



CASTLEMAINE BILLY CART CHALLENGE

Keeping kids on the street since 1949

IN PARTNERSHIP WITH ROTARY CASTLEMAINE

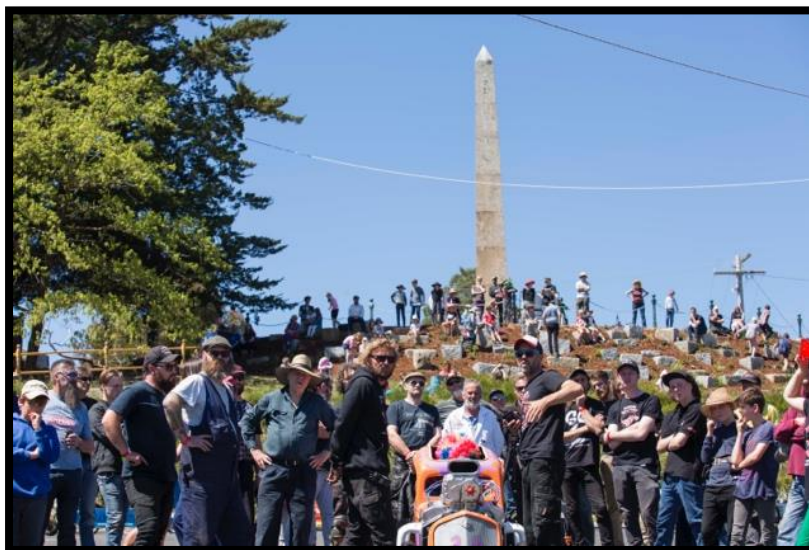


BUSINESS SPONSORSHIP PROPOSAL

Castlemaine Billy Cart Challenge
Sunday 1, October 2023

Camilo Demarco 0418 333 075 | Jane Goodrich 0437 186 711

Website: www.castlemainebillycart.com.au
Facebook: CastlemaineBillyCartChallenge



We Want You!

We are looking for local businesses to help us create the best billy cart race in the country. The excitement for re-launching a regular billy cart race in Castlemaine has been huge and is growing. Previous years have seen over 30 local business sponsors and we couldn't do it without you!

50 local business sponsors + donors
100 drivers + pit crew
100 CBCC production and volunteer crew
1500 spectators

Check out our 2018 race day highlights here: <https://vimeo.com/333942644>

Sponsorship Opportunities

We have three levels of sponsorship available for enthusiastic supporters.

1. Gold Deluxe Sponsor: \$2,000

1. Naming rights to a race e.g: <Your business name> trophy for the Under 12 category
2. Invitation to present an award to the winner of a race category
3. Inclusion of logo on promotional material such as posters and fliers
4. Business branding and promotion on the finish line and the winners podium
5. Verbal acknowledgment of support during the award ceremonies on race day
6. Your business name and logo on the CBCC website, with direct links to your business
7. Mention of your business as a sponsor on the Castlemaine Billy Cart Challenge Facebook page and email newsletter
8. The knowledge that your business is assisting and supporting an event that brings the community together

2. Silverado Sponsor: \$1000

1. Verbal acknowledgment of support during the award ceremonies on race day
2. Inclusion of logo on promotional material such as posters and fliers
3. Your business name and logo on the CBCC website, with direct links to your business
4. Mention of your business as a sponsor on the Castlemaine Billy Cart Challenge Facebook page and email newsletter
5. The knowledge that your business is assisting and supporting an event that brings the community together

3. Bronze Sponsor: \$250 / \$500

1. Your business name and logo on the CBCC website, with direct links to your business
2. Mention of your business as a sponsor on the Castlemaine Billy Cart Challenge Facebook page and email newsletter
3. The knowledge that your business is assisting and supporting an event that brings the community together

Funds raised from all sponsorship levels will go towards:

- First Aid services at the event

- Promotion, merchandise and marketing
- entertainment and race MCs
- race infrastructure
- trophies and medallions for all participants
- documentation - video and film production

We also encourage all local businesses and sponsors to join in the fun by entering a billy cart for your business!

...come along for the ride!

“Building Carts, Building Community”

That’s our motto and we believe it, but what does it mean? Our goal is to:

- Create a community event that brings all of Castlemaine together.
- Foster and support relationships and mentors to work towards a shared goal.
- Promote and support local groups and organisations with a focus on Mental Health outcomes.

Castlemaine is recognised as the Hot Rod Capital of Australia. We want to prove that the town also deserves the title of **Billy Cart Capital of Australia**. Recently Rotary Castlemaine have come on board and brought their well oiled organising machine to make sure this event not only survives but thrives and continues the tradition into the future.

Billy cart races were first organised in Castlemaine in 1949 as the Apex Soap Box Derby. They were run as fundraisers for local community groups and continued throughout the 50s and 60s. Following a thirty-year hiatus, the races resumed in the mid-90s and continued through to the early 2000s.

On 14 October 2017 this classic event was revived as the Castlemaine Billy Cart Challenge (CBCC). The event was a great success with over 60 drivers and 1500 spectators. In January 2018, CBCC was proud to receive the 2018 Mount Alexander Shire Australia Day Award for Community Event of the Year.

In 2018 the Castlemaine Billy Cart Challenge ran once again seeing enthusiastic participation from locals and interstate visitors, great support from local businesses and involvement by many individuals and community organisations.

2019 – 2023 saw a variety of COVID and insurance related challenges but now in 2023 we are delighted to bring back the Castlemaine Billy Cart Challenge with Rotary Castlemaine.

2018 Major Sponsors



Media Exposure

- **PRINT AND ONLINE MEDIA** ~ We expect coverage by the Herald Sun, Bendigo Advertiser, Castlemaine Mail and the Midland Express. We release several media releases leading up to and after race day.
- **RADIO** ~ In the past we have had radio interviews on ABC Melbourne, ABC Central Victoria, Main FM and 3AW.
- **PROMOTIONAL MATERIAL** ~ Promotional fliers and poster will be distributed locally in the month prior to the event. This material will include the logos of the 'Gold Deluxe' and 'Silverado' business sponsors.
- **SOCIAL MEDIA** ~ CBCC has a Facebook page with over 975 followers. The page is regularly updated with event information prior to and after the event.
- **WEBSITE** ~ Logo and hyperlink link to your business on Castlemaine Billy Cart Challenge website.
- **EVENT DOCUMENTATION** ~ We engage an event photographer and videographer on race day. These are posted on our website and social media.
- **EMAIL NEWSLETTER** ~ CBCC has an email newsletter mailing list with over 350 subscribers.

