CONTACT

RACE DIRECTOR

ROB DENDLE 0408 453 941 | RACEDIRECTOR@YRF.COM.AU

For more information visit our website www.yrf.com.au





PRINCIPAL NAMING RIGHTS 2020 SPONSORSHIP PROPOSAL





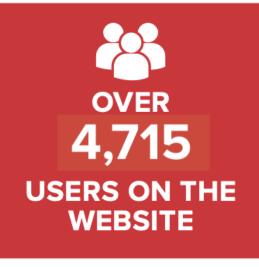
ČÔ 2,500+ SPECTATERS

1,500 EMAIL SUBSCRIBERS



PRINCIPAL NAMING RIGHTS \$8,800 GST incl

















LINK

CLICKS

SPONSORSHIP PACKAGE INCLUDES PREMIER LOGO PLACEMENT ACROSS **ALL EVENT MARKETING TOUCH-POINTS INCLUDING:**



 Optimum barrier signage placement at the event – YRF provide signage around the finish area and presentation board. Any additional signage provided by the sponsor will be erected to increase recognition by the 2,500+ spectators during and post event through captured photography and its use in future marketing and social media.



YRF WEBSITE

- Premier logo placement on homepage and all key traffic hotspots.
- · Availability of advertising banner/s space on YRF website.



EMAIL CAMPAIGNS

- Premier logo placement in all email campaigns distributed to a database of over 1,500 subscribers. This will increase by an estimated 40% in the lead up to the 2020 race.
- Additional sponsor exposure via email campaigns will occur separately through other external resources such as Athletics QLD, Yeppoon Triathlon Festival (parent race), TCR triathlon coaching, Capricorn Coast Enterprise and Tourism & Events Queensland.





MERCHANDISE

 500+ items of merchandise including race uniforms, water bottles, race bibs plus any other collateral merchandise.



PRINT COLLATERAL

- Premier logo placement in all race related posters, flyers and local direct mail campaign.
- 1 x 2 page or equivalent advertisement in the full color competitor handbook.



SOCIAL MEDIA

- · Premier sponsor inclusion in all relevant Facebook & Instagram promotions targeting our growing audiences of over 4,000 followers across the YRF and sister race YTF media channels.



 Posts at set times that can coincide with any of your service or product offers, specials etc. - sponsor to supply all content and graphics. (NOTE: we can have our marketing contractor do the design for a small fee – which we can discuss at the time).



RADIO

- Premier verbal recognition in local and regional radio advertisements. This includes a constant stream of news reports, race announcements etc.
- (Expected advertising spend of \$10,000 for the 2020 race).



RETAIL ADVERTISING

- · Event and sponsor promotion via a stall at Stocklands Rockhampton - Rockhampton's busiest shopping centre.
- Sponsor exposure via two digital billboards at Stockland Rockhampton.



EXTRAS

- · With an expected attendance of 2,500+ people on Sunday, there is plenty of opportunity for brand awareness - via signage, awards, presentations, interviews and other incidental opportunities.
- \$500 worth of entries to be spent across any race distances, types or merchandise.
- · Additional free entries for the Naming Principle sponsor to use as gifts, competitions or the like for their VIP clients. (YRF would like to be tagged or made aware of any offers competitions running so we can cross promote these as we go.)