



**RYAL
HARRIS
RACING**

**TOURING CAR
MASTERS**

**SPONSORSHIP
PROPOSAL**



Ryal Harris

With 4 V8 Ute/Superute championships under his belt, Ryal Harris is considered the most successful driver in the history of the sport.

Ryal's aggressive approach to racing and larrikin nature off the track makes him a fan favourite. In 2020 Ryal will be competing in the ultra competitive Touring car masters category, in his debut season last year he won 3 races and came close to taking out the title in his first season! Eventually finishing 3rd behind Steven Johnson and John Bowe. He will bring a great team in 2020 with Peters Motorsport and the support from EFS 4x4 accessories. Every on track session in

2020 will be live on FOX Sports, with live races on Channel 7,KAYO will also replay every race. There will be 18 Live races.

With 4 National Championships and double championship podiums in 2019, Ryal is one of the most successful drivers in the modern era of Australian Motorsport.

In 2020 Ryal will be aiming for the Touring Car Masters Championship in the EFS 4x4 Accessories 69 Camaro ran by Peters Motorsport





10 PEOPLE PER EVENT!

Sponsorship Package

Send your staff and clients out for hotlaps and driving packages at Queensland raceway with the V8 race experience, this is all part of the sponsorship deal which covers x 10 people for this amazing day out on the track!

TRACKSIDE DAY

Enjoy our trackside corporate hospitality setup at each round with lunch and drinks included. Come get amongst the action during each race event of this season.

SKID PAN DAY

In 2020 Ryal will also host a skid pan day at Mount Cotton, this is a fun day out honing your drifting skills on the Diesel and water!

BRANDING

Nothing brings better exposure than having your brand printed on a **Four Times Champion**. Get your branding on Ryal's race suit, merchandise and race cars.

MERCHANDISE

Place your logo on Ryal Harris's merchandise or create your own merchandise. Get full access to Ryal's, Touring Car Masters logos (plus affiliations).



SPONSORSHIP PACKAGE

What You Get

X 10 PEOPLE HOTLAPS

Up to 10 people for Hotlaps and drive experience package at Queensland raceway in the v8 race experience cars

X 10 GUESTS EACH ROUND

Up to 10 people at each round covered for Corporate Hospitality! (10 people per day) Passes not included.

X 10 PEOPLE SKID PAN

Up to 10 people for Skid pan experience at Mount Cotton, includes lunch.

SOCIAL MEDIA

Regular social media content across Facebook and Instagram.

BRANDING EXPOSURE

Branding on Ryal's race suit and merchandise, posters and race transporter



Budget

PACKAGE PRICE

The budget for Ryal's package in 2020 is \$30,000 + GST. You have the flexibility to pay for it in monthly installments during the year.

PUT YOUR BRAND IN THE SPOTLIGHT

Triple your investment in exposure and brand awareness! The predicted brand awareness value of Ryal's package is in excess of **\$100,000 per category**.





CROSS PROMOTION

UNIT Clothing

Dynamic, Adrenaline-packed, No-Holds-Barred. V8 Utes is undoubtedly Australia's most exciting and sideways series so it makes sense that action sports powerhouse UNIT is growing its association with Ryal Harris for the new season.

UNIT clothing is renowned for packing a punch through its apparel range and edgy marketing tactics and imagery. Retailed the world-over, the brand enjoys a rich history in a variety of sporting arenas and the move into V8 Utes has incredible potential. While it has had prior involvement, UNIT's Sydney 500 project with Harris heralded a major move for the brand into Auto Racing. A host of pre-event coverage surrounded the unveiling of the West End Mazda Ute.

The iconic UNIT 'star' design met with much excitement. Fans flocked to meet the UNIT girls at the event, with countless photos snapped and shared on social media. The off-track excitement was matched by Harris' performance; the two-time champ laid it on the line to claim the round win in style, ensuring broad exposure for the freshly-stickered West End Mazda Ute both in person and to a large audience via V8 Supercars' integrated television coverage.

UNIT couldn't imagine a better discipline or driver to back – Harris' personable approach and relentless pursuit of victory is best matched to the iconic Aussie Ute – "a guaranteed race winner with style to boot".



Event Calendar

ROUND 1 | FEB 20-23

**SUPERLOOP
ADELAIDE 500**

The traditional start to the new season will see the TCM cars back on the famous city streets of South Australia's capital.

ROUND 2 | MAR 27-29

**SHANNONS MOTORSPORT
AUSTRALIA CHAMPIONSHIPS**

Sydney Motorsport Park hosts the second round of TCM as part of a massive Shannons round.

ROUND 3 | JUN 5-7

**TRUCK ASSIST
WINTON 400**

Heartland cars + heartland racing - watch for TCM at Winton Raceway this June for our annual stop in Country Victoria.

ROUND 4 | TBA

**SHANNONS MOTORSPORT
AUSTRALIA CHAMPIONSHIPS**

This one is going to be unique - watch this space!

ROUND 5 | AUG 21-23

**SHANNONS MOTORSPORT
AUSTRALIA CHAMPIONSHIPS**

The fastest track in the land will see TCM return for a blockbuster August event.

ROUND 6 | OCT 8-11

**SUPERCHEAP AUTO
BATHURST 1000**

There's no place like the Mountain and there's nothing like a TCM car there, either.

ROUND 7 | NOV 20-22

**SUPERCARS
SANDOWN 400**

A new home for a season finale: We can't wait to get back to the Home of Horsepower for our 2020 showdown.

**NON CHAMPIONSHIP EVENT
2020 BATHURST
INTERNATIONAL**

This exciting new Bathurst event will see TCM join a star-studded Muscle Car field on the Mountain.





2020 TELEVISION PACKAGE

Media Coverage

In 2020, Touring car masters category television presence will shift up a gear in a new partnership with the Seven Network. In 2020, Touring car masters category television presence will shift up a gear in a new partnership with the Seven Network. Touring car masters category viewing audience is expected to significantly grow as a result of the following, expanded offering with Seven:



SEVEN NETWORK

- » Every race televised live and free-to-air
- » Touring car masters category will be the headline category in a 6-hour weekend package of top quality motor racing series
- » 11:30am-2:30pm on Saturday and Sunday
- » Increased coverage for the Easter Bathurst event
- » Cross-promotional opportunities across broader Seven programming
- » Supported by digital streaming offering on 7plus

INTERNATIONAL COVERAGE

Each round will have a dedicated one hour highlights package post produced to a potential audience of over 20 million households.

Countries include New Zealand, England, USA, Germany, Holland, Portugal, Spain, Norway & Russia
- Over 40 countries and 80 different territories.

DIGITAL PLATFORMS

Foxtel Play

Accessible on PC, Mac, Xbox 360 & Smart TV's | Available to 2.6 Million Users

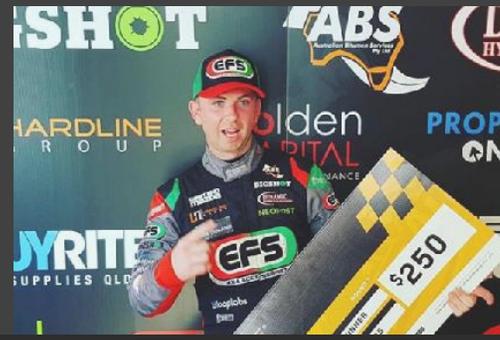
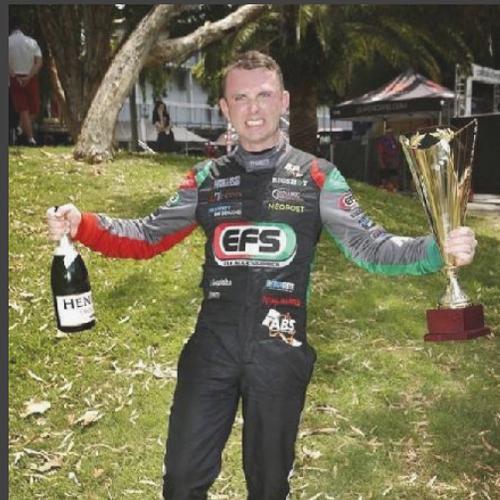
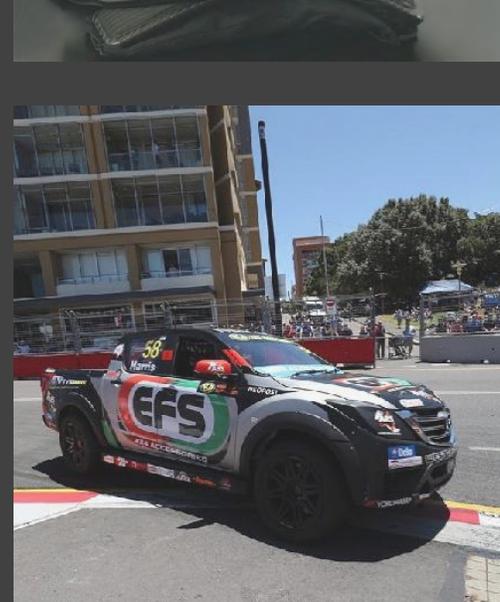
Foxtel Go

Accessible on Phone/Table (Apple & Android) | Available to 1 Million Users

International Coverage

Accessible to 20 Million Households





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