



# Marketing Plan And Sponsorship Proposal





***Where Champions are Born***

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## **Executive Summary**

The Waterloo Regional Kart Club is the largest Kart racing club in Canada and one of the largest in North America. Since moving to our new home at Flamboro Speedway in Flamborough Ontario 5 years ago we have seen a dramatic increase in membership and race day entries.

Our success has been largely based by creating a fun and competitive racing environment for our members, combined with providing the best value for competitive kart racing in Ontario. Keeping karting affordable for our members is our number 1 focus

Our club keeps our race day entries fees reasonable by running our race days almost entirely with volunteers, and through the generous support of our corporate sponsors. Providing value for our corporate sponsors has been one of the club's major goals.

Kart racing is considered the most affordable form of Motorsport, through this marketing proposal we hope to convince potential new sponsors that the WRKC is best value in Motorsport marketing.

## **Waterloo Regional Kart Club Fast Facts**

- 2012 will be the clubs 30<sup>th</sup> year of racing
- We have racing members from 7 to 70 years of age
- A typical race day brings approximately 250 people to the race track
- Our club is a partner in the Brian Stewart Racing Karting (BSRKC) Championship a regional racing series for Ontario Karter's
- Past WRKC members have gone on to have success racing cars at racetracks all across Ontario, hence our club motto, "Where Champions are Born"
- We are the largest kart racing club in Canada



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## **WRKC Promotional Activities In the last 12 months**

- Our club website is the principal information portal for our members; we try to communicate new information to our members at least twice a month.
- Our club hosted a karting flea market and trade show that was attended by Kart racers from all over Southern Ontario
- We hosted a karting display at the Performance World Car show in Toronto Ontario
- We had floats in the Cambridge, Kitchener, Burlington, and Waterdown Santa Claus parades
- We hosted a karting display at the Flamboro speedway
- The club publishes a newsletter that is handed out each race day to every racer. The primary focus of the newsletter is to promote our sponsors





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## **WRKC Demographics and Commercial Facts**

- Club events are generally attended by 200 to 250 people
- 70 % of the people at WRKC events are between 25 to 50 years of age
- A large percentage of our club members or their family members compete or participate in a car club or car racing series
- Most of our club members raise money for their racing program through corporate sponsorships. They understand the importance of supporting our club sponsors
- Over 350 people are expected to attend our BSRKC race at our home track at Flamboro Speedway
- Most of our club members are hands on participants, they work on, and prepare their own go karts
- Our youngest racer's are 7 years old and we have club members that race will into their sixties





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## **2012 Waterloo Regional Kart Club Sponsorship Opportunities**

### **SEASON CORPORATE SPONSOR - \$5,000.00 (one only)**

- Primary Logo Placement on Web Site – every page -Top Left Random Banner Ad on every page of the web site & Forum
- Logo Medallion on all trophies issued by club at race days and year-end banquet (approx 600)
- Racetrack Banner
- Logo on all club stationary, handouts and Oktoberfest program
- Recognition plaque
- Logo on all Championship coats

### **SEASON CLASS SPONSOR - \$750.00 (one for each of 7 classes)**

Cadet A Ages 7-9

Novice Ages 8-11

Jr. Light Ages 10-13

Jr. Heavy Ages 12-15

Sr. Light Age 15+

Sr. Heavy Age 15+

Masters Age 35+

- Recognition on WRKC Web Site - Logo on every page - Random Banner Ad on every page of web site & Forum
- Name on all trophies distributed to your class at all 15 race days. Approx 150-200 trophies depending on class size
- 1 page ad in Oktoberfest Program
- Recognition at the annual banquet

### **RACE DAY SPONSOR - \$450.00 (one sponsor for each of the 15 races)**

- Logo recognition on WRKC web site - Sponsor page only – Random Banner Ad rotation on all pages of web site & Forum
- Recognition on race day announcements and awards ceremony
- Name on all trophies issued on your sponsored race day

Note: If you do not already have one, the costs associated with the production of a logo or a Banner Ad is the sole responsibility of the individual Sponsor



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## **WRKC Sponsorship Agreement**

**Type of Sponsorship:**

**Title** \_\_\_\_\_

**Class** \_\_\_\_\_

**Race Day** \_\_\_\_\_

**Other** \_\_\_\_\_

**THIS AGREEMENT**, effective, \_\_\_\_\_, **20**\_\_\_\_, is between  
**The Waterloo Regional Kart Club**, a non profit Sports Organization, with its  
Mailing address at **916 Dover St S Cambridge, ON, N3H 5B7**

**Current contact phone numbers can be found on web site [www.wrkc.on.ca](http://www.wrkc.on.ca)**

And \_\_\_\_\_

Advertiser / Sponsor Name: \_\_\_\_\_

Advertisers Mailing Address \_\_\_\_\_

Advertiser / Sponsor's web site address: \_\_\_\_\_

Principal Contact Person: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ - \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ - \_\_\_\_\_ Email Address: \_\_\_\_\_

Association with a Club Member   Y   /   N   Name \_\_\_\_\_

Does the sponsor require a Logo or a Banner Ad to be created? \_\_\_\_\_

*All associated costs with respect to Logo's or Banner Ads are the responsibility of the Sponsors.*

**Banner Advertising Specifications:**

If the advertiser / sponsor are creating their own banner ad graphic, it must be either on .gif or .jpg format approximately 468 pixels wide by 60 pixels tall.

**Contract Payment Terms:**

\_\_\_\_\_

**Payment Received:** Y / N Amount \_\_\_\_\_ Chq \_\_\_\_\_ Cash \_\_\_\_\_ Other \_\_\_\_\_  
This Sponsorship / Advertising Agreement shall be in effect for one ( 1 ) year

Starting on \_\_\_\_\_ and ending on \_\_\_\_\_

Signed at \_\_\_\_\_, Ontario, Dated \_\_\_\_ / \_\_ / 20\_\_

WRKC \_\_\_\_\_ Printed: \_\_\_\_\_

Witness \_\_\_\_\_ Printed: \_\_\_\_\_

Sponsor \_\_\_\_\_ Printed: \_\_\_\_\_

Witness \_\_\_\_\_ Printed: \_\_\_\_\_

**Notes:**

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