



Att: Marketing Manager

Dear Off Road Racing Enthusiast,

Australia's toughest, richest and most prestigious ATV (quad bike) off road event has been announced for the 6th-9th of April, 2012 (Easter) in Pinnaroo, South Australia. The event is now in it's fifth year with each year being bigger than the last with 2011's event being bigger and better than ever with riders participating from every Australian state and territory.

2011's naming rights sponsor was Can-am Australia who certainly got their money's worth and the exposure that they received was wide and varied, including:

- massive exposure at the venue
- incredible trophies which were highlighted with their branding
- videos of the event on thumbump.com
- half page articles with full colour pictures in the local paper The Border Times, both before and after the event, as well as in many other local papers Australia wide.
- Pre and post event reports on Win News
- over 11,000 hits on the Thumb Pump 300 discussion thread on Australia's most popular ATV forum OZATV.

All of this was added value for a manufacturer who continues to support ATV racing down under, even through the current tough economic climate.

Thanks to the Thumb Pump 300's unique format and class listing, the event is a huge drawcard to not only Pro and Expert level riders but riders of all ages and abilities. The event caters for men and women who are novices, trail riders, sand draggers, 4x4 farm quad riders and even UTV drivers. With all of this the Junior's have not been forgotten either, with 3 classes for them as well.

The 4x4 class is one that 47industries is very passionate about due to the huge percentage of these type of machines that are sold in Australia compared to sport machines. In recognition of this, in 2011 farmers were encouraged to participate by having a "Race your Mate" class in the 4x4 category, with riders nominating another entrant in the race as their competitor, and then they were only timed against each other, as a way to claim bragging rights. Some did all 12 laps, others discussed it prior to the race and only did 4 laps, which was the whole idea of the class.

Also new for 2011 was Australia's first ever UTV class in a Motorcycling Australia sanctioned event, which attracted some strong attention from the many spectators present. Cody Crocker, world class rally diver was there and has mentioned he plans to be there again this year to try and defend his win from 2011.



It is commonly known that the biggest restriction on the growth of ATV riding in Australia is the limited locations in which to ride and this is where our passion lies. 47industries is all about promoting and growing the sport, which is why we have undertaken projects such as the free distribution of our DVD's "Quads Across the Simpson" and "Quads to The Cape", documentary style movies showing how to organise and legally participate in quad rides in some of Australia's best and most famous off road terrain.

We also assist Can-am in their Field Day Program, taking the message to the farmers and their families that these machines are great for more than just rounding up the sheep. The Thumb Pump 300 has already proven to help with this goal, with the announcement in late 2010 that Scorpion Park (the venue 47industries helped build), the home of the Thumb Pump 300 was being opened to the public as a ride park. What a great result for ATV riding in Australia.

This year we are again inviting industry manufacturers and dealers to attend the event with vendor sites and we will again set up an opportunity for them to conduct demonstration rides of their products. This certainly drew more spectators from the farming community, both locally and from the larger rural catchment area that Pinnaroo boasts, as well as promoting products to an otherwise untapped market.

Attached is a schedule of sponsorship opportunities for the upcoming 2012 Thumb Pump 300 ATV Festival. We appreciate you taking the time to read this document and hope that you can see the benefits in being part of the biggest ATV event in Australia, the Thumb Pump 300 ATV Festival.

Kind regards

Mick Andrewartha
47industries
Powersports Promotion & Event Management
mick@47industries.com
0407 795 295
www.300.thumbpump.com





Sponsorship

The following is the list of sponsorship opportunities for companies to be involved in the 2012 Thumb Pump 300 ATV Festival. There is only one position available for each sponsorship opportunity, except for general sponsors.

Event naming rights sponsor	\$15,000
Pro 450 Class sponsor	\$3,000
Open Men's Class sponsor	\$2,500
Teams Class sponsor	\$2,500
Women's Class sponsor	\$2,000
4x4 Race Your Mate Class sponsor	\$2,000
UTV Class sponsor	\$2000
Fastest Lap sponsor	\$1,500
Sand Drags Unlimited Class sponsor	\$1,250
Sand Drags Enduro Class sponsor	\$1,250
Junior 300 Class sponsor	\$800
Junior 90 Limited Class sponsor	\$500
Junior 90 Comp Class sponsor	\$500
General event sponsor	\$500

Trade and Vendor sites are available within the spectator area of the complex from \$250 each (depending on size of site required) and are free to any sponsor paying more than \$1000. All vendors are encouraged to run demo rides on their products on Monday afternoon, on the actual Thumb Pump 300 UTV track. This feature is offered to Vendors only.

All sponsors are encouraged to provide product in addition to sponsorship money to be handed to all riders upon entry. Branded hats, t-shirts, stickers, stubbie holders, product samples, brochures and catalogues etc would be ideal handouts as a way to promote your products and services.

One of the major focuses for this year is to continue the growth of our infrastructure, with the addition of a mud racing pit. The 100m long, 8m wide and 1.5m deep pit was dug directly after last years race in the clay section directly in front of pit row. The plan is to run Mud Racing demonstrations this year, then a night time mud race championship event in January next year. What could be better, mud racing under lights during the hottest part of the year...in the middle of the desert? We have access to a bore, however to set up the pump and 5.5km of pipe, we require approximately \$9,000. In return for this money, the sponsor providing it will have the offer of naming the lagoon whatever they like, possibly after themselves or their business. This on site water will bring life to the pit's with the ability for us to plant lawn, trees etc to allow for more events going forward.

As has always been the case with 47industries managed off road events, all entrants for all classes receive a participation race plaque (with sponsor logos on it) as well as a 2012 Thumb Pump 300 ATV Festival t-shirt, with all sponsor logos on the rear. Naming rights sponsor will be at the top, with class sponsors displayed below, then all general event sponsors.

All sponsors of the event will have banner adverts on the Thumb Pump 300 website (www.300.thumbpump.com) which can be linked to their own web site.

For more information, please contact
Mick Andrewartha
47industries Pty. Ltd.
0407 795 295 mick@47industries.com

Mud racing pit

