



cairns international speedway

north queensland international motor raceway association inc

Driver Sponsorship Supplement from
Power Forward Media



The Cairns International Speedway is excited about the upcoming racing season that spans from May until November at our raceway in Edmonton! The Cairns International Speedway features highly engaging family friendly racing entertainment to a growing audience of 1200 fans per event as well as an online viewership of 9,000 fans on social media and a youtube channel which received just shy of 40,000 views in 2022.

Our digital content is highly engaging and reaches 1000's of families every week during the season in particular in the southern corridor area of Edmonton where the speedway is located but there are fans across the Cairns region as well as a growing audience from the rest of the state. Our ability to reach and engage with families as well as the automotive industry is our biggest attribute when promoting your products. You have a captive audience!

Sponsorship opportunities of the Cairns International Speedway events are open for the 2023 and 2024 season.

Platform	Total Engagement	Per Event
Facebook/Instagram	678,307 Impressions 59,202 engagement	75,367 Impressions 6578 engagement
Youtube Channel	39,769 views	4971 views per event
Star 102.7 and 846 4CA	800,000 est impressions (combined 31.8% pop)	61,538 people reached per event
Ch 9 WIN	650,000 est impressions over season	50,000 people reached per month



A note for potential racing team sponsors

Power Forward Media will amplify the success stories that emerge to the top throughout the season with highlight promotions, interviews, and replays. It is our observation that sponsorship recognition is certainly heightened if the driver has been successful. This is because the car is on screen more being at the front of the pack or consistently winning. The driver will be given opportunities to mention sponsors in a post race interview and a success story has the potential to be amplified through other digital content such as Speedway Stories, in the mainstream media through our media partners Ch 9 WIN, Star 102.7 and 846 4CA, or in print with the speedway program driver interviews or Cairns Post recaps.

It can also be very rewarding to be part of a racing team and follow the driver's journey through the highs and lows. It creates greater engagement for the sponsor and is also an opportunity to bring clients to an exciting event and support your sponsored driver. In short, sponsoring a driver and getting your business logo on the car is a unique marketing opportunity but also a rewarding one. Power Forward Media can also quote a digital content piece/story for your business and the sponsored racing team – just contact anytime.



Thank you



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FORWARD
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