



# SA Drift Series

2024 Sponsorship Packages



# About Our Series

- ▶ The *SA Drift Series* consists of five competition rounds in an innovative, action-packed format that attracts Australia wide accolades
- ▶ Designed by an experienced team responsible for ideas that have been implemented nationally and internationally in Drift, this series engages drivers and spectators alike
- ▶ Two Driver categories: L1 (experienced) and L2 (entry level - which allows drivers to build their skills before progressing to L1)
- ▶ Events are held at either The Bend Motorsport Park or Mallala Motorsport Park
- ▶ **All sponsorship proceeds go DIRECTLY TO THE DRIVERS in the form of prize money**





# Livestream & Spectators

- ▶ With a strong social media following, physical spectators of 1,000+ and Livestream viewers of 10,000+ per event, the SA Drift Series is a great way to engage with a diverse and enthusiastic audience
- ▶ Drifting SA has been live streaming events for several seasons now and the team have built a highly successful, professional looking broadcast that has since been sought out by Adelaide Rally and Adelaide Burnouts events
- ▶ Our live stream is capable of multiple camera angles, including in-car action, making for some extremely exciting viewing at home
- ▶ We display a rotation of logos at the bottom of the feed during each session as well as in interval periods. We can also include 5-60 second adverts.

This is one of the most gnarly competition layouts in the country for the L1 guys with it's high speed entry over a blind crest down into the tight left hand corner (L2 guys enter later just before the hairpin). Nothing gets the bloo...

## Insights ⓘ

[See all](#)

Impressions  
8.5K

People reached  
8K



# Package Options

Drifting SA has 3 tier levels of sponsorship **Bronze, Silver and Gold.**

You may also purchase additional 'Category Naming Rights' for the different event segments of the day, adding increased exposure throughout the event. These options include: **L1 or L2 and Best Of The Rest.**

Season sponsorship is also available. This locks you in for all 5 rounds at a discounted price. All prices include GST.

## **Bronze - \$300\***

*Or \$250 per round for a season*

- ▶ Logo used for the livestream banner and promotional posters
- ▶ 2 x FREE spectator entry pass (sponsor name on gate entry list)

## Silver - \$600\*

*Or \$550 per round for a season*

- ▶ Logo used for the livestream banner and promotional posters
- ▶ 4 x FREE spectator entry passes (sponsor name on gate entry list)
- ▶ Commentator mentions of your business throughout the event (both PA and livestream)
- ▶ Full screen logo for 5 seconds during live stream down time with voice over 'proudly brought to you by \_\_\_\_\_'

## Gold - \$800\*

*Or \$750 per round for a season*

- ▶ Logo used for the livestream banner and promotional posters
- ▶ 6 x FREE spectator entry passes (sponsor name on gate entry list)
- ▶ Commentator mentions of your business throughout the event (both PA and livestream)
- ▶ 20 - 30 second ad during breaks in livestream (Ad provided by sponsor)
- ▶ Trade stand included. Applies to one stand per event, all options detailed in the Trade Stands section.



## Category Naming Rights: L1 - \$250 extra

- ▶ Experienced Drivers place great importance on battling their way through the initial non traditional battle rounds format. Expect friendly rivalry, David v Goliath upsets and plenty of emphasis on this segment as the most familiar stalwart in our competition format.
- ▶ With a regular roster of SA Drivers continually placing Top 10 in National Drift Series', intensity lifts several notches and will see the Top 8 provide some of the best battles of the day. Clearly not all of our talented Drivers can make it through to the final - the drifting gets closer; the results get closer. Often seeing multiple re-runs to define a clear winner.
- ▶ As we progress to the final few battles, all eyes are watching, and the pressure is on. Expect to see extremely high-level Drifting from our most talented Drivers in the most talked about part of the Competition.
- ▶ Approx 2.5 hours duration total with frequent commentator mentions and additional labelling on posters, social media and livestream
- ▶ Recognition during podium

## Category Naming Rights: L2 - \$250 extra

- ▶ Running alongside the overall Championship, our Level 2 competition is our up and coming category and demonstrates great potential and growth in drivers
- ▶ Features battle format qualifying, guaranteeing at least 2 battles each before going into battle elimination for top 8, with the aim of increasing skills to progress into L1
- ▶ Approx 2.5 hours duration total with frequent commentator mentions and additional labelling on posters, social media and livestream
- ▶ Recognition during podium

## Category Naming Rights: Best of the Rest - \$150 extra

- ▶ At the end of the day, drivers who didn't make it to the podium head out for a free flowing session to give it their all. Cash prize goes to 2 winners selected - sponsor acknowledged on podium (livestreamed).



# Event Naming Rights - \$1,200 (SOLD)

\$1,150 per event for season

- ▶ Event branded as 'YOUR BUSINESS' SA Drift Series
- ▶ Social media mentions including on Facebook event page and digital poster as "YOUR BUSINESS SA Drift Series"
- ▶ Logo used for the livestream banner title (example pictured)
- ▶ Up to 60 Second ad during breaks in the livestream (Ad provided by sponsor)
- ▶ Commentator mentions of your business as the "\_\_\_\_\_ SA Drift Series"
- ▶ 8 x free spectator passes per *Drifting SA* event (sponsor name on gate list)
- ▶ Trade stand included. Applies to one stand per event, all options detailed in the Trade Stands section.







## Trade Stands - Spectating Area

- ▶ **3 x 3 Spectating Area - \$200 per event**  
Non powered area for 3 x 3 gazebo  
Located in Spectator track viewing area
- ▶ **3 x 6 Spectating Area - \$250 per event**  
Non powered area for two 3 x 3 gazebos  
OR one 3 x 6 gazebo (rules apply for  
anchoring)  
Located in Spectator track viewing area

Discounted trade stands available from \$99  
for competitors who wish to host a trade  
stand alongside their competition vehicle.

# Thank you!

- ▶ Thankyou for considering supporting the SA Drift Series.
- ▶ Our events are run by a team of volunteers and your sponsorship goes directly to the drivers.
- ▶ 2024 dates:
  - ▶ Round 1 - March 24<sup>th</sup> - The Bend
  - ▶ Round 2- May 12<sup>th</sup> - The Bend
  - ▶ Round 3 - August 25<sup>th</sup> - Mallala
  - ▶ Round 4/5 - October 26<sup>th</sup> & October 27<sup>th</sup> - The Bend
- ▶ For more information, please email [president@driftingsa.com.au](mailto:president@driftingsa.com.au)
- ▶ Alternatively, you can find us on Facebook and Instagram at Drifting SA

