



**V KART
Circuit**

The logo features a large, stylized red letter 'V' on the left. To its right, the word 'KART' is written in a bold, black, sans-serif font. Below 'KART', the word 'Circuit' is written in a similar bold, black, sans-serif font, but with a lowercase 'i' and a lowercase 't'. The entire text is set against a white background and is slightly tilted upwards to the right.

Vereeniging Kart Circuit

Circuit branding & resurfacing project

BACKGROUND

Herewith is an opportunity to invest in Vereeniging Kart Circuit, we urge you to read on and see if our proposal is of interest to you or your business...

- It has been my intention to re-surface the circuit for the last 9 years, but have been unable to reach this goal with the cost of such a venture
- Quotations received were in the region of **R1 150 000.00**
- Interim solution = concrete patching as a temporary measure.
- The end goal = 25mm re-surface of the entire circuit.

2016 EVENTS CALENDAR

Event Name	Rounds	Televised	Spectators
MSA Regional Events	4 Rounds	Partially	300
MSA Club Events	6 Rounds	No	120
MSA National Championship	1 Round (3 Days)	Yes	500
MSA Moto SA	10 Rounds	Partially	250
ProkartSSS Sprint Series	7 Rounds	Partially	150
ProkartSSS Endurance Series	7 Rounds	Partially	150
12 Hour Charity 4 stroke	1 Round	Yes	500
F400 Events	5 Rounds	No	100
Corporate Events - Rentals	30 Events per annum	No	100

THE SITUATION

Vereeniging Kart Club was awarded the “Motorsport South Africa best Organising Club” in the Northern Regions.

Our goal is to be the most accommodating, professional and friendly karting circuit in SA.

- **In 2015 Motorsport South Africa applied to the FIA for funding to upgrade South African Karting Circuits, and we have been granted assistance.**
- The grant unfortunately does not cover a full resurface of the circuit.
- Our aim = to raise the shortfall to enable us to do the complete resurface.
- In order to do so, we have put together the following branding/ packages in return for financial assistance:

BRANDING & SPONSORSHIP PACKAGES

Honorary Membership:

Approx. Value R75 000.00

Package cost: R50 000.00

The Honorary Membership includes the following:

Free Honorary Annual Practice Card – R3 000.00/ year

- Valid for 10 Years
- No daily practice charge – R1 250.00

Honorary membership to Vereeniging Kart Club R450/ year

- Valid for 10 years

1X Free Open Pit R950/ year

- Valid for 10 years

BRANDING & SPONSORSHIP PACKAGES

2 Year Practice & Pits:

Approx. Value R12 000.00

Package cost: R8 000.00



BRANDING & SPONSORSHIP PACKAGES

Naming Rights:

1 year package: R100 000.00

2 year package: R150 000.00

Naming Rights Include the following:

- Official name of the circuit changes to the sponsor name i.e. “My Company Raceway”
 - Entrance signage space (production of material for sponsor’s account)
 - Roadside signage space (production of material for sponsor’s account)
 - Alibhai corner signage space (production of material for sponsor’s account)
 - Centre circuit flag space (production of material for sponsor’s account)
 - All track & club communication (press releases, results, race day programmes)
 - Logo & company name on official website with links to sponsor’s website

BRANDING & SPONSORSHIP PACKAGES

Naming Rights:

Naming Rights Include the following:



BRANDING & SPONSORSHIP PACKAGES

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ART
Circuit

BRANDING & SPONSORSHIP PACKAGES

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BRANDING & SPONSORSHIP PACKAGES

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BRANDING & SPONSORSHIP PACKAGES

Naming Rights:

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BRANDING & SPONSORSHIP PACKAGES

Naming Rights Continued:

1 year package: R100 000.00

2 year package: R150 000.00

Naming Rights Include the following:

- 1 X free company corporate Karting function (for 40 pax)
 - Including meals
- Race day VIP area for X15 guests including snacks & welcome complimentary soft drink.
 - Sunoco deck area to be utilised for VIP section
- TV broadcasts & Press Releases refer to sponsor & circuit name

BRANDING & SPONSORSHIP PACKAGES

Branding Packages:

- We have devised a plan to sell off prime space (Customer Branding) around the circuit that can be utilised to promote your Company with strong effective branding.
- We are offering advertisers a **one or two year** option to suit their pockets.
- Please note that these prices are for advertising space only.
- We have negotiated with a local branding company that will do the production at discounted rates

BRANDING & SPONSORSHIP PACKAGES

Branding Packages:

Area	Sign size	No of sites	Cost 1 Year	Cost 2 Year
Western Entry Walls	6000 x 1300	14	6,500.00	10,000.00
Western Entry Walls	4500 x 1300	9	5,500.00	8,000.00
Back Straight Walls	4500 x 1300	27	5,500.00	8,000.00
Back Straight Walls	6000 x 1300	3	6,500.00	10,000.00
Eastern Walls	3000 x 1300	26	4,500.00	6,000.00
Fencing Banners	3000 x 300	100	500.00	750.00
Entrance Back Wall	4500 x 1300	5	2,500.00	3,500.00
Entrance Back Wall	3000 x 1300	11	2,000.00	3,000.00
Toilet Wall	6000 x 1300	1	6,500.00	10,000.00
Pit Railings	4000 x 900	22	800.00	1,000.00
VIP Suite	Sunoco			

BRANDING & SPONSORSHIP PACKAGES

Branding Packages:

Area	Sign size	No of sites	Cost 1 Year	Cost 2 Year
RKT Shed Wrap		1	7,000.00	12,500.00
Corners		8	3,000.00	5,500.00
Control Tower Roof		6	1,500.00	2,000.00
Control Tower Walls		5	1,500.00	2,000.00
Start/Finish Sign (Pit Area)		1	10,000.00	15,000.00
Race Control Lights		1	2,000.00	3,500.00
Medical Carport Centre Circuit		1	6,000.00	10,000.00
Sub Station (Centre Circuit)		1	3,500.00	6,000.00
Parc Ferme		1	4,000.00	7,000.00
Rental Karts		12	1,000.00	1,800.00
Grandstand Back Railing	3000 x 900	10	3,000.00	5,000.00
Grandstand Front Railing	3000 x 900	10	3,000.00	5,000.00
Grandstand Flags		13	500.00	800.00

BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Western Entry Walls



BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Back Straight Walls



BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Eastern Walls



BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Fencing Banners



BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Entrance Back Wall



BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Toilet Wall



RT
Circuit

BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Pit Railings



RT
CUIT

BRANDING & SPONSORSHIP PACKAGES

Branding site images:

VIP Suite



BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Corners – Various corners to be shown



RT
Circuit

BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Control Tower Roof



RT
CUIT

BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Control Tower Walls

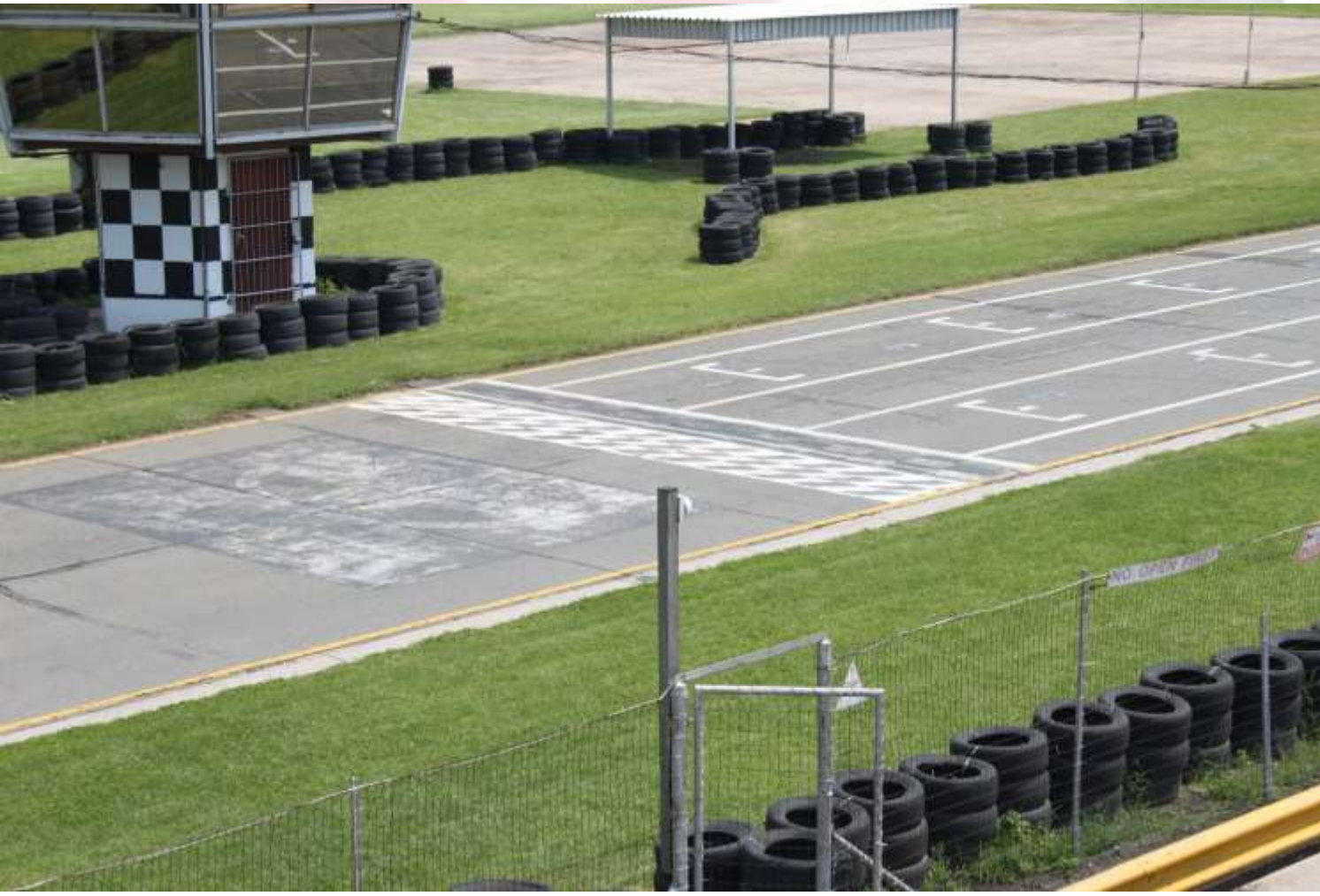


RT
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BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Start/ Finish Pit Area



RT
CUIT

BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Race Control lights



RT
CUIT

BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Medical Carport Centre



RT
CUIT

BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Sub Station (Circuit)



RT
Circuit

BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Parc Ferme



BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Rental Karts



BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Grand Stand Back Railing



BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Grand Stand Front Railing



BRANDING & SPONSORSHIP PACKAGES

Branding site images:

Grand Stand Flags



FINANCIAL CONSIDERATION

Banking Details

Vereeniging Kart Circuit:

Mercantile Bank – 450-137 Vanderbijlpark

Acc No: 4500111476

Type: 32 Day Account

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FINANCIAL CONSIDERATION

If you would like to take up the opportunity for branding or sponsorship, please contact Patsy Roos.

Thanking you for your assistance in keeping Vereeniging Kart Circuit the best organized Kart Club!



