

# Tyre Sponsorship and Supply - Expression of Interest

2020 / 2021 / 2022





### **CAMS Australian Rally Championship**

Rallying is one of the last true adventure motorsports. It is a mechanical, but also a personal adventure that captivates people all over Australia and the World.

Rally is one of few sports where a club level contender can enter a National championship level event. From retro classics, sideways wheel drive, high revving front wheel drives to modern AP4 and R5 Rally Cars, the CAMS Australian Championship caters for a diverse yet passionate competitor base.

The Confederation of Australian Motor Sport (CAMS) is the governing body of motor sport in Australia. CAMS authorises championships in all disciplines of regulated Australian Motor Sport and is the owner of the Intellectual Property Rights of the Championship title.

Over the last 18 months the Championship has been rebranded, relaunched and is creating a greater level of interest than in recent times. We are excited by the future of the ARC.





# RALLY FAST FACTS

LAST EVENT: RALLY TASMANIA



6 , 0 0 0 P E O P L E

AT SUPER SPECIAL STAGE IN TASMANIA

DIGITAL GROWTH FROM YEAR PRIOR

40,000 MORE VIEWS
ON FACEBOOK COMPARED TO 2018

59,000 MORE IMPRESSIONS
ON FACEBOOK COMPARED TO 2018

17,716 WEBSITE VIEWS
ACROSS THE TASMANIA EVENT

212,109 FB POST REACH ACROSS THE TASMANIA EVENT

317,568 PAGE IMPRESSIONS
ON FACEBOOK ACROSS THE EVENT

# E L I E V A N S

2 0 1 8 A U S T R A L I A N R A L L Y C H A M P I O N

DRIVER

## B E N SEARCY

2018 AUSTRALIAN RALLY CHAMPION

CO-DRIVER





107

RALLY STAGES ACROSS SIX EVENTS



250

COMPETITORS



#### **2018 SOCIAL STATS**

500,000

Total Facebook reach during ARC

54,750

Engaged Facebook users during ARC events

1,140,000

Total Facebook impressions during ARC events

168,000

**BOTT Adelaide Hills Rally impressions** 

#### RALLY.COM.AU

Rally.com.au hosts all the latest ARC and Australian rally content, including team news, event information, video and results.

The ARC also boasts an engaged audience across all social media platforms, with content shared from all events throughout the year.

226,000 TOTAL PAGE VIEWS IN 2018

186,000

TOTAL UNIQUE VIEWS IN 2018

#### **SOCIAL MEDIA**

Rally.com.au hosts all the latest ARC and Australian rally content, including team news, event information, video and results.

The ARC also boasts an engaged audience across all social media platforms, with content shared from all events throughout the year.

- 114,500 Minutes viewed on Facebook
- 16,000
- 1,800
- 2,600 Instagram followers







Rally Tasmania - 30min Special



### **Championship Schedule**

The 2020 CAMS Australian Rally Championship and the 2020 CAMS Australian Manufacturers' Championship will be conducted over six (6) rounds at locations around Australia.

During the last two years CAMS have spent a large amount of time creating ARC level events that appeal to State and Club level contenders. This will continue as we worked towards a more unified Championship.

The events are a combination of one day, two day and WRC level events. The proposed 2020 ARC calendar includes:

Forest Rally WA Sprint

National Capital Rally ACT Compact

Rally Tasmania TAS Sprint

Eureka Rush VIC Compact

Adelaide Hills Rally SA Sprint

Rally Australia NSW Endurance (FIA WRC Event)

It is envisaged that a similar event schedule will be planned for 2021 and 2022.



### **Expression of Interest**

We are seeking interest from tyre manufacturers to partner with CAMS in the next phase of the ARC.

We would like to invite responses to this Expression of Interest (EOI) from interested parties for the provision of tyre supply for a three-year term (2020, 2021 and 2022) for the CAMS Australian Rally Championship.

The EOI will have two available packages:

- 1. Control Tyre Supplier (Exclusive manufacturer)
- 2. Approved Tyre Suppliers (Multiple manufacturers)





## **EOI Tyre Supplier Opportunities**

Below outlines the alternative supply packages available that form part of this EOI.

Based on submissions received, CAMS will determine which package best suits the championship moving forward.

#### 1. Control Tyre Supplier (Exclusive manufacturer)

 One tyre manufacturer (multiple, but limited compounds) for sale to all ARC Registered Teams.

#### 2. Approved Tyre Suppliers (Multiple manufacturers)

- Multiple tyre manufacturers (minimum 4, maximum 6).
- Approved tyres can be used (and score points) by ARC Registered Teams.







### **EOI Key Deliverables**

It is important that the presentation of both vehicles and our partner brands are modern and visually appealing. All signage provided (including branded decals) must comply with set style guides.

As CAMS are seeking two different submissions, there are two levels of benefits available.

Key deliverables for either submission, will receive the following marketing benefits:

Regulated Vehicle Branding Front bumper x 2 (left and right)

Rear bumper x 2 (left and right)

- Recognition as Official ARC Tyre Partner
- Right to sell and supply tyres to all competitors at all ARC events
- Ability to display own branding within own service area
- Ability to run trade promotions and marketing activations in alignment with the ARC



## 1. Control Tyre Supplier (Exclusive) Key Deliverables

In additional to the marketing benefits, and as the Exclusive Tyre Supplier for the ARC, your company will receive the following key deliverables:

- Company logo on the Championship website
- Links to the exclusive manufacturers' website
- Exclusive company logo on the archway for all ceremonial starts and finishes
- Service Park entry statement branding
- Editorial and sponsored content integration into the Championships website and social media platforms
- Further branding opportunities available dependent on level of partnership







## 2. Approved Tyre Suppliers (Multiple manufacturers)

In additional to the marketing benefits, and as one of the multiple Approved Tyre Suppliers of the ARC, your company will receive the following key deliverables:

- Each Tyre Supplier will receive an allocated "host event" during the ARC scheduled calendar of events. At this nominated event, your company will receive additional exposure including:
  - Branding on the Start / Finish Arch
  - Flags as part of the Start Finish "kit"
  - Editorial and sponsored content integration into the championship website and social media platforms
  - Video activation and media package, message by ARC Media for external use







## **Tyre Use**

The volume of tyres will be regulated by the number of service parks and approved tyre changing areas.

For example, each registered crew may "fit" a maximum of 12 tyres for Compact events and 16 tyres for Sprint events, Endurance events are subject to WRC tyre limitations, but estimate approximately 24 tyres. Obviously, no minimum numbers are set.

All tyres must be commercially available to all competitors, at all levels, ensuring an affordable and fair playing field.

Tyres will not be electronically counted or marked, the scrutineers will be checking to see if the tyre is on the approved list.







### **Support**

The tyre supplier will be required to provide at event fitting, balancing and technical services support. The supplier must be professionally presented, including support vehicles and personnel, and must be located within the designated Championship Service Park area at all meetings.

Combining on event resources with other brands is totally acceptable.

### **Testing**

The tyres may be subject to testing and evaluation as determined by the category manager and CAMS. The respondents will be required to supply an agreed number of tyres prior to testing and can have technical representatives on site.

#### Retail

The quoted sale price of the tyres will represent the total price including fitting tyres, stripping rims and removing old tyres, inclusive of GST.





### **Summary**

We invite you to recommend your preference and determine the financial investment your company is willing to contribute for either or both options.

CAMS would be interested in receiving submissions on a minimum three (3) year arrangement.

#### **Naming Rights Partner**

CAMS has an additional opportunity for your company to become naming rights partner to the Australian Rally Championship and welcome this to form part of your company submission.

#### **Considerations**

- A financial consideration to be paid each year to CAMS for the control tyre sanction rights.
- Strongly encourage genuine partnerships, activations and joint promotional opportunities.
- Purchase cost per tyre being favorable to the competitor base.
- All tyres specified must be domestically available to all competitors.
- At event distribution and support is encouraged.
- Supply of tyres for Championship car when used for public / promotional opportunities.



#### **Timeframe**

Expressions of interest close on Friday 26 July 2019 and should be addressed to:

Jennifer Pitson
GM Sponsorship & Membership
Confederation of Australian Motor Sport Ltd
851 Dandenong Road
Malvern East VIC 3145

Or by email to: jennifer.pitson@cams.com.au

For more details contact Jennifer Pitson on 03 9593 7732



