

# 2011/2012 National Drag Racing Sponsorship Proposal



## Background Information



Staging Lanes Drag Racing is comprised of Roger Moorhouse as a Super Street driver and Stuart Moorhouse as a Junior Dragster driver along with Melinda Moorhouse as head chef, Katelyn Moorhouse as photographer and Johnny De Waayer, Dean Hill, Mark Hill and Bronte Hill as crew. Roger is also the head mechanic and he maintains the vehicle both on and off the track.

Roger first caught the drag racing bug around 25 years ago when he first visited the now closed Ravenswood Raceway. Roger has been involved as a driver since 2008 and completed his first full season as a driver in 2009/2010. He raced in the Street section of the Perth Motorplex Fast Friday series with great results. He won one event and finished runner up twice which was enough for him to finish on top of the table by the end of the year and take his first Fast Friday series championship trophy.

Roger stepped up last year, competing in his first National Super Street Championship. Super Street consists of approx 35 racers per event who are trying to build valuable points for the track championship. There are 10 Championship events each year in the national series.

Roger race's at arguably one of the best tracks in Australia the Perth Motorplex. The Perth Motorplex is currently celebrating their 10<sup>th</sup> Anniversary in Kwinana and they are going from strength to strength.

Roger is also competing at some of the Fast Friday meeting this year to test and tune the car for the national events.

Roger also enters his car into Motorvation, which is Western Australia's largest car show. Over 30,000 spectators attend Motorvation.

Roger believes in Sponsorship as being a partnership that will hopefully last a long time and be mutually beneficial for both parties. As Roger is a business owner himself, he understands that just placing the sponsor's name & logo on the car is not good enough for the sponsor. Roger will do everything he can at every opportunity to promote the products or services of the sponsor.

## About the car



Car:	Holden Torana 1977 SLR 5000 replica
Paint:	Mint Julup with Jet Black
Interior:	Race seats with roll cage.
Engine:	350 chev
Transmission:	Turbo 350
Diff:	Shortened Ford 9" with billet axles
Wheel:	Weld Draglites 15x 5 & 15 x 8
Tyres:	Mickey Thompson
Quickest ET:	11.00 quarter mile
Fastest time:	121mph

The car is highly recognisable to all spectators due to its unique green & black colouring & Roger often receives comments of his car being a crowd favourite. The paint and body are in good condition.

## Goals and Ambitions 2011/2012

Roger goals this year is to back up his performance of last year. Roger also has ambitions of competing in the Australian Championship and taking the car to Queensland's Willowbank Raceway for the Winter Nationals to chase the Australian Championship. To do this he first needs to finish well in the Western Nationals here in Perth.

# Achievements to date

2009/2010

## Fast Friday Street Fighter Championship

- One event win in the Fast Friday Series 2009/2010
- Two event runner up in the Fast Friday Series 2009/2010
- Fast Friday Street Fighter Track Championship 2009/2010

2010/2011

## Super Street National Championship

- Roger Finished in Third Place overall in the Super Street track championship.
- Runner up in the Grand Opening National Drag Racing Series
- Runner up in the GoldenStates National Drag Racing Series
- Runner up in the Nitro Funny Car Fury National Drag Racing Series

## Fast Friday Series

- Runner up in the Street Class

## Wassma Championship

- Runner up best package
- Third place best package

## Perth Motorplex Statistics

- An average of 240 racers with a high of 380 at the Western Nationals will compete in each event of the National series.
- Around 6,000 spectators will watch each National series event
- Around 2000 spectators attend a Fast Friday event
- Around 140 racers attend a Fast Friday event
- Over 600 cars enter Motorvation
- Around 30,000 spectators will attend Motorvation

# Sponsorship Packages

## Gold Sponsor:

### Benefits:

- Side of vehicle naming rights. (Stickers to be supplied)
- Banner displayed at every race meeting (to be supplied by sponsor)
- Name & Logo on our tow car & transporter
- Name & Logo on the race suit of the driver. (Only if new suit is paid for)
- Sponsors website linked to our website and social media
- Sponsors mentioned whenever possible

## Silver Sponsor:

### Benefits:

- Rear window naming rights
- Stickers on our tow car & transporter
- Name & Logo on the race suit of the driver. (Only if new suit is paid for)
- Sponsors website linked to our website and social media
- Sponsors mentioned whenever possible

## Bronze Sponsor: Parts Suppliers or small donations

### Benefits:

- Sticker on the car in a prominent position.
- Sponsors website linked to our website and social media
- Sponsors mentioned whenever possible

In addition to the above Roger and Stuart would be happy to also display any signs or posters provided by the sponsors – also to assist your company in any way that they can to help promote your company’s products or services.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Company Website: \_\_\_\_\_

Sponsor’s Contact Person: \_\_\_\_\_

Tel# \_\_\_\_\_ Fax# \_\_\_\_\_ E-mail: \_\_\_\_\_

Gold Sponsor \_\_\_\_\_

Silver Sponsor \_\_\_\_\_

Bronze Sponsor: \_\_\_\_\_

Signature: \_\_\_\_\_ Name of Company: \_\_\_\_\_

Date: \_\_\_\_\_

**Note: All cheques should be made payable to “Roger Moorhouse” A tax invoice will be provided to all sponsors.**

**Disclaimer:** Drag racing is dangerous and requires heavy maintenance on all parts of the car. Roger will use his best endeavours to maintain the vehicle to high standards. If in the unlikely event the vehicle or mechanicals receive major damage. Roger or Stuart will unfortunately not be able to race. Due to most of the sponsorship monies being spent up front at the beginning of the season no refund due to non performance will be entered into. Roger and Stuart will continue to promote the company where ever possible.