



IMPREZA WRX CLUB

MOTORSPORT PARTNER BENEFITS

JANUARY 2024

IMPREZA WRX CLUB

NEW SOUTH WALES



The Impreza WRX Club is a CAMS affiliated car club founded in 1998 by and for enthusiasts of all types of Subarus. Our membership vehicles are made up of the Impreza WRX and STi, the Legacy GT, Liberty RS, B4 and GT, a couple of Brumby utes, more recently the BRZs, Levorgs and our weekend warriors with their Forester GT and XT: Turbo or Normally Aspirated; either is fine by us.

For the racing enthusiasts we have a Supersprint calendar consisting of Championship rounds at Sydney Motorsport Park, Eastern Creek, Wakefield Park and other circuits throughout NSW.

For the sideways fans, we host Motorkhanas on both the wet and dry skid pans as well as dirt Khanacrosses. These form part of our motorkhana championship and are guaranteed to make our members smile.

We organise other events such as cruises, dyno days, technical sessions and new member information nights. Subsidised Driver Training days occur each year for members looking for help to get started in Motorsport or just learn valuable car control skills that may save their life on the road. These valuable days are subsidised heavily by the generous support of our club partners.

The jewel in our crown is the annual event, SubiNats - Australia's Biggest Subaru Community Event - organised wholly by our Club and put on by a team of enthusiastic volunteers.

2023 marked the 25th anniversary of the Club and we keep going from strength to strength. 2024 promises to be another exciting year.

BECOMING A CLUB PARTNER

As a not-for-profit community club, the Impreza WRX Club Inc is unable to accept conventional sponsorship opportunities, rather, we rely on the support of a carefully selected group of strategically aligned businesses (like yours) to help us with the costs of successfully running our motorsport events and the acquisition and maintenance of the equipment needed.

Our club has close to 500 current members, who are active participants on our member only forum, on social media, in person at motorsport and social events and the recipients of regular emails from the Club. Without exception, all our members are car, motorsport and specifically, Subaru enthusiasts. This provides outstanding targeted marketing opportunities for our Motorsport Partners.

OUR MOTORSPORT PARTNERS:

THE HEART OF OUR CLUB MOTORSPORT

EXCLUSIVE MOTORSPORT PARTNER

\$1000 PER YEAR
PAYABLE IN JANUARY

2 OPPORTUNITIES AVAILABLE

- SUPERSPRINT CHAMPIONSHIP
- MOTORKHANA CHAMPIONSHIP

- **Club Partners Web Page**
- **Club Online Forum Listing**
- **Exclusive Advertising Opportunities**
- **Member Communications**
- **Championship Naming Rights**
- **Website & Social Media Event Promotion**
- **5% off any SubiNats '24 Sponsorship Package**
- **Championship Results & Trophy**
- **Christmas Party & Presentation Night Tickets**

THANK YOU FOR CONSIDERING BECOMING AN EXCLUSIVE MOTORSPORT PARTNER

AS AN EXCLUSIVE MOTORSPORT PARTNER, YOU HAVE THE OPPORTUNITY TO MAKE SURE YOUR BUSINESS STAYS IN THE MINDS OF OUR MEMBERS ALL YEAR LONG. AVAILABLE ON A FIRST IN, BEST DRESSED BASIS, PURCHASE THE NAMING RIGHTS TO EVERY ROUND OF EITHER THE SUPERSPRINT OR MOTORKHANA CHAMPIONSHIPS.

IN RETURN FOR YOUR ANNUAL CONTRIBUTION, WE OFFER YOU THE FOLLOWING OPPORTUNITIES:

Club Partners Web Page

Our website www.wrx.org.au has a Member Benefits page that is open to the public, where you will receive a listing. This is perhaps where our partnership is most apparent to the public and we see this as mutually beneficial. Your offerings to our potential members encourage them to join, while our reputation as serious Subaru enthusiasts means our alliance with you is a testament to your trusted expertise.

Club Online Forum Listing

Our members only online forum has a section with listed benefits to our members. You will receive a listing on this thread explaining more about your business and the benefits and services you offer. You are welcome to edit and maintain this listing as you wish (subject to our normal social media rules).

Exclusive Advertising Opportunities

Our Facebook (Page and Group) and forums provide a place for members to discuss their experiences with products and services and to endorse them, but not to conduct advertising campaigns. As a motorsport partner, you may exclusively advertise to our members at any time on either Facebook or the forum.

Member Communications

All emails sent to members via our database software will include the Club Partner logos in the footer. These regular emails get sent out with reminders for events, membership renewals and all other general communications from time to time.

Championship Naming Rights

You will receive naming rights to either the Supersprint Championship, Motorkhana Championship including all the events within it throughout the year. The Supersprint Championship is hotly contested over approximately eight Supersprints and the Motorkhana Championship consists of approximately eight Motorkhanas. Your business name will appear on all references to the events in all collateral.

Website and Social Media Event Promotion

All our events are listed on wrx.org.au and on our Facebook Page and Group which have over 7,600 followers. As part of your naming rights, the Event listings will include your name and logo and will be posted and shared multiple times in the lead up to your events.

Exclusive Discounted SubiNats '24 Sponsorship

You will have access to a 5% discount off any SubiNats '24 sponsor or exhibitor package, once released.

Championship Results & Trophy

Your business name and logo will appear on all official results lists throughout the year including Entry Forms, Regulations, Information Sheets, as well as on the trophies presented at the end of the year.

Christmas Party & Presentation Night Tickets

No year of motorsport competition would be complete without a party to celebrate the achievements of our members. To recognise your support throughout the year, you will also receive 2 complimentary tickets to the annual Christmas Party (if applicable).

OUR MOTORSPORT PARTNERS:

THE HEART OF OUR CLUB MOTORSPORT

MOTORSPORT CLASS PARTNER

\$700 PER YEAR
PAYABLE IN JANUARY

8 OPPORTUNITIES AVAILABLE

- 1 COMPETITION CLASS OF SUPERSPRINT CHAMPIONSHIP (NA, STREET, CLUBMAN, SPRINT, TRACK OR OPEN)
- FEMALE CLASS OF SUPERSPRINT & MOTORKHANA CHAMPIONSHIPS
- JUNIOR CLASS OF MOTORKHANA CHAMPIONSHIP

- Club Partners Web Page
- Club Online Forum Listing
- Exclusive Advertising Opportunities
- Member Communications
- Motorsport Class Naming Rights
- Class Windscreen Sticker
- Website Results Promotion
- 5% off any SubiNats '24 Sponsorship Package
- Championship Trophies
- Christmas Party & Presentation Night Ticket

THANK YOU FOR CONSIDERING BECOMING A MOTORSPORT CLASS PARTNER

WE ENCOURAGE YOU TO BECOME A MOTORSPORT CLASS PARTNER AND ALIGN YOUR BUSINESS WITH ONE OF OUR COMPETITION CLASSES, PROVIDING YOU WITH EXPOSURE TO OUR MEMBERS THROUGHOUT THE ENTIRE YEAR OF MOTORSPORT.

IN RETURN FOR YOUR ANNUAL CONTRIBUTION, WE OFFER YOU THE FOLLOWING OPPORTUNITIES:

Club Partners Web Page

Our website www.wrx.org.au has a Member Benefits page that is open to the public, where you will receive a listing. This is perhaps where our partnership is most apparent to the public and we see this as mutually beneficial. Your offerings to our potential members encourage them to join, while our reputation as serious Subaru enthusiasts means our alliance with you is a testament to your trusted expertise.

Club Online Forum Listing

Our members only online forum has a section with listed benefits to our members. You will receive a listing on this thread explaining more about your business and the benefits and services you offer. You are welcome to edit and maintain this listing as you wish (subject to our normal social media rules).

Exclusive Advertising Opportunities

Our Facebook (Page and Group) and forums provide a place for members to discuss their experiences with products and services and to endorse them, but not to conduct advertising campaigns. As a motorsport partner, you may exclusively advertise to our members at any time on either Facebook or the forum.

Member Communications

All emails sent to members via our database software will include the Club Partner logos in the footer. These regular emails get sent out with reminders for events, membership renewals and all other general communications from time to time.

Motorsport Class Naming Rights

You will receive naming rights to the Supersprint Championship class of your choice for the duration of the year or the Female Class which runs across both the Supersprint & Motorkhana championships to encourage more women to participate in Motorsport within the Club.

Motorsport Class Windscreen Sticker

The Club will provide a windscreen sticker, including your logo, to all participants in each individual motorsport class to display on their vehicle throughout the year.

Website Results Promotion

All our results are listed on our website at www.wrx.org.au and on the Members Only Forum. Your business name will appear on all official results lists throughout the year.

Exclusive Discounted SubiNats '24 Sponsorship

You will have access to a 5% discount off any SubiNats '24 sponsor or exhibitor package, once released.

Championship Trophies

Your business name and/or logo (space permitting) will appear on the class champion trophies presented at the end of the year.

Christmas Party & Presentation Night Ticket

No year of motorsport competition would be complete without a party to celebrate the achievements of our members. To recognise your support throughout the year, you will also receive a complimentary ticket to the annual Christmas Party (if applicable).

OUR EVENT PARTNERS:

THE HEART OF OUR CLUB DRIVER TRAINING

DRIVER TRAINING PARTNER

\$550 PER YEAR
PAYABLE IN JANUARY

1 OPPORTUNITY AVAILABLE
• SPEED SCHOOL

- Club Partners Web Page
- Club Online Forum Listing
- Exclusive Advertising Opportunities
- Member Communications
- Training Series Naming Rights
- Website & Social Media Event Promotion
- 5% off any SubiNats '24 Sponsorship Package

**WRX.ORG.AU/
EVENTS**

THANK YOU FOR CONSIDERING BECOMING A DRIVER TRAINING PARTNER OF THE IMPREZA WRX CLUB

WE ENCOURAGE YOU TO BECOME A DRIVER TRAINING PARTNER AND ALIGN YOUR BUSINESS WITH ONE OF OUR DRIVER TRAINING SERIES HELD THROUGHOUT YEAR, PROVIDING YOU WITH VALUABLE EXPOSURE TO OUR MEMBERS.

IN RETURN FOR YOUR ANNUAL CONTRIBUTION, WE OFFER YOU THE FOLLOWING OPPORTUNITIES FOR EXPOSURE TO OUR MEMBERS:

Club Partners Web Page

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Training Series Naming Rights

You will receive naming rights to two events over the course of the year from either of our highly popular driver training series' - Skid School or Speed School. Skid School is our annual Motorkhana training event, held over 2 sessions early in the year. Speed School is our ever popular SuperSprint training event, with the highlight of the year being the full day training event held at Wakefield Park on the June long weekend. We will endeavour to secure a date for a second training date during the year if the calendar allows and would welcome your input on this. Your business name will appear on all references to the event in all collateral.

Website and Social Media Event Promotion

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Exclusive Discounted SubiNats '24 Sponsorship

You will have access to a 5% discount off any SubiNats '24 sponsor or exhibitor package, once released.

OUR CLUB PARTNERS:

THE HEART OF OUR CLUB SUPPORT TEAM

CLUB PARTNER

\$400 PER YEAR
PAYABLE IN JANUARY

UNLIMITED OPPORTUNITIES
AVAILABLE

- **Club Partners Web Page**
- **Club Online Forum Listing**
- **Exclusive Advertising Opportunities**
- **Member Communications**
- **5% off any SubiNats '24 Sponsorship Package**

THANK YOU FOR CONSIDERING BECOMING A PARTNER OF THE IMPREZA WRX CLUB

IN RETURN FOR YOUR ANNUAL CONTRIBUTION, WE OFFER YOU THE FOLLOWING OPPORTUNITIES FOR EXPOSURE TO OUR MEMBERS:

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Exclusive Discounted SubiNats '24 Sponsorship

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**WRX.ORG.AU/
MEMBER-BENEFITS**

THE CLUB COMMITTEE ENDEAVOURS TO MAINTAIN EXCEPTIONAL RELATIONSHIPS WITH OUR CLUB, DRIVER TRAINING & MOTORSPORT PARTNERS.

SHOULD YOU HAVE ANY IDEAS OR SUGGESTIONS FOR FURTHER INCLUSIONS OR WAYS YOU CAN BE INVOLVED IN THE CLUB, PLEASE GET IN TOUCH! PRESIDENT@WRX.ORG.AU

PARTNERSHIP REGISTRATION

Company Name	
Contact Name	
Email Address	
Contact Phone Number	
Business Address	
Partnership Level Requested	
Price	
Logos / Graphics attached?	
Please include Vector and High Resolution JPG logos in all available colour variations. Send to president@wrx.org.au	
<p>Short Company blurb or details to be included in directory listing. Please include details of any special discounts or offers you may have for Club members.</p>	

Your invoice will be sent to the above email address promptly. No benefits will be forthcoming until payment is received. Any queries please contact treasurer@wrx.org.au.