



SPONSORSHIP & EXHIBITION PROSPECTUS

SCHEDULE:

Sun 14 Mar 2021	Sponsorship package released and tender period opens
Sun 11 Apr 2021	Sponsorship tender period closes (for Platinum & Gold)
Wed 14 Apr 2021	Tender evaluation by sponsorship sub committee
Sat 17 Apr 2021	Delegates meeting
Tue 31 Aug 2021	Discounted accommodation closes
Mon 31 Jan 2022	Entries & Sponsorships Close
Thu 14 Apr 2022	Modern era & modern not for judgement scrutineering
Fri 15 Apr 2022	Classic era scrutineering
	Meet & greet night
Sat 16 Apr 2022	Public Show Day (\$10/adult entry – expecting 2,000+)
Sun 17 Apr 2022	Museum / Canal Tour
	Dinner & presentation
Mon 18 Apr 2022	Exit & delegates meeting

POSTING STRATEGY:

	Platinum	Gold	Silver	Bronze	Minor
12 months out from event (6 months duration)	>6 posts	>4 post	>3 posts	>2 posts	>1 post
6 months out from event (6 months duration)	>6 posts	>4 post	>3 posts	>2 posts	>1 post
Event weekend (4 days duration)	>4 posts	>4 posts	>2 posts	>2 posts	>1 post
2 weeks after (14 days duration)	>1 post	>1 post	>1 post	>1 post	>1 post
Total posts per month	>17 posts per month	>13 posts per month	>9 posts per month	>7 posts per month	>4 posts per month
Potential reach	>16k	>12k	>8k	>6k	>3k

ADVERTISING AND SOCIAL MEDIA STRATEGY:

Three separate social media advertising campaigns:

- Entrants
- Sponsors
- Show Day attendees (Public)

Leadup time = 12 months prior to the event

During = Easter weekend



<https://www.facebook.com/19thFalconGTNationals>



to be activated



to be activated



<http://nafgtc.asn.au/gtnationals/>

Video Snippets ideas

- Sponsorships
- Past Nationals
 - Perth snippets
 - Adelaide Snippets
 - Photos
- What category is my car in
 - Unrestored/Maintained
 - Contemporary/Restored
 - Modified
- Entry form details
- Code of Conduct
 - Bad behaviour
 - Conflict of Interest
 - Accountability
 - Feedback
- Judging Guidelines
- FAQ's
 - Why do I need to be in a GT Club?
 - Why do I need to be scrutineered?
 - What is Platinum, Gold, Silver Awards?
- Judging Demo Modern/Classic
 - Factory Options
 - Scrutineering tick offs
 - Engine Bay
 - Interior
 - Boot
 - Undercarriage
 - Exterior
- Venues
 - Accommodation
 - Sport and Leisure
 - Burleigh Trucks

Test and Measure

Key Metrics include, Reach, Clicks, Engagement, Hashtag performance, Organic & Paid Likes, Sentiment.

Automate and Engage

- High Engagement
- Brands gain respect on Social Media by just being present and talking with their audience. Social customer care is so important to brands wanting to increase audience awareness - it's all about engagement. Respond to your customer questions and shout-outs ASAP. Not only do customers expect speedier responses from brands but also meaningful conversations on a regular basis.
- Social algorithms are continuously updated and generally take post engagement into account when determining how far your posts should reach. The bottom line is that higher engagement leads to higher reach.

OUR CURRENT FACEBOOK SOCIAL MEDIA STATS:

Followers count as @6/03/2022 = **942 and growing!**



19th Falcon GT Nationals Gold Coast 2022
5★ · Cars · 892 likes · 942 follows

Post reach for a 7 day period:



END OF PROSPECTUS