



NWGRC Sponsorship Opportunities

Why NWGRC?

Sponsorship of the North West Greyhound Racing Club is a worthwhile investment as part of your marketing plan. Sponsorship is a powerful tool in shaping consumer attitudes, driving consumer sales, creating image enhancement, heightening visibility and relationship marketing.

The NWGRC can provide a first class vehicle for marketing your business or product. The benefits of corporate sponsorship by far outway the cost of being involved.

Exposure

You will receive exposure **Nationally** through Sky Channel. Sky Channel is Australia's foremost satellite caster delivering programs around Australia into over 6,000 TABs, Hotels & Club outlets and to a significant and highly targeted weekly home viewing audience of over 1.7 million in Australia via Foxtel, Optus & Austar. This audience has access to the most comprehensive coverage of greyhound racing available.

Radio Sport National and Radio TAB broadcast previews and up-dates of the Devonport Greyhound race meeting and covers the running of all races, as well as on-course announcements.

Race fields are printed in **The Advocate, The Examiner and The Mercury**; three of Tasmania's leading newspapers, with sponsor's names highlighted on races. During feature races, both newspapers run exclusive stories including the sponsor's name which are available in both print and online versions reaching a minimum local audience of over 106,000 people. This is invaluable as it reinforces the sponsors name on a regular basis.

The **National Greyhound Recorder & Statewide Form Guide** also publish sponsors names on race fields and are both weekly publications aimed at the greyhound industry nationwide, with the Statewide Form Guide also has provision for a larger marketing campaign in the way of full page exposure.

Sponsors names are advertised in all Betting outlets across Australia. Acknowledgment of your sponsorship on the North West Greyhound Racing Club Sponsors board and the club **Facebook** <https://www.facebook.com/devonportgreyhounds> and **Twitter** pages <https://twitter.com/NWGRC>.

Please note: Race names cannot feature with the North West Greyhound Racing Club's Sponsor's Competitors. The North West Greyhound Racing Clubs current main sponsors include Dowling McCarthy Hankook Tyres, Luxbet and CUB.

Sponsorship Types

Business Bronze Sponsorship - \$250 + GST

- 10 Complimentary Admission passes.
- Naming rights to various races during the year as available.
- Corporate advertising in the Statewide form guide and on Facebook.
- Invite to sponsors function.

Sponsorship of A Race Day - \$300 + GST

- Naming rights to the entire race meeting, on a non feature race day.
- Complimentary Admission to each guest on the day.
- Two free souvenir race books to compliment your experience.
- Corporate advertising in the Statewide form guide and on Facebook.
- The option to display brochures, flyers etc to patrons.

Business Silver Sponsorship - \$550 +GST

- One Complimentary Season Pass
- Naming rights to the entire race meeting, on a non feature race day
- Complimentary Admission to 10 guests on the day.
- Corporate advertising in the Statewide form guide and on Facebook.
- The option to display brochures, flyers etc to patrons.
- Invite to sponsors function and Devonport Cup.

Business Gold Sponsorship - \$1,000 +GST

- One Complimentary Season Pass.
- Naming rights for a feature race (heats one week and a final the next).
- Complimentary Admission to 10 guests on final day.
- On course presentation and trophy rights.
- Corporate advertising in the Statewide form guide and on Facebook.
- The option to display brochures, flyers etc to patrons.
- Invite to sponsors function and Devonport Cup.
- On course fixed signage located at boxes or main straight. Please note: signwriting costs are extra at cost price to design of sponsor, however will be maintained ongoingly at the clubs expense.

The North West Greyhound Racing Club is acutely aware sponsors are looking for more exposure and value for their dollar. The NWGRC can provide this for you and to this end we would be most receptive to any ideas you may have. The NWGRC are able to put any of the options in this Sponsorship package together to suit your needs. We look forward to working with you.

To find out more or to request please contact us:

Email: nwgrc.secretary@yahoo.com or Phone: 03 6424 6422