



YOKOHAMA

**WORLD TIME ATTACK
CHALLENGE 2012**

10th - 11th August
Eastern Creek Raceway
SYDNEY - AUSTRALIA

**Sponsor and Trader
Information Kit**

What is World Time Attack Challenge?

Time Attack originated in Japan as a proving ground for street-tuned cars built by highly respected tuning companies. With a quick rise in popularity, the event became well-known and tuner shops started developing race cars purpose-built for the event.

Cars are required to use tyres authorised for road use and drivers race against the clock in timed sessions. The fastest lap on the day wins.

The simplicity of rules and a focus on lap times made Time Attack the quickest growing form of motorsport world-wide.

Within a short period of time the Time Attack format has spread throughout the world, with the US, UK, New Zealand and Australia all hosting their own national events.

A Gateway to the Import and Sport Compact market

With the support of all the major tuning companies and aftermarket parts manufacturers, and bringing together all Import and Sport Compact enthusiast, World Time Attack Challenge is your gateway to the Performance Import Market.

With an extensive, eight month marketing campaign prior to the event, World Time Attack Challenge provides great branding opportunities through the print and online media plus access to the captive audience for the entire two days of the actual event.



The World Time Attack Challenge

The inaugural Superlap Australia event was held in 2008 at Oran Park Raceway. It attracted the fastest Australian time attack teams in what was the first National time attack competition. The event grew in size and popularity, and in 2010, with the addition of top level international competitors it became the biggest and most successful event of its kind in the world - the World Time Attack Challenge. It was the first time competitors from Japan, USA and Australia were able to compete directly against each other.

The 2011 event proved to be even bigger cementing the World Time Attack Challenge as a truly international event receiving an unprecedented amount of world-wide coverage. The event was attended by media representatives from Australia, Japan, USA, Canada, UK, New Zealand, Italy, Indonesia and Singapore. It ended up being featured in over 50 print and online publications around the world.

The event's success was reflected in the extraordinary amount of interest already existing within the industry for the next event.

A Successful Formula

World Time Attack Challenge offers the competitors, sponsors and spectators what no other event in this class can match:

1. The best of International Teams going head to head.
2. Action-packed two days, with entertainment on and off the track.
3. One of the biggest trade displays of its kind in the country, showcasing all the latest performance products.
4. Public access to the pit area.



Tectaloy International Drift Challenge

Following the success of the Tectaloy International Drift Challenge at last year's World Time Attack Challenge, 2012 will see an even bigger drift event with hand-picked, top-level competitors from Australia, New Zealand and Japan battling it out for the title of the Drift Champion.

As soon as the sun sets the last few turns of Eastern Creek raceway will be lit up for a drift show like never before seen in Australia as our local heroes take on some of the most famous drift cars on the planet.

By combining the International Drift Challenge with the World Time Attack the event gives sponsors, spectators and entrants the benefit of having two world-class events for the price of one!

Show'n'Shine

No motorsport event would be complete without a static car show and the World Time Attack Challenge is no different. We have invited some of the most awarded car builders, clubs and forums to display their rides at the event and we're expecting over 150 show cars on display!

The "Legends of the Turbo Era" show will back by popular demand and will include a lunch-time race.

This, coupled with a busy program off the track, like stunt riding displays and a host of other attractions ensures the event will be as exciting for spectators as it will be for competitors.



Event Promotion

To attract that size of audience we'll be embarking on an eight-month marketing campaign which includes major automotive press, regional newspapers, bill posters, drive-time radio and extensive internet marketing. We are also planning for a big launch at one of Sydney's biggest shopping malls, a week prior to the event with international drivers and cars available for interviews and photographs.

Judging by the amount of press coverage the 2011 World Time Attack Challenge has attracted, there will be no shortage of local and international media at the 2012 event presenting a huge potential for brand exposure.



Spectator Demographic

Gender	Male	Female		
	75%	25%		
Age:	0-18	19-35	36-50	50+
	12%	54%	29%	5%

The World Time Attack Challenge attracts a complete cross-section of the Import/Sport Compact demographic, from the hardcore motorsport fans whose racing passion consumes most of their income, to the backyard enthusiasts who don't mind spending a big portion of their disposable income on their cars.

Friday 10th - Saturday 11th August 2012

YOKOHAMA world time attack challenge + TECTALOY international drift challenge

LATEST BREAKING NEWS
TWEET @SUPERLAPUS
You can still go in the draw for this price which is... [http://t.co/20ZY3P](#)

Scorch Racing to return in 2012
One of the most popular entries and one of the world's fastest privateers has confirmed his entry into the 2012 World Time Attack Challenge.

Beau Yates to return in 2012
Posted on January 30, 2012 by superlap
The 2010 Tectaloy Drift Champion, Beau Yates has vowed to return in 2012 and he wants to get the big trophy back for Australia. Continue reading...

ADVAN PIT ZONE
See the 2011 WTAC cars here.

Follow Us:
RSS, Twitter, Facebook, YouTube



Class Sponsor

Take advantage of our eight month, \$80,000+ marketing campaign across all motoring media to increase your brand awareness and drive visitors to your website!

The Class Sponsor Package includes:

- Class naming rights - logo on sponsored class trophies
- Logo Inclusion in all press advertising
- Logo on the bottom of home page of the WTAC website
- Logo and promo spiel on the Sponsors Page
- Logo and website link in all online promotions
- Logo and link included in all sponsored class articles
- Logo Inclusion on all tickets, programs and official event merchandise
- 12m x 12m Trade Display in the Pit Zone area (space only)
- Up to 15 trackside banners allowed during the event
- 5 PA announcements per day during the event
- Up to 5 promo models allowed during the event
- VIP parking for 3 cars
- 15 x Two Day entry passes
- Corporate box facilities (shared)

Investment: \$8,000 (Only 1 packages available)

Let us tailor your sponsorship to suit your needs, our goal is to make the World Time Attack Challenge work for YOU!

NOTE: All prices quoted ex GST



Corporate Sponsor

Take advantage of our eight month, \$80,000+ marketing campaign across all motoring media to increase your brand awareness and drive visitors to your website!

The Corporate Sponsor Package includes:

- Logo Inclusion in all press advertising
- Logo on the bottom of home page of the WTAC website
- Guaranteed 5 online stories with sponsor content
- Guaranteed inclusion in 5 email newsletters
- Logo on all programs and official event merchandise
- 6m x 12m Trade Display in the Pit Zone area (space only) (Upgrade to a premium 12x12m Trade Display for \$1,000)
- Up to 10 trackside banners allowed during the event
- 3 PA announcements per day during the event
- Up to 3 promo models allowed during the event
- 10 x Two Day entry passes
- Corporate box facilities (shared)

Investment: \$5,000 (Only 10 packages available)

Let us tailor your sponsorship to suit your needs, our goal is to make the World Time Attack Challenge work for YOU!

NOTE: All prices quoted ex GST



Basic Sponsor

Basic Sponsor Package - Pit Zone

- Logo Inclusion in all press advertising
- Logo on the bottom of home page of the WTAC website
- Guaranteed 2 online stories with sponsor content
- Guaranteed inclusion in 2 email newsletters
- Logo on all programs and official event merchandise
- 6m x 6m Trade Display in the Pit Zone area (space only)
- Up to 5 trackside banners allowed during the event
- 8 x Two Day entry passes
- Corporate box facilities (shared)

Investment: \$3,000 (15 packages available)

Trader Packages

Premium Trader Package - Dummy Grid

- 5x4m Trade Display (Dummy Grid area - space only)
- 2 x Parking Pass - General Parking
- 4 x Entry Passes

Investment: \$1950 (5 packages available)

Basic Trader Package - Dummy Grid

- 3x3m Trade Display (Dummy Grid area - space only)
- 1 x Parking Pass - General Parking
- 2 x Entry Passes

Investment: \$950 (12 packages available)

Basic Trader Package - Show'n'Shine

- 3x3m Trade Display (Show'n'Shine area - space only)
- 1 x Parking Pass - General Parking
- 1 x Entry Passes

Investment: \$599 (30 packages available)

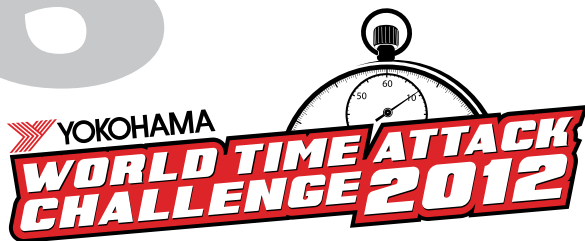
Upgrade to a 6x3m space for \$200

Upgrade to a 6x6 space for \$400

Additional Entry Passes available on application.

EARLY BIRD OFFER: Book now and pay for your Sponsorship before March 31st and receive a 10% Discount!

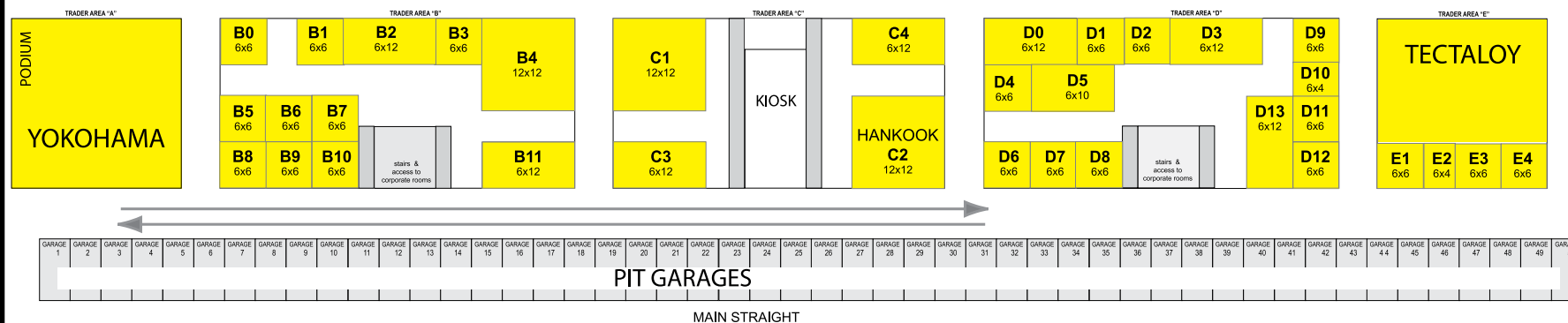
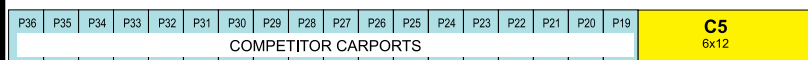
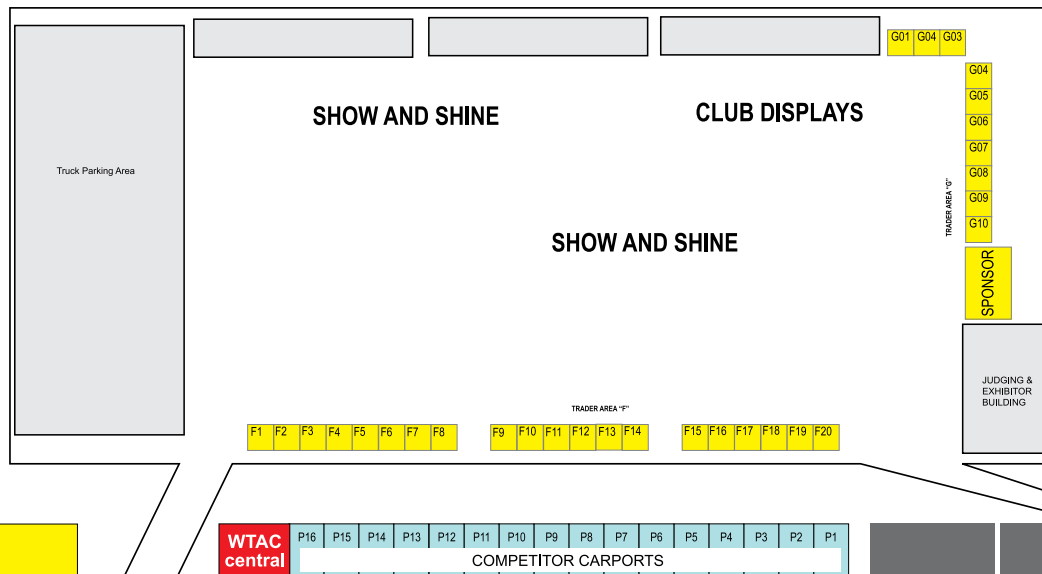
6



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world time attack
challenge



international drift
challenge



Spaces will be allocated on the "first in - best served" basis so book early and get to choose your spot!

All Sponsor and Pit Zone Premier Trader Displays are located in the Pit Zone: areas B, C, D and E.

Dummy Grid Premier Trade Displays are located in the area H.

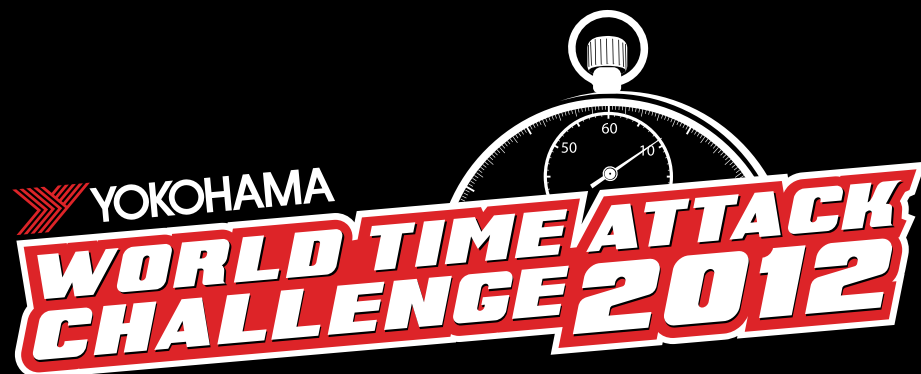
Show'n'Shine Basic Trader Displays are located in areas F and G. Each square represents a 3x3m area. These can be joined to form a linear 6x3 or a square 6x6 display.

C1 and C2 display areas (on either side of the Kiosk) are reserved for Class Sponsors.

No cars (apart from display cars that are part of your stand) are allowed in the Pit Zone. Vehicles unloading equipment for your display stand will get a temporary vehicles pass and have to be removed from the Pit Zone as soon as possible.

All the displays (including display cars) must remain within the yellow areas as not to obstruct traffic and fire access.

Setup and teardown times will be announced one month prior to the event.



YOKOHAMA
world time attack
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TECTALOY
PERFORMANCE COOLANTS

international drift
challenge

2012

10th - 11th August, Eastern Creek Raceway
SYDNEY, AUSTRALIA



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