



WCCC Sponsorship Proposal

The Western Cape Challenge Club is once again proud to host the 4x4 Extreme Challenge Series and would like to invite you and/or your company to be part of this year's series.

The WCCC (Western Cape Challenge Club) is a member of Motorsport South Africa which organizes and hosts the 4x4 Extreme Challenge Series in the Western Cape. (We are a non-profit organization) We have 6 events per year consisting of 10 -12 extreme obstacles that our competitors need to traverse for points which count for a Club Championship.

The competitors enter in six different categories ranging between standard street going vehicles to super modified hand build "monsters". We have between 30 and 40 entrants and our spectatorship is growing at every event. Currently we average 650 spectators per event which we are hoping to grow to between 850 and 1200 per event. These spectators come from all walks of life and remain loyal supporters to our sport. But we can not produce this growing sport without sponsorships.

The following pages outline the different levels of sponsorship available for the Challenge series. We will provide advertising and marketing opportunities through media, event marketing and sales incentives in order to maximize your investment.

In the event you do not see a level of commitment you are interested in, customization of a package is always negotiable.

Should you, or your Company, choose a sponsorship level, the last page of this document is a letter of Agreement. Please fill it out and return with your payment to the address listed on the Agreement.

We, the Committee Members of the Western Cape Challenge Club, wish to thank you for taking the time to consider sponsorship of this most exciting, adrenalin filled sport.

Western Cape Challenge Club Committee

SPONSORSHIP LEVELS

Presenting Sponsor

R50 000.00 per event or R250 000.00 for the series

- The Naming rights to an event or series
- Name/Logo prominently placed on all marketing materials
- Mentioned as the "Presenting" Sponsor on TV coverage
- Listed on our website with an active link to your website
- Recognition at the event, with mentions during all announcements
- Opportunity to distribute your company literature or product(s) on-site at the event
- Opportunity to provide us with small company / logo stickers which we will put on each participating vehicle
- Your company logo on our "Gig Rig"
- Six access passes
- Naming right options on next year's series



Obstacle Sponsor

*R2500.00 per event or R14000.00 for the series
(1 x obstacle at every challenge)*

- Naming rights to an obstacle
- Placing of banners, flags, products at the obstacle
- Recognition at the event
- Logo printed on our program
- Mentioned as an obstacle sponsor on our website
- Four access passes



Advertising Sponsor

R1800.00 for the series

- Entitled to provide us with a company flag or banner which we will put up at every challenge. We will look after these for the year.



GIG RIG Sponsor

BUSINESS ADS: R4000.00 for the series

- Entitled to a full color 800mm x 800mm advertising space on our "Gig Rig" truck.

COMPETITOR CHALLENGE CARS: R1800.00 for the series

- Entitled to one full color 1000 x 1000mm photo on the Gig Rig.

This stunning "Gig Rig" is a truck that is fully rigged with music, PA system, Big screen, bar, tent and chairs, that would be used at all our events and also be rented out to other organisations to be used at festivals / expo's. (All artwork to be supplied to us)

Website Advertising Sponsor

R500.00 for the series

- Entitled to a full color advertising space on our website and links to your own website (All artwork to be supplied to us)

The screenshot shows the homepage of the Western Cape Challenge Club (WCCC) website. The header features the '4x4 EXTREME CHALLENGE' logo on the left, the 'WCCC Western Cape Challenge Club' title in the center, and a photo of a red off-road vehicle on the right. A navigation menu includes links for HOME, COMPETITORS, DOCUMENTS, GALLERY, SCORE SHEET, CLASSIFIEDS, MERCHANDISE, and CONTACT US.

On the left sidebar, there is a Facebook link with the text 'Find us on Facebook' and the Facebook logo. Below this is a pagination bar with numbers 1 through 13.

The main content area displays several advertising spots:

- LIEBENBERG AUTO**: BAKKIE WORLD, www.liebenbergauto.com, 352 VOORTREKERS RD, BLOOMSBURG, 082 442 8482 / 082 623 8422.
- A.E.W. Auto**: Engine, Gearbox & Diff Specialists, NO 5 QUARTY CLOSE, BRACKENHILL, PH 021 982 8232 FAX, joy@burst.co.za, Allan Venter 072 129 1160. Contact details: Alan Venter, Cell: 072 129-1160, Telephone: 021 982-8232, Fax: 021 982-8232, Email: joy@burst.co.za, Web.
- Albertinia Meubelvovoer**: Contact details: Cell, Telephone, Fax, Email, Web.
- Aquarius Luxury Suites**: Contact details: Cell, Telephone, Fax, Email, Web.
- Ashton Kelder**: Contact details: Cell.