



Partnership Opportunity
2016 NZ Touring Car Championship
Round 4 Ruapuna 15-17th January 2016



Welcome

Hello and welcome,

After a successful 2 year campaign in the UDC V8 Utes which saw Sam and the team win the Outright Championship backing up a solid rookie season where he managed 3rd in 2014. Since he has achieved the goals he set himself of both winning races and winning the championship he now sets his sights on winning the BNT NZ Touring Car Championship.

The following pages include information about Sam, the Series, the Team plus our plans for the 2016 and beyond, which included an increased amount of internet exposure as well as on track racing and off track events.

Finally, we hope that we can interest you in what we have to offer your brand in the

world of motorsport, to us, this means more than placing a sticker on the car, we think that partnership and advertisement in the motorsport world should be an interactive experience, on track and off.





K Brown Designs
Graphic Design | Signwriting

www.BelGroup.co.nz

8 Ball

NZV8
UTE RACING
National Champion

ENZED

UDC V8 UTE Championship
2015
Round 3
Pukekohe
3rd

UDC V8 UTE Championship
2015
Round 4
Taupo
2nd

UDC V8 UTE Championship
2015
Round 1
Levels, Timaru,
South Island
2nd

UDC V8 UTE Championship
2015
Round 2
Ruapuna, Christchurch,
South Island
2nd

UDC V8 UTE Championship
2015
Round 2
Ruapuna, Christchurch,
South Island
2nd

Background - Sam Barry

- Age 21
- Lives in Waipukurau, Central Hawke's Bay
- Apprentice Engineer at Stevenson & Taylor
- Raced speedway 5 years including Ministock World Final in England
- 3rd Suzuki Swift Championship 2013
- 3rd NZV8 Ute Championship 2014
- NZV8 Ute Rookie of the Year 2014
- Elite Motorsport Academy Graduate 2015
- 1st NZV8 Ute Championship 2015

Sam started racing mini stocks at the age of 12, he won many races over his 5 years in the class and had the opportunity to race in England at the Ministock World Final. In 2009 Sam's father Peter passed away racing speedway and it was at this point he realised that he needed a change. Sam moved from speedway to circuit racing and into the Suzuki Swift Sport Cup. He raced in the series for 3 years and had multiple wins and podiums. Sam has also competed in many endurance races in cars ranging from a V8 Ford Focus, a TLX NZV8 Touring car and a SEAT Leon Super Cup car. He is consistently improving and getting results for his sponsors.

Sam has had media exposure through articles in North & South magazine, Stuff.co.nz, Velocity NZ Facebook, video footage in The Wireless and will feature in a special interview on CRC Motorsport.





Series Run Down

BNT NZ Touring Cars championship is a 7 round series, that has seen fields of up to 26 cars competing including a mix of Holdens, Fords, Nissans and Toyotas there is sure to be plenty of action.

Round 4 of the 2015/16 Championship starts the New Year at the Mike Pero Motorsport Park at Raupuna Christchurch and the “southern swing” with a meeting just days later at the worlds most southern race track the ultra fast Teretonga Park in Invercargill. February sees the Touring Car Championship at one of the milestone events for the summer season the New Zealand Grand Prix meeting at Manfeild Autocourse in Fielding. The season wrapping up in mid April at the historic Pukekhoe Park Raceway in Auckland.

Each of these Touring Car events will receive a stand alone one hour highlights show on TV3's

CRC Motorsport show just days after each event and also feature on the TV 3 On Demand platform.

As the current NZV8 Utes Champion there is already a strong television interest in my progress into the Touring Car Class and this will ensure that there will be a profile spot on me within the Ruapuna event and the following of my move into the Touring Car division.

Touring Cars and the Touring Car Championship is certainly the hall mark for any driver in Australasia and the New Zealand series has proven this time and time again with drivers that have gone on to race within the high profile Australian V8 Super Car Series



Vehicle Details | NZV8 Touring Car

430 hp / 400 ft lbs torque
Ford BA Falcon Bodyshell
Built by Design Autotek using engineering input
from Stone Brothers Racing Australia

Roll cage 50 mm chromoly.
Controlled aero spoiler. Side skirts & rear wing
kit .
Race tech Carbon/Kevlar race seat
Willans 6 point racing harness
MOTEC dash & data logging
Onboard electrical fire extinguisher

Ford V8 5000cc
Controlled camshaft
Controlled carburetor
Controlled Cylinder Heads
Controlled flywheel & twin plate racing clutch
Controlled inlet manifold

Jerico racing dog style gearbox with controlled
ratios
Falcon differential fully floating hubs
Spool type centre

Brakes Performance Friction
6 pot front caliper
4 pot rear caliper
355 x 35 front discs
310 x 32 rear discs

Fuel system
80 litre racing style fuel cell
Twin fuel pump system

Wheels
Controlled racing style 17 x 9
Tyres
Dunlop racing slick



Our Goals

Sam's Goals for Ruapuna 15-17 Jan 2016

- Qualify well and set up a competitive weekend
- Podium race finish
- To gain an overall round Podium
- Represent your company and brand with the highest standard of professionalism

"My ultimate goal is to successfully race as a professional race car driver. Every class and championship that I compete in brings me closer to achieving my goal"

- Sam Barry





Brand Exposure

Partnerships

Thank you for taking time to read through our proposal. We pride ourselves on giving our partners the best value for money experience in motorsport.

We believe that a partnership with Sam Barry Racing should be more than just a sticker on the ute, below is just some of the things we can do to give back to you and your company.

Exposure

NZV8 Touring Cars are a national series, it is televised in New Zealand and Australia with audiences in excess of 300,000 and growing.

Sam Barry Racing can promote your business through a number of ways:

- Through social media avenues such as Facebook, Instagram and Youtube
- On vehicle advertising (space on the NZV8 Touring Car)
- Advertising space on the drivers race suit
- Through use of the racecar in your own advertising campaigns
- On site visits to your work place (terms and conditions apply)
- Visits to local schools
- Through traditional media such as newspaper and television

We can custom tailor a package to suite your budget and needs.

Advantages over mass media

The advantages motorsport provides over traditional mass media options such as radio advertising is in the details.

Advertising - Utilise images from the race cars and quotes from your driver to showcase your sales initiatives and performance.

Business-to-Business Programs - Utilise team collateral, images and events to open doors at the race track, using racing to do new business and reinforce existing clients.

Cross Promotions - Your association with a high-profile race team offers you the opportunity to advance cross promotional trade-outs with suppliers and partners.

Media Coverage - Increase brand exposure through the high-profile NZV8 Ute series, with coverage in local and national publications.

Image - The dynamic sport of racing affords your company an exciting image, and by establishing this image, you can carve a niche within your industry.

Internal Incentives - Build employee moral through incentives such as race tickets, and team merchandise giveaways.

Marketing Materials - Racing provides a dynamic tool to convey your marketing objectives through print, internet and multimedia avenues.

Benefits in Motorsport Partnerships

Motorsport is one of the most popular spectator sporting events in New Zealand, with attendance and media figures reaching staggering numbers. As a result, more and more companies are realising the tremendous potential and value motorsport sponsorship can provide, and are adding racing into their marketing mix.

Most companies can claim sponsorship as a legitimate marketing expense. When looked at from this point of view, sponsorship is a very cost effective way to gain nationwide advertising. Companies who sell products and services directly related to the sport they are sponsoring have their logo directly pointed at their target market throughout the duration of an event. So when all the spectators and competitors next want a product, there is every chance that the sponsor's company will be the first one they think of.

Companies whose product or services are not directly related to the sport gain value for money advertising from the media coverage gained through sponsorship. In the motorsport situation, every time a photo of a car that has the sponsor's logo in it appears in a newspaper or magazine, that company receives advertising in that publication. The same applies to television coverage and internet broadcasts.

The best way for a sponsor to look at the value for money gained from sponsorship is to think of the racing car and associated transport vehicles as motorised billboards. The car is a billboard when it is on the track, and the transport vehicle is the billboard when traveling to and from events. So the car is still advertising your product even when it's not racing! The price of sponsorship is usually better value for money than other forms of nationwide advertising.

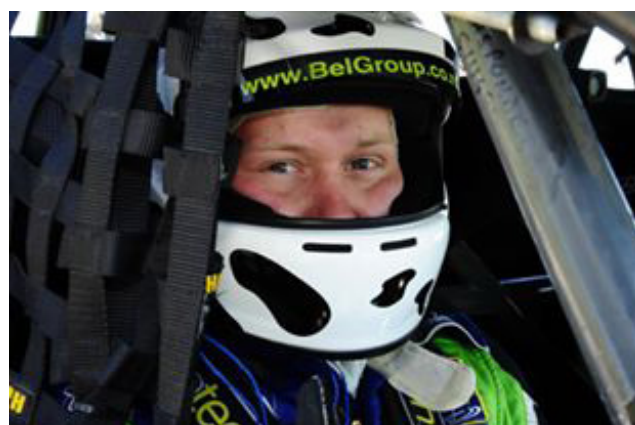


2016 Race Calendar

BNT NZ Touring Car Race Calendar 2015-2016

At this stage we are looking to compete in Round 4 at Ruapuna however we are interested in further events in this calendar depending on partnership interest.

- Round 4 Mike Pero Motorsport Park Ruapuna, Christchurch, 16-17 January 2016
- Round 5 Teretonga Raceway, Invercargill, 23-24 January 2016
- Round 6 Manfield Motorcourse, Fielding, 12-14 February 2016
- Round 7 Pukekohe Raceway Park, Pukekohe 16-17 April 2016



Associated Costs

As you can imagine, there are costs associated with running competitively at this level of motorsport. This year, we have decided to lay them out, so you can see exactly where your hard earned money goes. This is part of Sam Barry Racing wanting to be open and transparent with our partners.

We can tailor make a partnership package to suite your budget and then show you exactly where the money goes.

This does not include any damage, this can range from nothing to \$60,000+

As this is a leased car arrangement there are extra costs involved in setting up, running and returning the car to standard condition after the race.

Vehicle Costs - At Round			
Item	Cost each	Per Round	Per Season
Car, Tools & Equipment		\$5,500	\$5,500
Fuel - controlled supplier		\$600	\$600
Tyres - as per allocation		\$4,088	\$4,088
Race round labour (race engineer)		\$700	\$700
Sub total			\$10,888
Vehicle Costs - After Round			
Item	Cost Each	Quantity	Total
Front Rotors & Brake Pads	\$1900	1	\$1,900
Gearbox rebuild allowance	\$600	1	\$600
Paint/Sign writing	\$1,000	1	\$1,000
Misc Oils	\$350	1	\$350
Round repair/service labour	\$600	1	\$600
Sub total			\$4,450
Team Costs - Admin/Travel/Entry etc			
Travel - Average including South Island Rounds	\$600	1	\$600
Accommodation - Average per night away	\$100	4	\$400
Entry Fees - price per round	\$1,190	1	\$1,190
Sub total			\$2,190
Total for season			\$17,528+GST

Thank you

Thank you for your time and the chance to discuss this exciting marketing opportunity within the popular and passionate sport of motor racing with you. If you have any questions please do not hesitate to contact us.

We look forward to speaking with you soon.



Sam Barry

P: 027 523 3322

E: sgrbarry71@gmail.com

