

The 100 Club is a sponsorship program designed to maximise sponsorship revenue for your Club. It gives sponsors the opportunity to win advertising exposure far greater than their initial sponsorship outlay and to also network with other organisations and individuals that share the passion of racing.

How does it work?

A Club will seek to sell a set number of sponsorship packages (generally 100, hence the name) priced at a cost that is affordable and appealing to a large spectrum of the business community. For example, each package may cost only \$700.00 (ex GST).

For each sponsorship package the sponsor will receive an array of benefits to the value of or exceeding their outlay. For example, the package may include:

- Signage space at the racecourse;
- Naming rights to one race;
- Advertising space in the Club's race book;
- Advertising on the Club website;
- A set number of admission tickets to race days;
- A small food and drink package; and
- An invite to an exclusive 100 club sponsor event (generally a catered function that allows sponsors to network with 99 other like-minded sponsors).

Further to this at the exclusive 100 club sponsor event, each sponsor goes into a draw for the opportunity to win the major sponsorship prize. This may be something as significant as the naming rights to your feature Cup Race for the year and an associated advertising package ensuring the winner is prominently featured to all the patrons attending and viewing your premier event.

Benefits to Sponsors:

- The 100 Club offers sponsors the chance to socialise and network with other like-minded business owners at the social events run for the 100 Club members.
- By receiving promotional benefit to the value of their contribution, the sponsors may claim their patronage as a tax deduction.
- Sponsors have the opportunity win the major promotional exposure and potentially naming rights to your premier race meet.

Benefits to the Club:

- The club will be able to maximise its sponsorship revenue.
- It is easier to persuade sponsors to contribute at the more affordable 100 Club package price than to source and persuade a single large corporate to sponsor your major race day for the same amount that the collective 100 Club can fund.
- Given sponsorship has a social benefit for sponsors as well as the standard commercial benefits, retaining sponsors may be easier.