



**International Rally of Queensland**  
**Organised By Brisbane Sporting Car Club**  
**ACN: 010 180 266**  
**Unit 16/23 Ashtan Place**  
**Banyo, Qld 4010**

**Organising Committee Chairman: Errol Bailey**  
**Telephone: 0419 727 109**  
**Email: errol.bailey@bigpond.com**

## 2011 International Rally of Queensland Sponsoring Partnership Opportunities

The following list indicates a range of the individual components that International Rally Of Queensland can include in a package of entitlements for individual sponsors of the 2011 International Rally of Queensland.

The list is not exhaustive – particularly in relation to promotional concepts and opportunities that can be created for the benefit of the sponsor but is provided to demonstrate the range of inclusions that can be in our package of benefits.

International Rally of Queensland knows and understands that it is important for event sponsors to be able to place their individuality and their own hallmark on the sponsorship, branding and leveraging programs that they conduct. We look forward to tailoring our sponsorship opportunities to meet your individual needs. We welcome and look forward to discussing your specific needs and requirements with you.

**There is a single “Title Rights” opportunity and two (2) Partner Rights opportunities available for the 2011 event.**

Event Naming Rights Opportunities	Title Rights (One Available)	Supplier Rights	Partner Rights (Two Available)
<ul style="list-style-type: none"> <li>Title rights to the event. From the time that you commit to become the title sponsor of the event, all reference to the event include your designated company or brand name.</li> </ul>	✓	✗	✗
<ul style="list-style-type: none"> <li>A bespoke logo featuring the sponsor’s nominated brand will be developed that will form the basis of all of the branding of the event through until its completion.</li> </ul>	✓	✗	✗
<ul style="list-style-type: none"> <li>Rally Shoot-out to be conducted under lights on Friday 13 May and Saturday 14 May at Caloundra with associated high profile signage.</li> </ul>	✗	✗	✓
Signage and Branding Opportunities	Title Rights	Supplier Rights	Partner Rights
<ul style="list-style-type: none"> <li>The dominant signage package at the event.</li> </ul>	✓	✗	✗
<ul style="list-style-type: none"> <li>Stage signage on <b>televised Special Stages</b>, to be supplied by the Sponsor at its cost, at placement locations to be agreed by the parties.</li> </ul>	✓	✗	✓
<ul style="list-style-type: none"> <li>Super Special Stage signage, to be supplied by Sponsor at its cost, at placement locations to be agreed by the parties.</li> </ul>	✓	✓	✓
<ul style="list-style-type: none"> <li>Signage at Rally Headquarters and Secretariat, including the opportunity for a display of products.</li> </ul>	✓	✗	✓
<ul style="list-style-type: none"> <li>Rally Door banners and rally plates on all rally cars competing in the event.</li> </ul>	✓	✗	✗





**International Rally of Queensland**  
**Organised By Brisbane Sporting Car Club**  
**ACN: 010 180 266**  
**Unit 16/23 Ashtan Place**  
**Banyo, Qld 4010**

**Organising Committee Chairman: Errol Bailey**  
**Telephone: 0419 727 109**  
**Email: errol.bailey@bigpond.com**

• Rally Door banners and rally plates used on all support crew vehicles and official Rally vehicles.	✓	✗	✗
• Signage opportunities at the international media centre.	✓	✓	✓
• Signage opportunities at Special Stage spectator zone and starting area.	✓	✗	✓
• Signage opportunities at the Imbil Service Park.	✓	✗	✓
• The opportunity to place flags (teardrop or similar style) at spectator points, and agreed locations at the Super Special Stage, Caloundra Rally Show and the Imbil Service Park.	✓	✓	✓
<b>Banner Advertising on Web Site</b>	<b>Title Rights</b>	<b>Supplier Rights</b>	<b>Partner Rights</b>
• Banner advertisement on the rallyqueensland.com.au web site	✓	✗	✗
<b>Official Supplier Status</b>	<b>Title Rights</b>	<b>Supplier Rights</b>	<b>Partner Rights</b>
• Opportunity to become an “Official Supplier” of International Rally Of Queensland and be able to use this designation in advertising and promotional activities	✓	✓	✓
<b>Publications</b>	<b>Title Rights</b>	<b>Supplier Rights</b>	<b>Partner Rights</b>
• Full page advertisement in the event Supplementary Regulations.	✓	✗	✗
<b>Bespoke Event Logo</b>	<b>Title Rights</b>	<b>Supplier Rights</b>	<b>Partner Rights</b>
• Incorporate Sponsor’s Logo in a bespoke Event Logo	✓	✗	✗
<b>Inclusion of The Sponsor’s Logo On</b>	<b>Title Rights</b>	<b>Supplier Rights</b>	<b>Partner Rights</b>
• International Rally Of Queensland Letterhead	✓	✗	✗
• Media releases issued by International Rally Of Queensland	✓	✗	✗
• International Rally Of Queensland poster	✓	✓	✓
• International Rally Of Queensland publications	✓	✓	✓
• International Rally Of Queensland website, including a link to the Sponsors website	✓	✓	✓
• Facebook fan page that is utilised by International Rally Of Queensland to promote and market the event	✓	✗	✗



**International Rally of Queensland**  
**Organised By Brisbane Sporting Car Club**  
**ACN: 010 180 266**  
**Unit 16/23 Ashtan Place**  
**Banyo, Qld 4010**

**Organising Committee Chairman: Errol Bailey**  
**Telephone: 0419 727 109**  
**Email: errol.bailey@bigpond.com**

Activation and Leveraging Opportunities	Title Rights	Supplier Rights	Partner Rights
• An invitation for Sponsor to participate in the "Guest Day Rally" Your guests will experience an exhilarating ride in a rally car.	✓	✗	✓
• Display booth at the Rally Show to be held at the start of the Caloundra Super Special Stage.	✓	✗	✓
• The right to promote status and association with the event.	✓	✓	✓
• The right to supply promotional personnel at the event.	✓	✓	✓
• The right to distribute branded premiums at Special Stage Spectator areas and at the Super Special Stages.	✓	✓	✓
• The right to conduct agreed national and regional promotions utilising International Rally Of Queensland IP.	✓	✗	✓
• Use of Special Stage, Super Special Stage and Event tickets in approved consumer and trade promotions.	✓	✗	✓
• The right to conduct major promotions featuring the event.	✓	✗	✓
Invitations To	Title Rights	Supplier Rights	Partner Rights
• Rally Welcome Function for International and Interstate Guests	✓	✓	✓
• Rally Start Ceremony.	✓	✓	✓
• Rally Finish Ceremony.	✓	✓	✓
• Post Rally Party.	✓	✗	✗
Tickets and Passes	Title Rights	Supplier Rights	Partner Rights
• Special Stage General Admission Passes.	✓	✓	✓
• Super Special Stage General Admission Passes.	✓	✓	✓
• Weekend Special Stage Passes.	✓	✓	✓
• VIP car passes.	✓	✓	✓
Corporate Hospitality	Title Rights	Supplier Rights	Partner Rights
• 'International Rally Of Queensland' Syndicated Club viewing facilities for the Super Special Stages at Caloundra.	✓	✗	✓
• 'Club IROQ' Syndicated Club viewing facilities for one, or two days of the Special Stages in the Sunshine Coast Hinterland.	✓	✗	✓
• Co-ordinated transport to Special Stage corporate facilities.	✓	✗	✗

