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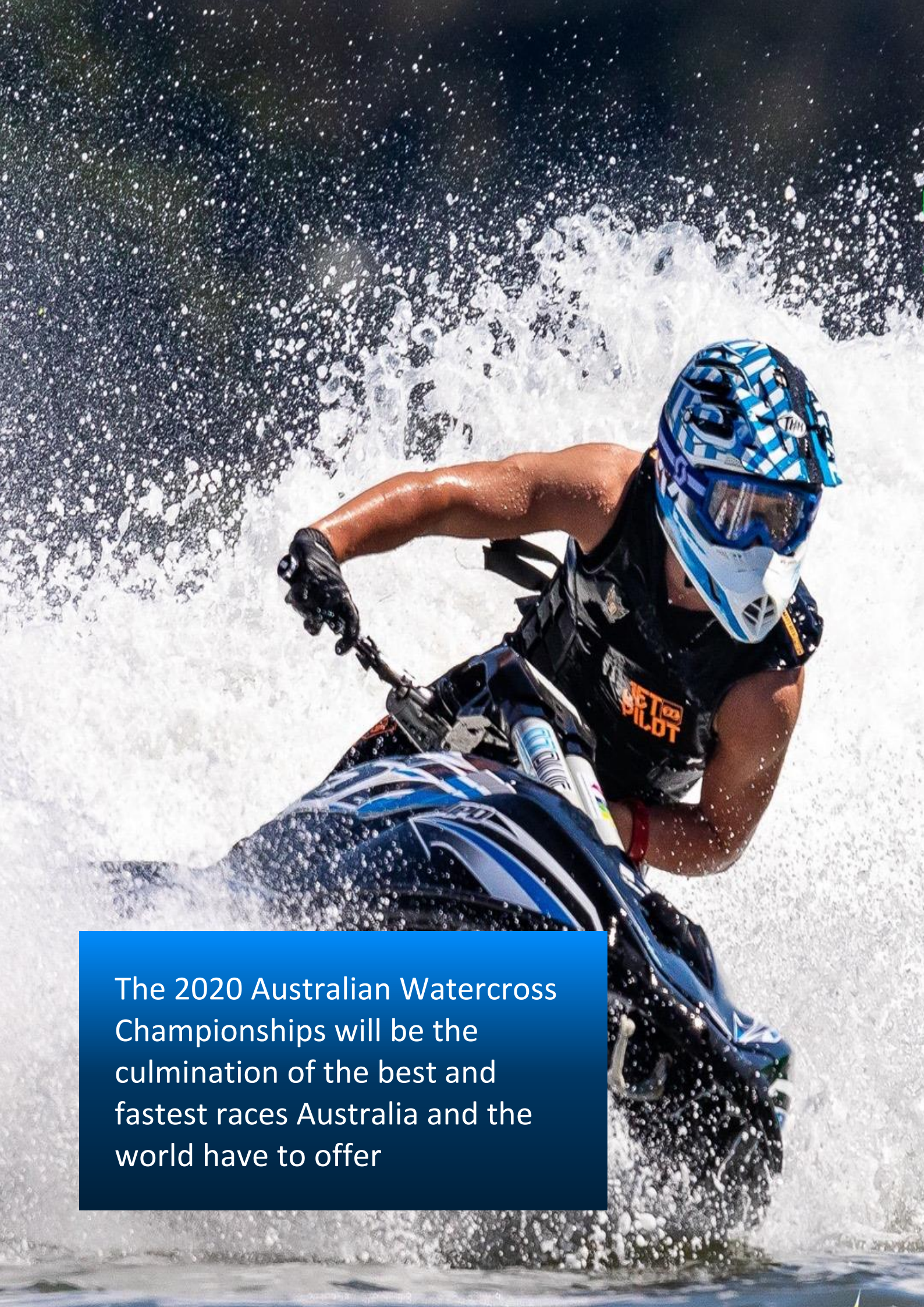
# 2020 AUSTRALIAN WATERCROSS CHAMPIONSHIPS LAKE MACQUARIE - NSW AUSTRALIA



## Event Partnership Information Pack

Hosted by: New South Wales Personal Watercraft  
Event Location: Warners Bay, Lake Macquarie NSW  
Event Dates: 17 – 19 April 2020

Rev A - Dated 21 February 2020



The 2020 Australian Watercross Championships will be the culmination of the best and fastest races Australia and the world have to offer



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# Further Information

## 2020 Australian Watercross Championships

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Facebook @AJSBA, @NSWPWC

**AJSBA** – [www.ajsba.org.au](http://www.ajsba.org.au)

**NSWPWC** - [www.nswpwc.org.au](http://www.nswpwc.org.au)

## Important Dates

Sponsorship Closing Date: 3<sup>rd</sup> April 2020



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# 1. Event Overview



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## 1.1 Event Overview

The 2020 Australian Watercross Championships will be the culmination of the best and fastest riders Australia and the world has to offer on the shores of Warners Bay, Lake Macquarie.

The Event Management team intends on taking PWC racing to a new level. In conjunction with the NSWPWC and the AJSBA, we are looking to 'raise the bar' and deliver a professional, community orientated event that attracts new competitors to our sport.

This event has already negotiated several major milestones, including approval of an extensive Development Application. We have exceptional support from Council including Councillors, the Mayor, and their internal Events Management staff.

## 1.2 Event Host

The Sydney Jet Sports Association, Trading As, New South Wales Personal Watercraft Club (NSWPWC) is a NSW based non for profit association that is responsible for the safe promotion of PWC racing within NSW. The NSWPWC is an affiliate of the Australian Jet Sports Boating Association (AJSBA), which is the Australian representative body for all Personal Watercraft Racing. We aim to help promote, organize and supervise personal watercraft events in a Professional & Safe manner within our aquatic communities.

NSWPWC's regular events are held at Chipping Norton Lakes and St George Sailing Boat Club at Sans Souci in Sydney's south. In addition to this, the association occasionally holds other events in various locations throughout NSW including Lake Macquarie, Newcastle, Albury and Mudgee.

## 1.3 Partnership Opportunities

The Australian Watercross Championships can offer many businesses with an excellent opportunity to gain valuable corporate exposure, while assisting the sport of PWC racing within Australia and the Lake Macquarie region. The city of Lake Macquarie and the PWC industry rarely experiences an event like this, so don't miss your opportunity to be involved.



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## 1.4 Key Event Details

Event Name: 2020 Australian Watercross Championships  
Event Format: Standalone event  
Event Type: 3 day Personal Water Craft (PWC) motorsport racing event.  
Event Organiser: AJSBA & NSWPWC  
Est. Competitors: Up to 80 entries Friday, 80 on Saturday and 80 Sunday

### 1.4.1 Event Dates

Thursday 16<sup>th</sup> April 2020 – Scrutineering for Endurance Racers  
Friday 17<sup>th</sup> April 2020 – Scrutineering for Circuit Racers, Endurance Racing  
Saturday 18<sup>th</sup> April 2020 – Circuit Racing  
Sunday 19<sup>th</sup> April 2020 – Circuit Racing

### 1.4.2 Event Location

Address: 1 Bareki Road, Eleebana NSW, being Warners Bay Park (Lions Park Eleebana)

## 1.5 Event Classes

Endurance Racing:	<u>Runabout Classes</u>	Pro/Am GP Runabout (Premier Class) Pro/Am Stock Runabout Pro/Am Naturally Aspirated Open Runabout
Circuit Racing:	<u>Ski Classes</u>	<b>Pro Modified Ski (Premier Class)</b> Am 1500 Stock Ski Pro/Am Veterans Lites Ski Pro/Am Lites Ski Junior Lites Ski
	<u>Recreation Lites Classes</u>	Pro/Am Recreational Lites Runabout
	<u>Runabout Classes</u>	<b>Pro GP Runabout (Premier Class)</b> Pro/Am Limited Runabout Pro/Am Stock Runabout Pro/Am Showroom Stock Runabout Pro/Am Naturally Aspirated Runabout



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## 2. Partnership Opportunities





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## 2.1 Partnership Opportunities Overview

SPONSORSHIP TYPE	DESCRIPTION / CLASS	INVESTMENT
<b>MAJOR EVENT SPONSOR</b>	Event Naming Rights Sponsor	\$8,000
<b>PLATINUM CLASS SPONSORS (Multiple)</b>		
Platinum Classes (3 Day)	Pro GP Runabout (Premier Class)	\$2,200
Platinum Classes (2 Day)	Pro Ski Modified (Premier Class)	\$2,000
<b>GOLD CLASS SPONSORS (Multiple)</b>		
Gold Classes (2/3 Day)	3 Day Pro/Am Stock Runabout	\$1,200
	2 Day Pro/Am Limited Runabout	\$1,000
	2 Day Pro/Am Naturally Aspirated Runabout	\$800
<b>SILVER CLASS SPONSORS (Multiple)</b>		
Silver Classes (2 Day)	Pro/Am Lites Ski	\$600
	Pro/Am Veterans Lites Ski	\$600
	Pro/Am Recreational Lites Runabout	\$600
	Am 1500 Stock Ski	\$600
	Junior Lites Ski	\$500

*Note: Alternative arrangements may be negotiated with the Event Manager.*

### OTHER PROMOTIONAL OPPORTUNITIES

<b>ENTERTAINMENT SPONSORS</b>	Speciality sponsorship for music and entertainment	
<b>SUPPLIER SPONSORS</b>	Speciality sponsorships for specific suppliers or merchandise	\$TBN
<b>ACCOMMODATION SPONSOR</b>	Provider of the preferred event accommodation venue.	\$TBN
<b>SOCIAL DINNER SPONSOR</b>	Provider of the social dinner function to be held on the Saturday evening.	\$TBN

\$TBN - Each of these promotional opportunities may be directly negotiated with the event manager, and may include the following:

- Financial payments and support,
- Products or services during the event,
- Rider or spectator prizes for the event,
- General event support throughout the event.



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## 2.1.1 MAJOR SPONSOR

### BENEFITS

- Significant exposure to the racers, competitors, crew and public over the entire event.
- Official naming rights for the event on all marketing and promotional material.
- Regular promotional mentions over the event PA system by the event commentators.

### INCLUSIONS

- The event would be known as the '2020 \_\_\_\_\_ Australian Watercross Championships'
- Inclusion within all social media, PWC industry and web based forums.
- Exposure at our media and demo days.
- The ability to display your 'Signage Banners' or 'promotion material' at the event within a prominent location
- The ability to sell products, merchandise or services at the event, or have an information promotional stand.
- Inclusion within the Event Program, including a prominent front page notation & logo.
- Inclusion on all event promotional photos provided to sponsors, council or competitors.
- Inclusion on merchandise shirts and Race Official Shirts.
- Inclusion of signage / stickers on every race craft during the event.
- Access to the Vendor Alley.
- Other specific items that may be negotiated with the Event Manager.

### ITEMS SUPPLIED BY YOUR COMPANY

- Multiple Canvas Printed Signage Banners (approx 2.4m x 0.8m)
- 150 Stickers for each race craft (approx 150mm x 100mm)
- Digital Images of your corporate logos (jpeg or high res pdf format)
- Written promotional material for the event commentators & promotional material



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## 2.1.2 PLATINUM SPONSOR

### BENEFITS

- Naming rights for the class that you are sponsoring.
- Regular promotional mentions over the event PA system by the event commentators during your sponsored class's races.
- Association with one of the Premier Race classes during the event.

### INCLUSIONS

- The sponsored class would be known as the '\_\_\_\_\_ Pro GP Runabout'
- The ability to display 3 off 'Signage Banners' at the event within a prominent location
- The ability to sell products, merchandise or services at the event, or have an information promotional stand.
- Inclusion within the Event Program, including an enlarged corporate logo.
- Inclusion on the Race Official shirt.
- Inclusion on all event promotional photos relating to the sponsored class.
- The presentation of you sponsored class trophies to the winning competitors.
- Access to the Vendor Alley.
- Other specific items that may be negotiated with the Event Manager.

### ITEMS SUPPLIED BY YOU

- Canvas Printed Signage Banners (approx 2.4m x 0.8m)
- 20 off Stickers (approx 150mm x 100mm)
- Digital Images of your corporate logos (jpeg or high res pdf format)
- Written promotional material for the event commentators & promotional material



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### 2.1.3 GOLD & SILVER SPONSOR

#### BENEFITS

- Naming rights for the class that you are sponsoring.
- Regular promotional mentions over the event PA system by the event commentators during your sponsored class's races.
- Association with one of the race classes during the event.

#### INCLUSIONS

- The sponsored class would be known as the ' \_\_\_\_\_ Pro/Am Lites Ski'
- The ability to display 2 off 'Signage Banners' at the event within a prominent location
- The ability to have promotional information at the event.
- Inclusion within the Event Program with corporate logos.
- Inclusion on the Race Official Shirt.
- Inclusion on all event promotional photos relating to the sponsored class.
- The presentation of you sponsored class trophies to the winning competitors.
- Access to the Vendor Alley.
- Other specific items that may be negotiated with the Event Manager.

#### ITEMS SUPPLIED BY YOU

- Canvas Printed Signage Banners (approx 2.4m x 0.8m)
- 20 off Stickers (approx 150mm x 100mm)
- Digital Images of your corporate logos (jpeg or high res pdf format)
- Written promotional material for the event commentators & promotional material



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## 2.1.4 EVENT ENTERTAINMENT PARTNER

### BENEFITS

- Great exposure for your company as you will be front and centre of the event.
- Regular promotional mentions over the event PA system by the event commentators during the event.
- Focal point of the spectator area allowing for significant exposure throughout the event.

### INCLUSIONS

- The ability to display 2 off 'Signage Banners' at the event within a prominent location.
- The ability to have promotional information at the event.
- The ability to set up a booth with all your equipment in the centre of the event.
- Inclusion within the Event Program with corporate logos.
- Inclusion on Race Official Shirt.
- Inclusion on all event promotional photos.
- Other specific items that may be negotiated with the Event Manager.

### ITEMS SUPPLIED BY YOU

- Canvas Printed Signage Banners (approx 2.4m x 0.8m)
- 50 off Stickers (approx 150mm x 100mm)
- Digital Images of your corporate logos (jpeg or high res pdf format)
- Written promotional material for the event commentators & promotional material
- PA System with at least 4 speakers and 2 microphones
- Large Corporate Star Tent for the event duration
- DJ with supporting equipment and music
- 2 Microphones





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### 2.3 Demo Days

In conjunction with the 2020 Australian Watercross Championships we will be hosting a Media Day prior to the event. All sponsors are invited to attend to showcase their products and promotional materials.

Local newspapers, news & radio stations, racers and members of the public will be in attendance providing excellent exposure for all companies involved in the day. We will have a large space on site for products such as Vehicles and Jetskis as well as water access for members of the public to test ride any demonstrator Jetskis in attendance should these be provided.

Interview opportunities and photos will be available on the day, dates and times will be announced at a later date.

### 2.4 Race Official and Merchandise Shirts

With your sponsorship of the 2020 Australian Watercross Championships, you have the opportunity for your organisation's logo to be included on the Event Race Official and Merchandise shirts.

Please see below for:

- a) 2018 WSM Performance Parts Australian Watercross Championship Race Official Shirts
- b) 2019 Australian Watercross Championships Race Official Shirts





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## 3. Site Layouts





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### 3.1 Event Location

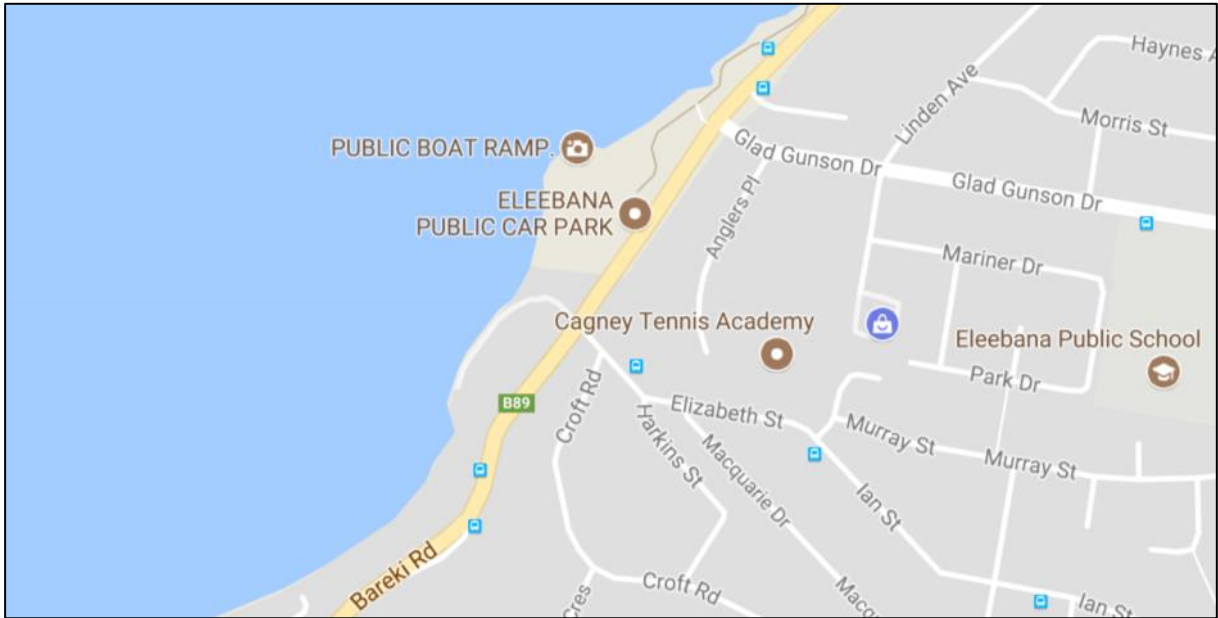
The Event will be located in Lake Macquarie NSW Australia, which is 1 hour and 45 min north of Sydney, and 15 minutes south of Newcastle NSW.

- Racing will staged from Warners Bay Park located at 1 Bareki Road, Eleebana NSW, Australia.
- Competitor's and crew are able to arrive from 7am.



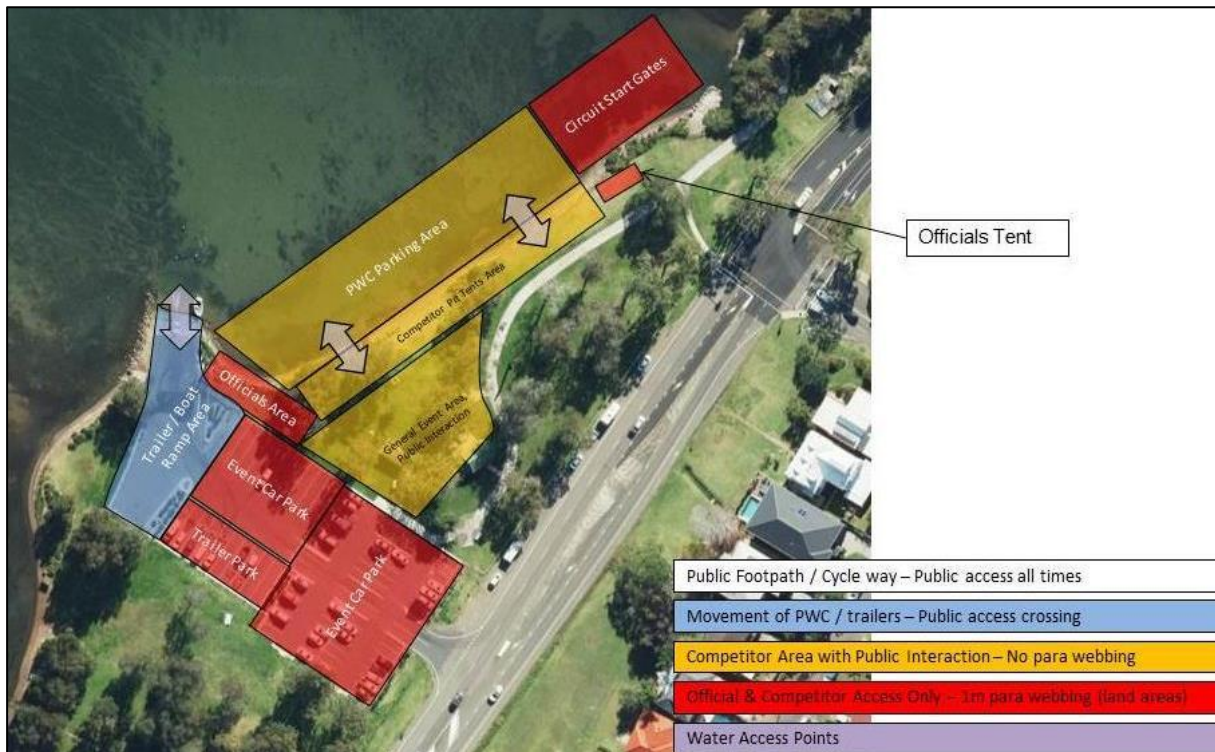


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### 3.2 Site Layout

- The eastern side of the car park will be utilised for competitors vehicle parking (no trailers).
- The western side of the car park will be utilised for trailer parking, emergency and official vehicle parking.
- No trailers, car's or PWC's are to be parked in the trailer / boat manoeuvring area.
- The fuel storage container and refuelling bay are to be located in a designated eastern car park area.
  - All fuel is to be registered and stored in the area.
  - All refuelling is to occur in the refuelling bay.
  - Under no circumstances is Fuel or Oil to be used outside of the designated area.
- All competitor pit tents are to be installed in designated areas.
- PWC's are not to be ridden under power onto the bank or the shore.





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### 3.3 Basic Overview of Racing Types & Classes

#### Endurance Racing

- Is a longer format of racing. Typically 30 min in length per race.
- Events commence with a dead engine start with riders starting behind their PWC.
- Runabouts and Recreation PWC's compete in separate races.
- Does NOT include a Split course
- Is less technical and more suitable for new or rookie competitors.

#### Circuit Racing

- Is a shorter racing format. Typically 6-10 min in length per race.
- Events commence with a running engine start, typically in start gates with handlers.
- Ski, Runabouts and Receptions PWC's compete in separate races.
- Include an option for a split course

#### Ski Classes

- Are for pole ski type PWC's, including:
- Kawasaki SXR & JS, Yamaha Superjet, Polaris Octane, SDC Trac, Proforce, Commander etc.

#### Recreational Lites Classes

- Are for smaller sized runabout craft, including:
- Seadoo Spark, SPX, XP, Blaster 1 & 2, Kawasaki X2, etc

#### Runabout Classes

- Are for all other larger sized PWC's, including:
- Yamaha GP, GPR, EX, Seadoo RXP, GTX, XP Limited, Kawasaki 310R, 260, STX, etc