



cairns international speedway

north queensland international motor raceway associaiton inc

2024 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 10,000 fans on social media and a youtube channel which received 80,000 views in the last 2 years.

Our digital content is highly engaging and reaches 1000's of families every week during the season in the Cairns Region and beyond as well as a growing audience from the rest of the state and now interstate. 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 2024 and 2025 season.

Platform	Total Engagement 2023	Per Event 2023	Change from 2022
Facebook/Instagram	1,400,000 Impressions 107, 466 engagement	175,000 Impressions 13,433 engagement	106% increase in Impressions 81.5% increase in engagement
Youtube Channel	77,446 views (2022 + 2023)	4600 views per event	83% increase in subscribers (551)
Star 102.7 and 846 4CA	1,600,000 est impressions (combined 31.8% pop)	124,000 people reached per event	2 radio campaigns Run at same time. Event + Grid Kids
Ch 9 WIN	1,137,000 est impressions over season	142,125 impressions per event	Increase to 9 speedway plus 5 burnouts events



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 local newspaper recaps.

It can also be very rewarding to be part of a racing team and follow your sponsored 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



**POWER
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MEDIA**

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