website,
- Opportunity to 'value add' by way of merchandise to entrant goodie bags,
- Opportunity to advertise by way of business cards, etc in entrant goodie bags,
- Certificate of Appreciation, and
- 1 x T shirt for your contribution with Toranafest.

Silver (\$501 - \$1500)

- As per Bronze Level plus,
- Company logo on the back of the Entrants T Shirts (for silver only),
- Sponsorship naming rights on selected trophies,
- Company logo on sponsors banners displayed at Toranafest,
- Certificate of Appreciation, and
- 2 x T shirts for your contribution with Toranafest.

Gold (\$1500 - \$3000)

- As per Silver Level plus,
- Company logo and link to your nominated website on the Toranafest Website,
- Company logo on the front of the Entrants T Shirts (for Gold only),
- Company logo on event promotional posters,
- Sponsorship naming rights on selected trophies,
- Opportunity to promote your company by way of banners displayed at the event,
- Free merchandise/ promotion trade site at Toranafest,
- Shared use of Promotional girls at Toranafest. (TBC),
- Certificate of Appreciation,
- 3 x T shirts for your contribution with Toranafest, and
- 2 x Free Tickets to the Sat night Function.

Platinum (\$3000 plus)

- As per Gold level plus,
- Naming Rights sponsor of Toranafest 2013 in conjunction with the HVTC,
- Pre Event publicity/ Advertising opportunities with the club and the event charity,
- Prominent positioning of company logo on all Toranafest stationary and event promotional posters,
- Prominent Free merchandise/ promotional stall site at Toranafest,
- Certificate of Appreciation,
- 5 x T shirts for your contribution with Toranafest, and
- 4 x Free Tickets to the Friday night and Sat night Functions.



Benefits to your Company

Advertising/ Trade Stands

As well as lead up advertising of Toranafest in the local Newspapers, etc we also target local radio stations. We also advertise Toranafest in all the national car magazines as well as on the many motoring forum sites including the GMH-Torana.com.au forum site and through Facebook. Add to this that posters are placed in all the regional McDonald Restaurants as well as Auto Parts retailers around the region and the scope of advertising is huge!

Toranafest, in the past, has received great coverage in the local and Sydney papers as well as the regional news. We are working to secure sponsorship with one of the national car magazines and this will see our Poster in the issues before Toranafest.

Trade Stand Displays

All of our Platinum and Gold Level Sponsors are encouraged to come to the day and set up a Trade Stand to display and sell their goods or services. Trade Stands for the Platinum and Gold Level Sponsors are free! With over 350 entrants and hundreds of spectators, it is a great opportunity for your company. For other Sponsors we encourage you to set up a trade stand.

Signage/ Vehicle Display

We encourage all of our Platinum, Gold and Silver sponsors to give us banners etc. that can be displayed on the day.

Investment from your Company

In terms of investment, the outlay for Toranafest is relatively small. As well as the cash or product donation explained above, we also seek a number of items with which to auction off on the day. This has been a success in the past and all monies received, go to the charity.

As well as this, we would be hoping to secure a number of items that we could add to the entrants' bags. The number of these required would be 300. We are also happy to sit down and discuss with you any other ideas that you might have as well and feel free to supply us business cards, etc for the promotion of your company.

If you have any questions please feel free to call us and we do ask that if you are interested in coming on board as a Platinum, Gold or Silver Level Sponsor could you please let us know ASAP as there is much to do with regards to event advertising etc.

Please contact the Club through –

- Mick McCardle on 0423 207 755 or
- Peter Morris on 0432 333 729

Yours Sincerely



Mick McCardle

TORANAFEST 2015 PROUDLY SUPPORTING



Ronald
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TORANAFEST LOCATION

Toranafest's Show and Shine location has changed! This year it will be held in the grounds of Maitland Showground.



The area in which Toranafest is held, encompasses a large area that will allow up to 350 cars to be placed easily in this whole area. It also includes an area for spectator parking making it easier for spectators to come and enjoy the show.

The location of Maitland Showground makes it easy for those travelling by train as it is an easy stroll from High St Station.