



A PRESENTATION TO


THE 24 HOUR TRIAL 2009

AUSTRALIA'S ULTIMATE RELIABILITY TEST





JULY 11TH & 12TH EUDUNDA SOUTH AUSTRALIA

YAMAHA  

24 HOUR TRIAL

Australia's Ultimate Reliability Test 

JULY 11-12 2009
EUDUNDA SOUTH AUSTRALIA

www.24hrtrial.com

THE 24 HOUR TRIAL 2009

THE DATE

JULY 11TH AND 12TH

📍 Eudunda, Barossa Valley, South Australia – only 45 minutes from Adelaide's CBD

Expected crowd – 13,000*

*Based on the last year's attendance

Information

The longest running event and one of the most extreme events in the world.

Over a 250km loop, which the rider completes four laps totaling 1000km.

It's designed to not only test the riders but machines as well. With no outside assistants allowed riders are forced to carry anything they may need to repair the bike to keep it running.

Over the course thousands of people camp out and support the riders, cheering them on every lap.

Many just go to finish, but very few do, while others set out to win and push their body and machine to the limit in an all out attempt to win this unique event.

THE 24 HOUR TRIAL 2009

THE EVENT

- Longest running event in THE WORLD
- Riders from all over Australia and overseas
- Australia's best including factory off road teams: Kawasaki, Honda and KTM
- 3 of the top National Motorbike magazines attend
- Local and national print media attend
- 1000km total covered
- 48 competitive sections timed to the second
- Be amazed at how fast they go in daylight, then be blown away when you see them go in complete darkness relying only on their head light
- Only 25% of the entries finish
- Machines costing over \$40,000

The Pits are open at start of event and it's promoted through our advertising for people to come and get up close with the bikes and outfits. Meet and talk with the riders. Last year we had approximately 5000 people come early for the pit walk, meet and greet. It really is a great atmosphere!

THE 24 HOUR TRIAL 2009

OUR CAMPAIGN FOR ADELAIDE

- 4 week advertising campaign in the lead up to the event
- Poster distribution throughout Adelaide and regional areas. We also target events within a month of the event and get posters/flyers distributed to those attending. We distribute over 10,000 posters/flyers
- Shopping centre visits
- School visits
- The Advertiser, local print media, local radio
- Lead up features in local newspapers and Advertiser

Advertising works with frequency

THE 24 HOUR TRIAL 2009

Sponsorship Proposal for

- **Naming Rights to competitive section on course (only 11 available)**
- **As much advertising as you would like to provide for the beginning and end of competitive section or sections.**

You will receive the following:

- 1) Your company name will be promoted as the sponsor of the section or sections
- 2) As much signage (as you supply) at the start and end of section. (please note if your company does not have any signage to supply the 24hr committee will provide 1 sign at the start and end of the section with your company logo as supplied)
- 3) Verbal recognition throughout the event as the sponsors
- 4) Logo recognition on all media to include website link, press releases and print advertising
- 5) Your company will have a direct link from our website on the front page
- 6) Full A5 advert in the program
- 7) Clearly marked maps showing the section sponsored for you to visit
- 8) Promo girls welcome to hand out promotions for you business
- 9) Receive a sponsors pack including hat, stubby holder, Program and more
- 10) Marketed to a captive audience for **24 HOURS**
- 11) Exclusive networking opportunities
- 12) 2 invites for presentation dinner

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INVESTMENT

Option 1) Naming Rights to Section

Cost \$1000

Option 2) Full page advert in the program

Cost \$200

Option 3) Half page advert in the program

Cost \$130

For further information please contact

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