

Sponsorship Information Pack

Rover P5 and P6 Owners Australia



Introduction

- **Founded in January 2017 by Colin Moss and Luke Thorneycroft**
- **Commenced as an on-line Facebook Group - Rover P5 & P6 Owners Australia**
- **Established as an Incorporated Club in Victoria 2018**

Our Founding Members

Colin Moss

The Rover P6 Area Cars of the Metropolitan Police were part of Colin's childhood in the UK, and the ambition to have a well set up 3500S never dulled.

Now the enthusiastic owner of a 1973 3500S and a 1970 2000TC with wife Karen, life somewhat revolves around the world of Rover.

For Colin, bringing likeminded Rover enthusiasts together to share knowledge and support one another is fundamental to the success of the marque and enjoyable ownership.

Whether it's state-based club members or individuals via social media we all share a common bond.



Our Founding Members

Luke Thorneycroft

Luke bought his first Rover 3500 in his early 20's and fell in love.

Luke has since acquired a 1974 3500S that he uses as his daily driver.

Luke has a deep passion for embracing change within Car Clubs in order to appeal to a younger and newer generation of motoring enthusiast.

Social media is an integral part of moving forward and this club aims to fully embrace it by integrating all the tools available to market the group, the cars and the marque.

This club is the club that is looking to the future of Rover in Australia.



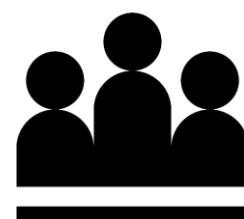
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Club Overview



24
Months
running



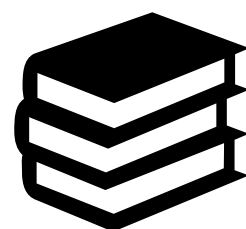
460+
Members
Worldwide



19
Countries



5
Sponsors



4
Drivers Seat
Magazines
Per Year



3
Fund Raising
Events
Per Year



20+
Show
Attendances
Per Year



12
Club Events
Per Year

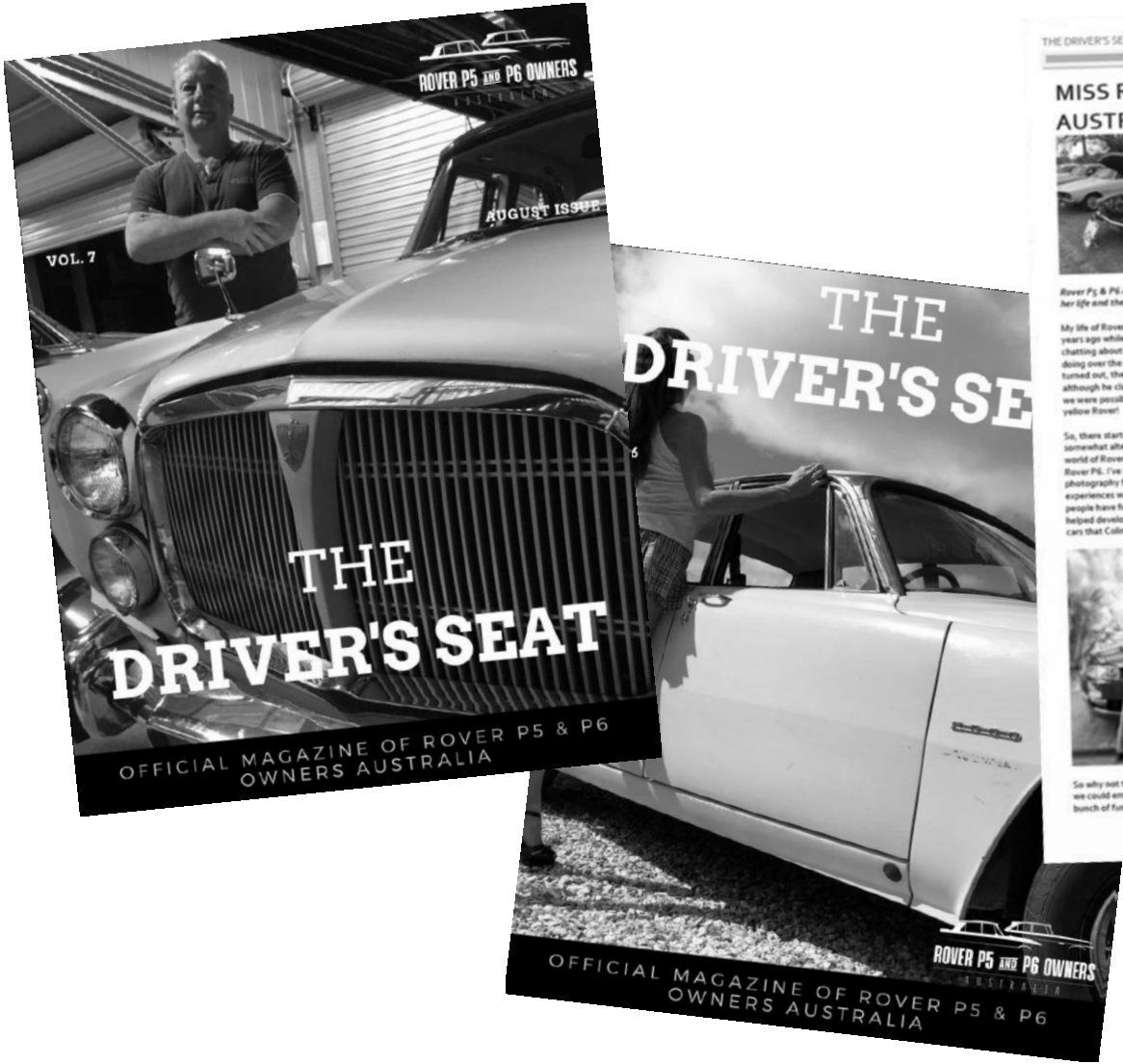
Our Mission & Vision

- **To promote the enjoyment and sharing of good will and mate ship derived from owning a Rover P5 and P6 manufactured from 1958 until 1977 and engage in such social and other events as may be organized by the membership, in harmony with the Club's specific goals**
- **To promote cooperation with other Rover clubs throughout Australia, UK and the rest of the world through the exchange of knowledge and ideas including National Concourse Events**

Our Goals

- To bring together people interested in the Rover marque
- To promote social activities
- To utilize social media to advertise the club and marque
- To collect and distribute technical, mechanical and information for the benefit of members
- Personal and professional integrity is our guiding value in all that we do
- It is our obligation as members to treat the public and one another with dignity, consideration and mutual respect
- A caring approach enhances good relations and stimulates a supportive club atmosphere
- Build and maintain relationships amongst all our members by means of communication and participation at club functions
- To promote and conduct club events such as runs, displays / garage days / shows / motoring and motorsport activities
- To actively promote our cars and sponsors

The Driver's Seat – Quarterly Magazine



Social Responsibility

- As a Facebook Group and National Club we support several charities, the focus this year was women's and men's health
- Our most recent fund raising event was for the BCNA – Breast Cancer Network of Australia
- Miss Rover Australia raises awareness for the early detection of breast cancer at car shows and events as well as our association with the Facebook Group – Retro Revival British Car Scene
- We raised \$750.00 with a short duration raffle, prizes being car detailing gift packs from our valued sponsors



Sponsorship Benefits

- Regular exposure for your business within the fastest growing Rover Club in Australia
- Promotions and branding opportunities for your business
- Exposure to Rover clubs across all states
- Many members own other classic marques like Ford, Holden, Chrysler etc. and so the reach throughout the classic car scene nationally will be extensive
- Your business will enjoy exposure to related Facebook Groups – Classic British Cars in Australia & Retro Revival British Car Scene
- Exposure and promotion for your business at club garage days and drive days nationally
- Exposure too many car shows which are extremely well attended by our members across Australia

Sponsorship Packages

Level of Sponsorship	Bronze	Silver	Gold	Platinum
Value	\$250.00 [†]	\$500.00 [†]	\$1000.00 [†]	\$2500.00 ^{†*}
Corporate logo on banner at Main events			✓	✓
Corporate logo on website and social media	✓	✓	✓	✓
Corporate logo on Letterheads				✓
Corporate logo on Hats and Polo shirts				✓
Full page advertisement in club magazine	✓	✓	✓	✓
Yearly calendar advertising	✓	✓	✓	✓
Calendar naming rights				✓
Corporate naming rights to Workshop Days			✓	✓
Corporate naming rights to best club person award				✓
“Look and Admire but Don’t Touch” Signs		✓	✓	✓
Stubby holders with our Logo and yours		✓	✓	✓
Sponsor Pack – 2 Polo’s, 2 Hats, 2 Stickers and 2 Key Rings				✓

[†] Annual Sponsorship Fee

* Platinum sponsorship is not restricted to the amount shown

Promoting Your Name – National Car Shows

RACQ Motorfest 2018 Best Dressed Winners



Back to '63 Show Ipswich Best Dressed Winner & Runner Up



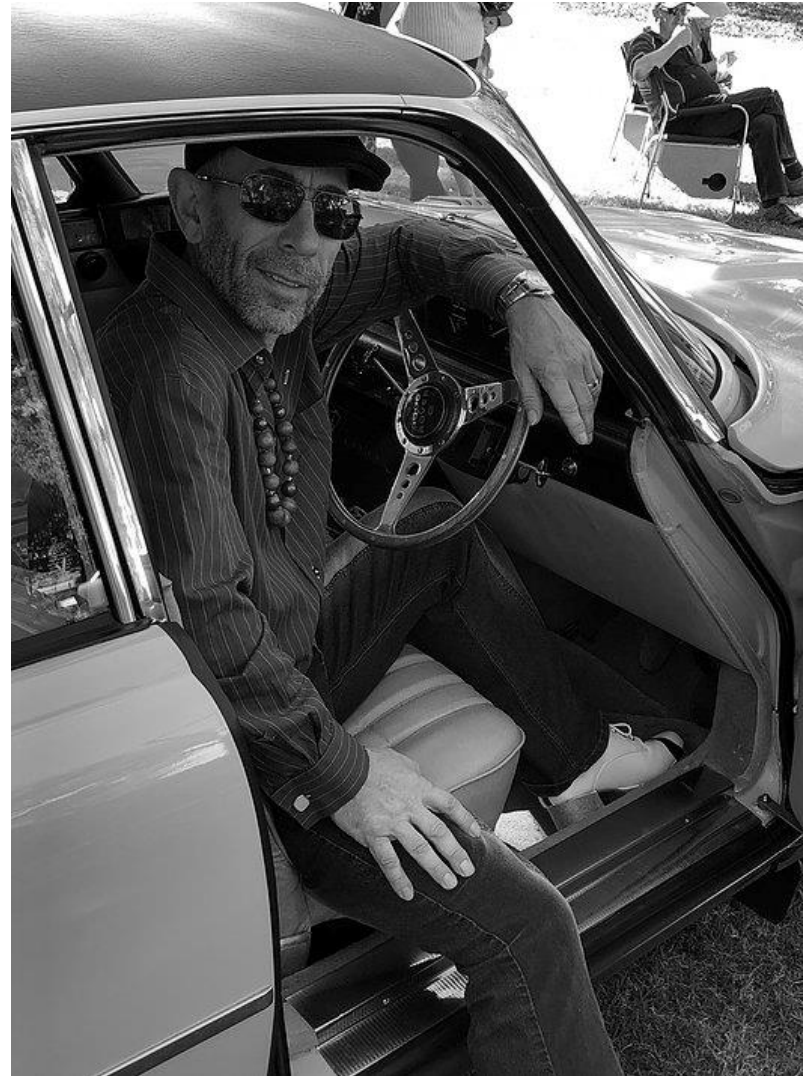
Promoting Your Name – National Car Shows



**All British Day QLD
2017**



**All British Day QLD
2017**



**National Motoring Heritage Day QLD
2018**



**British Car Show Day Gingin WA
2018**



**National Rove Event Shepparton VIC
2018**

Promoting Your Name – Other Club Invited Drive Days



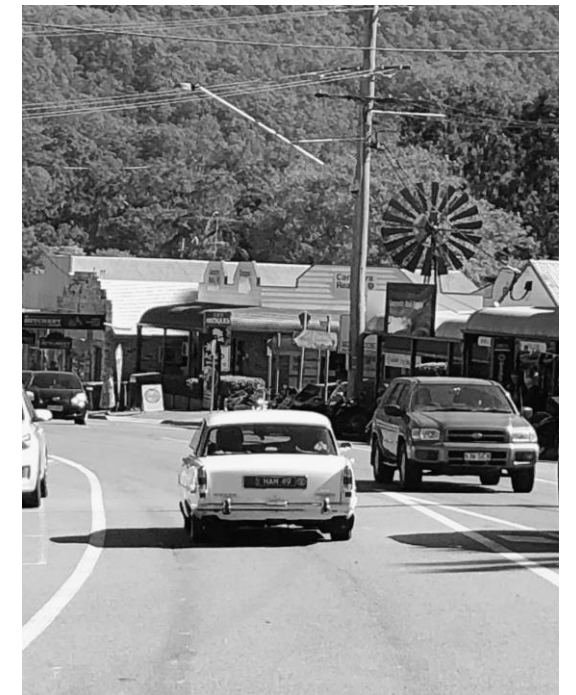
**Automobile Restorers Association
QLD 2018**



**Rover Car Club of Australia
National Rove Shepparton VIC 2018**



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Promoting Your Name – Other Photographers



CMATS
Redbank Monthly Show QLD 2018



Maling Road Car Show VIC 2017



Saturday Night Live Car Show VIC 2018

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Our Proud Sponsors



TRIGGS MOTORS



MARK RICHMOND ROVER PARTS

0417 537 452

Rover P5 & P6 Parts Specialist



Future Initiatives

- **Expand the club to include other Rover models and classics owned by members**
- **State based chapters for events, meetings etc.**
- **Club to host online (YouTube or Facebook) tutorials - More exposure for sponsors**
- **Club to branch out into the spare parts market**
- **Club to consider having a headquarters with facilities for members**
- **Retail store discounts for members**
- **Vehicle storage facility for members**
- **To be authorised by each state where applicable to operate a Club Permit Scheme for veteran, classic, historic and street road vehicles**

Further Information



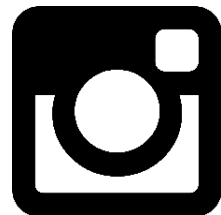
<https://www.roverp5p6australia.com>



<https://www.facebook.com/groups/roverp5p6australia>



[@Rover_P5_P6_Aus](#)



https://www.instagram.com/rover_p5_p6_owners_australia/

Thank you.

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December 31, 2018

