



13 – 16 November 2009
Pickering, Scarborough,
Carlisle, Dumfries

- Marketing
- Media
- Programme
- Web Site
- Sponsorship
- Bannering
- Trade
- Hospitality

•Retail



Organised by DeLacy Motor Club



Roger Albert Clark Rally

13th - 16th November 2009

www.rogeralbertclarkrally.org



What is the Event?

- The **Roger Albert Clark Rally** started in 2004, to recreate the passion of the RAC Rallies of the 1970's and 1980's
- The name of the event is taken from the great rallying legend Roger Clark who was the first ever Englishman to win a World Rally Championship event on the 1976 RAC Rally
- The event is run over four days in November and offers the competitor the traditional RAC conditions of wind, snow, ice, rain, fog and sometimes sunshine!
- The event attracts a large amount of direct spectators who come and watch the event, these figures are estimated at around **10,000** to **15,000** people over the **4** days
- The event Web Site during the 2008 event had **19,000** hits per day from spectators wanting to get the latest information on the event, and 106,855 unique visitors and 331,007 page loads in over the year.

A banner for the Roger Albert Clark Rally. It features several rally cars in motion on a road. The text 'Roger Albert Clark Rally' is written in a large, bold, purple font. Below it, the dates '13th - 16th November 2009' are written in a smaller purple font. At the bottom right, the website 'www.rogeralbertclarkrally.org' is listed. On the far right, there is a circular logo with a portrait of a man and the text 'Roger Albert Clark Rally' around it.

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Marketing Campaign

- The event has a targeted marketing and PR campaign to ensure the name of the event, sponsors and co-sponsors obtain good coverage
- The event updates all motor clubs in the country on a quarterly basis on the progress of the event, from route, entries and partners
- This is in a format for ease of inclusion in Motor Club magazines

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Media Exposure

<p>TV BBC Look North BBC Carlisle Motors TV</p>	<p>Sponsor Branding</p> <ul style="list-style-type: none"> • On Road Book, • Operations manual • Safety manual, • Press Book 	<p>Event Web Site: www.rogeralbertclarkrally.org</p> <p>Total hits in the last 12 months to 331,007 of which 106,855 were new visitors.</p>
<p>Radio</p>	<p>Entrance Tickets: 10,000 tickets printed to cover venues around the event</p>	<p>Peak months for visitors August, September, October, November</p>
<p>Print Media: Motorsport News Yorkshire Post Scarborough News Carlisle Echo Dumfries & Galloway Standard</p>	<p>Personnel Badges</p> <p>Branded lanyard Opportunity:</p> <ul style="list-style-type: none"> • Media, TV, • photo, • guest, • sponsor, • marketing, • marshal, • officials, • competitors, • service, • management 	<p>Breakdown of visits by day: Average during the event: 15,000 to 19,000 per day</p> <p>Peak hours for visits: 12:00 to 14:00; 18:00 to 22:00</p> <p>Top countries (excluding UK) USA, Scandinavia, Germany, Belgium, Ireland</p> <p>Other sites: British Rally.co.uk forum 41,000 page views</p> <p>YouTube – various film clips Links through various sponsor & allied web sites</p>
<p>Press Activities Numerous photographer web sites</p>	<p>Souvenir Programme 2000 copies – branded cover</p>	

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Title Sponsorship - £25k

Company Name or
Brand title for the event.

(e.g. Mintex, National Breakdown, Kall Kwik)

What do you get?

- Event name published widely in national motorsport press, local media, local radio and internet publications
- Television coverage of a 1 hour dedicated programme, 2007 viewing figures was the most watched motorsport programme on Motors TV
- Professional Event DVD
- Attendance at the four major motorsport exhibitions / shows, promoting the event and Sponsors Brand
 - Autosport International, Race Retro,
 - Rally Show, Rally Day
- Dedicated bannering service across the event of the company and event logo



Title Sponsorship cont.

- Hospitality Unit at a major location on each day of the event for Company Guests. This can be tailored for individual needs at an agreed cost.
- Dedicated Sponsor Liaison personnel with direct knowledge on the event. To keep both you and your guests informed
- Agreed Company Logo with Event Logo on every Competitor and Official Vehicle.
- Rebranding of the Rally Web Site

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Sponsorship Opportunity

Event Lanyards	Promote your company around the neck of every Marshal, Official, Competitor, Service Crew, Press	£3,000
Stage Branding	Sponsor one of the many stages on the event. Sponsor own bannering of stage, logo on event web site and relevant stage map; guest passes – See over	£500 to £2,500
Service Area Branding	Associate your Company with the events main hub of activity. Sponsor own bannering of area and logo on event paperwork and maps; guest passes	£3,000
Start Venue, Eligibility check and, 1st Stage	Sponsor the main hub of the event for the first day. The event is to be based at Pickering Showground which gives great opportunity for marketing options.	£5,000
Carry Bag	These bags are given to every competitor and event official to carry their paperwork	£1,000
SUPPORT EVENTS		
SATURDAY	Sponsored by Kall Kwik, Bradford	<i>Sold</i>
De Lacy Night Rally	This night event offers a different type of competition that is not normally found in this country	£1,000
SUNDAY	Have the Roger Albert Clubmans Rally named after your company as Kall Kwik have done. Sponsor own bannering on relevant stages and logo on event paperwork and maps; guest passes	£1,000
MONDAY	Kielder Challenge a new low mileage event, to attract those competitors who do not have a lot of budget but want to feel part of this historic event. Same Sponsor Pack as above	£1,000

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	Spectator Stages	
<u>Saturday</u> Oliver Mount	Main Spectator Stage of the Day, this unique tarmac stage offers great opportunity for taking corporate guests to be invited to watch, and stage bannering opportunities	£2,500 <i>Sold</i>
Langdale	First forest stage of the event and attracts large number of Spectators. Various areas to arrange for Corporate Guests to attend to watch the cars.	£750
Harwood Dale	The smallest stage of the day at 2.75 miles offers a fast flowing stage, with good views for the guests	£500 <i>Sold</i>
Shepherdshield Chirdonhead	The first two night stages of Saturday, run twice and includes the Night Rally stages	£500 each
<u>Sunday</u> Ae Holehouse Hill	First stage of the morning and can get snow on the tops if the weather is cold and a challenging start to the day. Very good Guest viewing available	£500 each
Heathhall	Main Spectator Stage at the side of the Service Park in Dumfries, this stage has attracted a lot of spectators over the last 6 years, and offers great viewing for Guests	£750
Greystoke	Forest stages which offer good marketing profile and can cope with small amount of guests, but good for branding of company details	£500
<u>Monday</u> Hopehouse Falstone Archys Rig	3 Forest stages which offer good marketing profile and can cope with small amount of guests, but good for branding of company details	£500 each



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Associate Sponsor 'Official Supplier' status

- We are happy to advance the accolade of 'Official Supplier' or 'In Association With' to those companies who support the event – whether in cash or kind (or a mixture of both)
- Here are some areas that you can be associated with the **Roger Albert Clark Rally**
 - Telecommunications Partner
 - Event Equipment Partner (such as Lights, generators)
 - Hire Vehicle Partner
- What does partner status afford?
 - Full-page advertisement in the souvenir programme; banner sites at key locations; guest badges; partners logo on event literature; link and logo on event web site; agreement to use accolade & event logo in your own advertising & promotions



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Exhibiting at the Event

The event offers various opportunities to companies for selling to members of the public

- Scrutineering
 - Pickering Showground
 - Service Areas on the event
 - Pickering Showground
 - Carlisle Airport
 - Heathhall, Dumfries
 - Kielder Water
 - Major Stages
 - Pickering Olivers Mount - Saturday
 - Langdale - Saturday
 - Ae - Sunday
 - Falstone - Monday
- * All stages subject to confirmation