

2014/15 SA 410 SPRINTCAR SERIES

7 July 2014

Dear Competitor,

RE: COMPETITION INFORMATION & EXPRESSIONS OF INTEREST

We are currently in the process of finalising the concept of a new series and provide the following information in good faith and ask for Expressions of Interest from teams to support the series.

The success of the series is reliant on competitor backing.

Together the limits are boundless for the good of Sprintcar racing in South Australia.

We want each competitor to be rewarded for their efforts and know that each track's success will be a flow on from competitor success and the marketing opportunities that this series will provide.

Please read the following and if you have any questions, please do not hesitate to contact Tim McAvaney who will be able to address your questions/enquires. (Murray Bridge Office 08 8532 1150).

Thanks for your consideration and support.

Yours in Speedway,

Tim McAvaney	&	Wendy Turner
Manager		Promoter
Murray Bridge Speedway		Speedway City

BACKGROUND:

Speedway City and Murray Bridge Speedway are pleased to announce a new 410 Sprintcar SA State Series, with support from Tolmer Speedway Bordertown and the Sprintcar Competitors of SA club.

The joint venture initiative between Speedway City and Murray Bridge will combine all non-World Series Sprintcar races at both venues in addition to one round at Bordertown, to form a twelve round series.

South Australian Sprintcar racing has lacked in this area for a number of years and is not capitalising on the marketing and promotional opportunities that are evident from conducting a state wide series.

AIMS:

- To package local racing and provide marketing and promotional opportunities
- Provide incentive for competitors to race locally
- Provide rewards for competitors who commit to local racing
- Build the profile of racing in South Australia
- To provide a competitive local scene to assist in building profiles and competitiveness
- Provide pathways for local competitors to race nationally

CONFIRMED SERIES DATES:**September**

4	Sun	Pre	Adelaide Show	Public Launch
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October

18	Sat	Rd 1	Murray Bridge	Bill Wigzell Battle of the Bridge	\$3,000 to Win
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November

3	Sat	Rd 2	Speedway City	Sprintcar Masters	\$5,000 to Win
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29	Sat	Rd 3	Speedway City		\$2,000 to Win
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December

6	Sat	Rd 4	Murray Bridge	SA Sprintcar Title	\$2,000 to Win
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13	Sat	Rd 5	Bordertown	Bordertown Battle	\$1,500 to Win
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January

10	Sat	Rd 6	Speedway City		\$2,000 to Win
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February

7	Sat	Rd 7	Speedway City		\$1,500 to Win
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March

7	Sat	Rd 8	Speedway City	Jack Daniels Sprintcar Nationals	\$7,777 to Win
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8	Sun	Rd 9	Murray Bridge	MTA 40 Lap Sprintcar Marathon	\$5,000 to Win
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21	Sat	Rd 10	Speedway City	Sprintcar Cup	\$2,000 to Win
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28	Sat	Rd 11	Murray Bridge	410 Ross Wright Memorial	\$5,000 to Win
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April

18	Sat	Rd 12	Speedway City	Grand Final	\$2,000 to Win
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PRIZEMONEY SCHEDULE:

Each track will continue to be responsible for the nightly payout, and nightly promotional campaigns etc while transponder costs will continue to be met as per track requirements.

	Rd 5,7	Rd 3,4,6,10,12	Rd 1	Rd 11	Rd 2, 9	Rd 8
1	1,500	2,000	3,000	5,000	5,000	7,777
2	1,000	1,000	2,000	2,000	3,000	3,000
3	900	900	1,500	1,500	1,500	1,500
4	800	800	1,000	1,000	1,250	1,250
5	700	700	850	850	1,000	1,000
6	600	600	725	725	900	900
7	500	500	615	615	800	800
8	400	400	510	510	750	750
9	350	350	450	450	700	700
10	300	300	400	400	600	600
11	300	300	350	350	500	500
12	300	300	300	300	500	500
13	250	250	300	300	500	500
14	200	250	300	300	500	500
15	200	250	300	300	500	500
16	200	200	300	300	500	500
17	-	200	300	300	500	500
18	-	200	300	300	500	500
19	-	-	-	-	250	250
20	-	-	-	-	250	250
	\$8,500	\$9,500	\$13,500	\$15,500	\$20,000	\$22,777

DRIVER CONTRACTS:

Cars will be contracted to complete the series.

Contracted cars will be required to pay a contract fee of \$700 to confirm their commitment to compete in all rounds, which they will receive back at the completion of the series, paid within the pointscore payout.

Drivers who miss a maximum of two rounds may still qualify for the pointscore payout on compassionate grounds.

This includes drivers who endure hardship such as blown engines and major crash damage and World Series Sprintcars contracted drivers who will be racing with WSS on January 10 and February 7.

A close championship points structure will ensure those drivers are likely not win the championship, but may still place in the championship, receive monies for their efforts and qualify for all contingencies throughout the series.

The championship points will be paid to the driver.

Car owners may choose to have multiple drivers throughout the series and provided they complete the series, will still receive the last place payout.

Contracted drivers will be granted one free entry per round. (\$420 value based on 12 rounds)

There is no limit on the total amount of contracted cars. All contracted cars outside the top ten will receive \$800

CHAMPIONSHIP POINTS:

The World of Outlaw points are preferred to ensure a close championship and maintain interest throughout the series. – 150, 146, 144, 142, 140, 138, 136, 134, 132, 130, 128, 126, 124, 122, 120, 118, 116, 114, 112, 110, 108, etc

Bonus points – 4 bonus points are available per round if driver is able to win two heats and the final.

POINTSCORE PAYOUT:

Cars must be contracted to qualify for the pointscore payout and contingency awards.

It is planned to offer nightly and series contingency awards to contracted drivers.

The payout below is the guaranteed minimum payout. It is based upon the basic budget found further below in this document.

1	\$5,000
2	\$3,000
3	\$2,400
4	\$2,000
5	\$1,600
6	\$1,400
7	\$1,300
8	\$1,200
9	\$1,100
10	\$1,000
TOTAL	\$20,000
Others	\$800

Drivers who are not contracted to the series may still be eligible for nightly prizemoney and nightly trophies.

In the advert that a non contracted driver wins the pointscore, they will only be eligible to receive series trophies (and being named series champion), and the first place prizemoney will move to the first contracted driver and so on.

PROPOSED BUDGET:

The budget allows for some promotional expenses, however all other funds raised are directed at the contracted drivers/teams.

In the advent that sponsorship does not meet the anticipated level, the budget still stands up to payout the minimum pointscore payout of \$20,000. The Sprintcar Competitors of SA club will also assist in meeting the required minimums.

If sponsorship levels surpass the budgeted levels, the aim is to increase the pointscore payout.

<u>Revenue</u>			
	Contacted Driver Fees	\$7,000	
	Track contribution	\$7,200	
	Tyre Rule	\$3,800	
	Sponsorship	\$7,000	
	<u>Total Revenue</u>		\$25,000
<u>Expenses</u>			
	Pointscore Payout	\$20,000	
	Promotional Posters	\$1,000	
	Media Releases & Promotion \$100 per rd	\$1,200	
	Championship Trophies	\$1,000	
	Misc	\$1,800	
	<u>Total Expenses</u>		\$25,000

SPONSORSHIP – Naming Rights:

A naming rights partner is being pursued and ideally would include the following.

- “Name” SA Sprintcar Shootout (or similar/agreed)
- Advertised as such on all advertising campaigns from all tracks
- Advertised as such on all material relating to the series
- Infield banners at all rounds
- Decals on all contracted cars
- Inclusion in program for all rounds
- Two season tickets for both Speedway City and Murray Bridge
- Corporate entry to Speedway City on series night of choice for 20 guests with catering
- Corporate entry to Murray Bridge on series night of choice for 20 guests with catering
- Four tickets to presentation dinner

If any teams have further leads, please advise Tim McAvaney.

CONTINGENCY SPONSORS:

Suppliers and industry supporters are being sought to sponsor tyres/methanol/front ends/wings etc for round and series awards. All of these awards will go directly to contracted drivers/teams and will further enhance the benefits of contracting to the series.

TYRE RULE:

The local Hooiser Tyre rule for right rear tyres (WAV) will continue as the past season for local 410 racing, with the support of Lonsdale Competition Tyres. Right rear tyres must be purchased and/or stamped from this supplier.

TELEVISION:

It is anticipated in future years to have selected rounds televised on SPEED (Chequered Flag or similar). The cost of this is currently approximately \$6,000 per night and is therefore reliant upon sponsorship.

We believe TV coverage is critical to building the series and competitor profiles in the future, similar to what has been achieved with AHG Series in WA.

PROMOTION AND MARKETING:

The official name of the series will be determined by the successful results of obtaining a series naming rights partner.

Series posters will be printed promoting the series and all contracted drivers.

A media officer will be appointed to be responsible for drafting and circulating all pre and post round press releases and features on contracted drivers. A budget of \$100 per round has been set aside for this service.

It is not anticipated initially to build a purpose website due to cost, but to utilise existing Speedway City, Murray Bridge & Sprintcar World website (amongst others).

Social media such as Facebook will also be utilised and updated regularly.

Progressive point scores and round awards will be communicated through these mediums.

SERIES ADMINISTRATION:

Murray Bridge Speedway offers its services to co-ordinate the series including collating weekly points, contracts and any other general administrative work, outside of the regular press releases and updates.

Nightly nominations will continue to be through the appropriate track nomination process. Contacted drivers are automatically nominated for all rounds, however may be required to complete individual special event nomination forms.

It is anticipated a series bank account will be opened to hold all series funds throughout the year.

OFFICIALS:

It is not anticipated to form a dedicated team of officials at this time, but to utilise what each track already has in place. A series driver's rep will be required who will be in attendance at all rounds to assist with consistency and the communication between drivers and officials.

SERIES PRESENTATION DINNER:

A compulsory series championship presentation dinner will be conducted in May 2015. Drivers must attend in order to collect payouts and prizes.

EXPRESSIONS OF INTEREST:

Drivers are now asked to Express their Interest in contracting to the series. Ideally the earlier we can promote driver names the better, and drive the promotional lead up to the series. With the series launch scheduled for the Royal Adelaide Show in September 14, and with the need to have promotional posters printed prior to the launch, please express your interest prior to July 25. Payment will be required prior to the first round.

2014/15 SA 410 SPRINTCAR SERIES

Driver Expression of Interest

I, would like to formally register my
Interest in becoming a contracted driver to the 2014/15 SA 410 Sprintcar Series.

Car Number.....

Contact Phone Number.....

Email.....

Please return this form to: Tim McAvaney

Murray Bridge Speedway

PO Box 316, Murray Bridge, SA 5253

speedwaymb@lm.net.au

Ph: 08 8532 1150

Fax: 08 8532 1012