

# Ballarat Drag Racing Club Inc.

## **1 Introduction**

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The Ballarat Drag Racing Club is currently in the process of upgrading the Ballarat City Dragway to be completed by the first race of the 2007 / 2008 drag racing season (approx. October 2007). The proposed upgrades will include:

- Extending the concrete racing surface by taking the current start line back from its current position.
- Spectator mounds on both sides of the race track.
- New club room facilities.
- A purpose built toilet block located near the track.

With the extension of the racing surface and inclusion of the spectator mounds the club will also initially be erecting 30 concrete barriers along the track edge (15 on each side) to meet safety requirements.

## **2 Barrier Leasing Opportunity**

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An opportunity exists for your business to lease a **pair** of concrete barriers from the BDRC for sponsorship and advertising purposes. The details are:

- A pair of barriers (each 6m x 0.8m) will cost **\$2,100** (inc. GST) for a **5 year** lease period. This amount will be payable at an agreed date and well before the commencement of the 2007 / 2008 racing season. At the end of the 5 year period you will be given first option to renew your lease.
- The 5 year lease period will run from the first race meeting your barriers are visible to the public, approx. October 2007 to September 2012.
- Your barriers will be located on each side of the track, 1 on the outside of the left racing lane and 1 on the outside of the right racing lane.
- The location of your barriers along the drag strip will be based on a first come, first served basis. The earlier you take advantage of this proposal, the closer your barriers will be to the start line.
- Graphics and sign writing on your barriers will be at your own cost and is not included in the cost of leasing the barriers. You will also be responsible for the maintenance of any graphics and sign writing on your barriers at your own cost.



### 3 Benefits to Your Business

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On average, the BDRC attracts approximately 5000 spectators per annum to drag racing events and this number is expected to increase with the new upgrades to the racing facilities. Better facilities equal more racers, more racers equal more spectators, more spectators mean a greater potential for you to make a positive impact on potential customers.

Per annum, the barriers will cost \$420 (excluding sign writing). That's just over 8 cents per impression on a spectator and there is no increase in cost over your 5 year lease period.



### 4 Agreement

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If you would like to take advantage of this opportunity and have read and understood the details of the barrier leasing arrangements please sign and date below:

|                       |  |
|-----------------------|--|
| <b>Business Name:</b> |  |
| <b>Your Name:</b>     |  |
| <b>Signature:</b>     |  |
| <b>Date:</b>          |  |