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# RAM

## Sponsorship Proposal





# Roy Anderson Motorsport

## Background

Roy Anderson Motorsport (RAM) is a newly created race team proposing to run an Improved Production Mazda RX7 in the NSW Improved Production Association (IPRA) State Championship. We envisage contesting the 6 round state championship based at Eastern Creek Raceway, Oran Park and Wakefield Park as well as an annual National's event held

At present RAM comprise of driver Roy Anderson as well as part time pit crew. The team has already purchased a Mazda RX7 and trailer which are set up and ready to race.

As the costs of motorsport are relatively high in Australia, the most effective way we can realise a dream of running and being a competitive team is to enlist the commitment of sponsors.

We have selected you as a potential sponsor due to your company's visible efforts to market in NSW. We believe we could assist you breaking into new markets through the sponsorship of our racing team.

This proposal will endeavour to highlight to you the ways in which we can assist your advertising campaign with a combination of 'tried and trusted' marketing and 'Go Fast' approaches.

## What is Improved Production?

Improved Production\* formerly known as Club Cars, is the fastest growing category of circuit racing in Australia. It is classified by [CAMS\\*\\*](#) as Category 3J.

An Improved Production car is loosely based on a modified road car, and is made popular by the fact that it is fast and relatively inexpensive, as far as race cars go.

Starting out with a production body shell, and then carrying out substantial modifications to engines, brakes and suspension, has proven popular both with beginners to the sport and more experienced competitors.

You are allowed to fit a bigger engine from the same manufacturer as the body shell. It can be a twin cam, or a turbo (with a restrictor), or a bridge or peripheral port in the case of a Mazda, depending on the model.

You can lower the car to within 100mm of the ground, excluding the exhaust, and can change springs, shocks, sway bars and fit urethane bushes. Wheel width can be increased to 7 inches for a car over 3 Litres in capacity.

Brakes can be anything you like but must be dual circuit, you can use close ratio gear boxes with a maximum of five forward gears, and locker or limited slip diffs are allowed.

You are allowed to fit flares, and front and rear spoilers of limited sizes.

Improved Production race cars use a control tyre which is the Yokohama A048R.

The variety of cars and the low cost make it a very accessible category, ideal for drivers starting their racing career.

\* Details sourced from home page of NSW Improved Production Association: [www.ipransw.com.au](http://www.ipransw.com.au)

\*\* Confederation of Australian Motor Sport



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## IPRA 2007 Calendar (NSW)

Date	Event Detail	Event Location	Notes
25-February	Non Championship Round	Eastern Creek - NSW	One Day Meeting
13-15 April	NSW Championship - Round 1	Wakefield Park - NSW	
18-20 May	NSW Championship - Round 2	Eastern Creek - NSW	
15-17 June	NSW Championship - Round 3	Oran Park - NSW	
20-22 July	NSW Championship - Round 4	Oran Park - NSW	
10-12 August	NSW Championship - Round 5	Wakefield Park - NSW	
25 August	Non Championship Round	Oran Park - NSW	Day / Night event
21-23 September	NSW Championship - Round 6	Eastern Creek - NSW	
Sept / Oct	IPRA Nationals	QLD	**

\* Indicative race calendar for 2007

\*\* National titles details not known at time of publication.

## Objectives

Insert data here

Top 10 championship blah blah blah

## Key benefits / Opportunities


We hope this proposal will show the ways in which we can support your advertising campaign and deliver results with a combination of 'tried and trusted' and 'New Wave' marketing strategies ready for the launch of your new products and promotions.

- Car to be made available (when no even clash) for display by sponsor for promotional events.
- Display stand / Handouts at selected meetings advertising specials / events and new product launch information
- Team press releases throughout the Improved Production Racing Car Team website and other Motorsport websites
- Potential coverage as 'naming right sponsor' detailed in round based 'State Racer' publication produced by Motorsport News magazine


## Driver Information

Roy has 4 seasons karting experience behind him with club championship titles with the Sydney Kart Racing Club, Goulburn Kart Racing Club and third place championship title with North Shore Kart Club.

Roy is a very enthusiastic and motivated individual, keen to develop his motor racing abilities.

	<p><b>Roy Anderson</b></p>
Nickname:	Roy Boy
Date of Birth:	11/08/1967
Nationality:	Australian
Home State:	NSW
Occupation:	Company Director
Marital Status:	Married
Partner:	Kylie
Children:	Joshua, Daniel
Interests:	Motorsports, Family, Rugby Union, Motorbike riding
Racing Debut and Vehicle:	Jan 2003 - Karting: Arrow AX8 (Rotax)
Career Highlights:	2003: 3rd - Australasian Rotax Enduro Titles (Rotax Heavy) 2003: 3rd - North Shore Kart Club Championship (Rotax Super Heavy) 2004: 8th - Australasian Rotax Enduro Titles (Rotax Heavy) 2005: 6th - Australasian Rotax Enduro Titles (Rotax Heavy) 2005: 1st - Goulburn Kart Racing Club Championship (Rotax Super Heavy) 2005: 1st - Sydney Kart Racing Club Championship (Rotax Super Heavy)
Favorite Race Track:	Raleigh International Raceway (Karts)
Favorite moment in Motorsport career:	1st place in second race ever in a karting

## Car Information

	<b>IPRA NSW #67</b>
Make:	Mazda
Model	RX7 Series 1
Colour:	White (Green/Blue/Red Stripes)
Engine:	Mazda Rotary 13B Bridgeport, Quad throttle body
Engine Capacity:	2600
Estimated Output:	200hp @ 9000RPM
Electronics:	Micro Tech injection and Micro Tech Dash unit
Clutch:	5.5" light weight twin plate clutch and fly wheel
Gearbox:	PPG Dog Box
Driveline:	Two piece tail shaft, Hilux Diff and housing, Adjustable watts link
Brakes:	Mazda 6 Discs with AP Racing calipers
Rims:	5 spoke 15" Alloy (Bathurst Globe Style)
Tyres:	195 50 R15 - Yokohama A048R (Category Controlled)
Dry Weight	Approx 900kg

## General Costs Analysis

Table 1 below represents the indicative costs of running a leading Improved Production Over 2 litre race car for a full season.

Table 1

Expense	Cost
Car maintenance (engine rebuilds etc)	\$6,000.00
Tyres (4 sets @ \$1,200 per set)	\$4,800.00
Fuel / Oils (Approx 100 lt per meeting & racing oil)	\$2,000.00
Entry fees (9 meetings @ \$400 approx)	\$3,600.00
Accommodation	\$1,600.00
<b>Total</b>	<b>\$18,000.00</b>

\* Whilst these expenses are notably high they do not include practice and development days essential to develop the competitiveness of the team.

Table 2 below outlines indicative marketing and spare parts cost to be incurred in running a leading Improved Production Over 2 litre race car for a full season.

Table 2

Expense	Cost
Spare engine*	\$6,500.00
Gearbox*	\$1,500.00
Team Clothing / Marketing	\$3,000.00
<b>Total</b>	<b>\$11,000.00</b>

\* Spare Engine and Gearbox detailed above would be a one time purchase.

***Packaging Proposal***

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RAM is eager to pursue support on various levels and propose a tiered approach to sponsorship.

***Tier 1 - Major Team Sponsor***

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As a major team sponsor we would:

- Allow naming rights and logo on both car and trailer. (Minor sponsors will take up minor space on the car and trailer.)



\* Images are for illustration purposes only

- Signage erected at pit garage
- Team shirts/caps displaying sponsors logo to be worn at each event.
- Acknowledgment of sponsorship via newsletters and Website (under construction)
- Handouts at selected meetings advertising sponsor products and services.
- Car to be made available for display by sponsor for promotional events.
- Provide sponsor with Photos / Plaque to erect in their business.

Sponsorship and promotional packages will be tailored to suit your company's marketing plan and budget.

Note:

- Series regulations dictate that the following positions on the car are reserved for series sponsor decals.
- Front Windscreen banner
- Front and rear number plates
- Decal position above number plate on driver and passenger doors



## Roy Anderson Motorsport

### **Tier 2 - Team Sponsor**

- Display sponsors name and logo on minor position of car and trailer.
- Signage erected at pit garage.
- Acknowledgment of sponsorship via newsletters and Website (under construction)
- Team shirts/caps displaying sponsors logo on sleeves to be worn at each event.

In return we would be looking for the following

- Small level financial support and/or discounting of products or services.

### **Tier 3 - Team Supporter**

- Display supporter name and logo on minor parts of trailer.
- Signage erected at pit garage.
- Acknowledgment of sponsorship via newsletters and Website (under construction)

In return we would be looking for the following

- Discounting of products or services.

### **Commitment to Sponsors**

In return for the support provided by our sponsors we will honour all agreements made, encourage all to support our sponsors and do all we can to increase both the team and its sponsors' presence in the wider community.

## **Be a LEADER!!!**

For further information please do not hesitate to contact Roy on the number listed below or e-mail at:

[and302@tpg.com.au](mailto:and302@tpg.com.au)

We look forward to hearing from you in the near future.

Regards

**Roy Anderson**  
0414 706 195