



## CONTACT

### RACE DIRECTOR

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For more information visit our website

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PRINCIPAL NAMING RIGHTS  
2020 SPONSORSHIP PROPOSAL



 **700+**  
COMPETITORS


 **2,500+**  
SPECTATORS

 **1,500**  
EMAIL  
SUBSCRIBERS



## PRINCIPAL NAMING RIGHTS \$8,800<sup>GST incl</sup>



  
**OVER  
4,715**  
USERS ON THE  
WEBSITE

**75.4%**   
NEW VISITORS  
TO WEBSITE



  
**OVER  
825**  
LINK  
CLICKS

  
**2,100**  
FOLLOWERS



**250,000**  
IMPRESSIONS  
**5,500**  
ENGAGEMENTS 



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



#### EVENT

- 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/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.



#### 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).*



#### 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.



#### 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.)*

\*Statistics shown over one year period October 2018-October 2019.