

Melbourne's home of **onroad rc car racing**



2024 **Sponsorship Prospectus**

Word From The President

Dear Prospective Sponsor,

Templestowe Flat Track Racers is a locally run, member funded car club that exists to provide opportunities for the community to participate in a safe and inclusive environment and experience all that radio controlled car racing has to offer.

Our club has a proud history and strong and active presence in the community.

We are managed by a dedicated volunteer base, who selflessly commit their time, skills, and support in order to bring to life our vision – to grow the hobby and solidify TFTR as the premier purpose built facility of its type in Victoria.

As a volunteer run, local car club, we are reliant upon the generous support of local businesses and individuals to continue providing opportunities and benefits for our members and the broader community.

Our aims for the coming year/season include:

- Grow our membership base and improve the facility.
- Promote the benefits of our hobby in terms of its access to almost anyone regardless of age, gender, ethnicity, physical ability etc.
- Promote the STEM benefits, particularly to younger members.
- Successfully run our major annual event, the TFTR Masters which is typically held over the Australia Day long weekend.
- Successfully host the 2024 Australian Titles in November 2024 which will see racers from all over Australia and the world compete.

I invite you to consider the following proposal, and the opportunity to support our club in achieving these our aims for 2024.

I trust that the opportunities presented to you are of interest and value to your business and would welcome the opportunity to discuss these further with you.

Thank you in advance for your time and consideration.

Kind regards,



Glenn Wilson

President, Templestowe Flat Track Racers

tftr.committee@gmail.com

About Us

History

The Club was formed in 1993 and back then, we shared the current site with the Templestowe off road club (which was formed around 1983). The current site was split approximately in half with the off road track on the section closest to Porter Street, the drivers stand in the middle and TFTR occupying the top section.

The first major event held at TFTR was the 1995 Australian National Titles. This meeting has since been hailed as a milestone in Australian RC car racing as it signified the beginning of purpose built tracks for electric powered racing.

Around 1998, the off road club ceased to exist and TFTR successfully petitioned the Council to take over the full site. After a great deal of hard work and fund raising, the track took shape in the layout that we are familiar with today including construction of a new brick club house and disabled ramp to the drivers stand.

In 2002, the first TFTR Masters event was held and it has been a feature on the annual calendar ever since.

On 8 December 2023, the club will celebrate its 30th birthday.

Purpose and Vision

We exist to support the development of onroad electric powered RC racing in Australia and promote the benefits of the hobby to current and future generations.

Our vision is to grow the hobby and solidify TFTR as the premier purpose built facility of its type in Victoria.

We value:

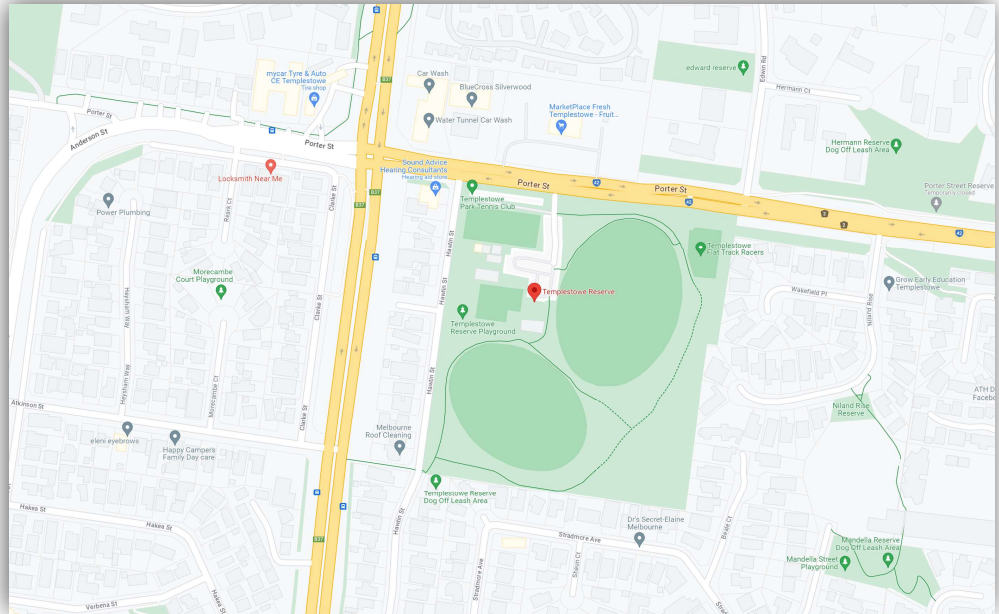
- Fair play over winning at any cost.
- Supporting opportunities for people to learn appropriate behaviours and skills.
- Respecting the rights and worth of every person regardless of their gender, ability, cultural background or religion.
- Ensuring decisions and actions contribute to a harassment free environment.
- Providing a safe environment for our members and the broader community.

Membership

We currently have approximately 70 members of all ages, including 3 life members and a number of families.

Location

The club is located at Templestowe Reserve which is just off Porter Street in Templestowe.



Ease of travel:

- The track is a 35 minute drive from Melbourne Airport along several major freeways.
- The track can also be accessed directly via bus from the CBD – approximately 45 minutes, or by car in 20 minutes.
- There is ample onsite parking available.

Other information:

- We are the only track in Victoria that has wheelchair access to our drivers stand via a ramp.
- The ramp also makes access easier for older or mobility challenged persons.

Whats In It For Your Business?

The Need

The club is heavily reliant on revenue from memberships and sponsorships to exist. Despite being a not-for-profit organisation, there are a number of outgoings which need to be accounted for including:

- General facility upkeep and capital works.
- Utility bills – power and internet.
- Insurance and membership to our national body, RCRA

Why Sponsor?

As mentioned, the club caters for all members of the community. This is certainly a key aspect that Council is keen on as they look to increase sport and recreation participation within the municipality.

Our location along Porter Street is highly prominent and there is significant vehicular and foot traffic which passes the facility on a daily basis.

What Sorts Of Benefits Can You Expect?

Ways in which the club will promote the interests of prospective sponsors include:

- Brand exposure through track signage and social media advertising.
- Promotion of the 2024 Australian Titles across bus shelters throughout the surrounding areas – including sponsor logos.
- Opportunity for sponsors to participate in events including trackside shops.
- Invitation to present trophies at major events including connection with local Councilors and Members of Parliament.



Sponsorship Options

The following sponsorship options are available for 2024.

	Platinum	Gold	Silver	Bronze
Basics				
Cost per year	\$1,500	\$500	\$250	\$100
Quantity available	1	3	5	Unlimited
Signage				
Naming rights sponsor for all major events held by the club during 2024	✓			
Sponsor boards around the track perimeter (choice of logos to be used)	6	3	2	1
Communications				
Acknowledgment as Platinum sponsor at events and on all promotional materials	✓			
Acknowledgment as Gold sponsor at events and on all promotional materials		✓		
Acknowledgment as Silver sponsor at events and on all promotional materials			✓	
Acknowledgment as Bronze sponsor at events and on all promotional materials				✓
Sponsor story on club website and social media platforms	✓	✓		
Sponsor logo on club website and social media platforms	✓	✓	✓	✓
Events				
Opportunity for sponsor marquee and trackside shop at events	✓	✓		
Invitation to present trophies at major events	✓	✓		
Memberships				
Annual club memberships including reserved pit spaces	2	1		

More Information.....

If you would like more information about anything in this document, please contact us via email at tftr.committee@gmail.com or come down to one of our club days and chat with one of the committee members directly.



Also check us out online:

Website – www.tftr.org.au

Facebook - <https://www.facebook.com/tftr.rc>

