

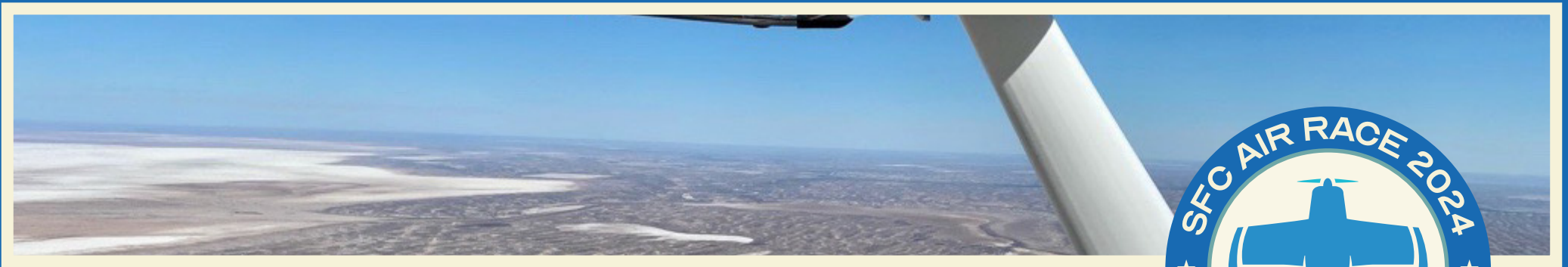
SFC AIR RACE 2024

★ *for* ★

ANGEL FLIGHT AUSTRALIA

3. MAY *to-* 10. MAY

• SPONSORSHIP OPPORTUNITIES •



ABOUT

What makes this air race *unique?*

Our race teams are proudly raising funds and awareness for Angel Flight Australia a charity that coordinates non-emergency flights, to assist country people to access specialist medical treatment that would otherwise be unavailable due to distance and high travel costs.

The 2024 SFC Air Race aims to raise \$100,000 in life-saving donations to support Angel Flight with integral funds to continue their important work. The SFC Air Race will comprise fifteen race teams who will race around Australia's vast outback in a variety of aircraft using their piloting and navigational skills to compete to win each race leg.

However, this is not your average air race, the fifteen teams need to use all their airmanship skills to safely tackle the diverse and challenging outback weather, terrain and remote strips.

The teams are required to decipher cryptic clues to successfully navigate each leg, with the scores based on navigational precision and timing. Each team will be scored on their accuracy between the outbound and inbound track for each air race leg in some of the outback's most iconic locations.

Through sponsorship your organisation can join our teams, as they cover these vast areas of Australia's magnificent outback, with regular sponsored multi-platform social video updates from the cockpit and iconic outback locations.



WHY

Who are Angel Flight?

Angel Flight Australia is a remarkable charity organisation that provides an essential service for individuals and families in need. Operating throughout Australia, the organisation facilitates free air transportation for people who are facing medical or other compelling circumstances. Their primary mission is to assist those living in rural and remote areas who require access to specialised medical treatment in larger cities. Angel Flight ensures that distance and limited resources do not become barriers to receiving the critical care and support that people deserve. At the heart of Angel Flight Australia is a dedicated team of volunteers who selflessly donate their time, skills, and resources. These volunteers consist of licensed pilots, aircraft owners, and support personnel who coordinate and manage the flight missions.

The organisation also works closely with medical professionals and social service providers to identify and verify the needs of the individuals seeking assistance. This collaborative effort ensures that each flight is tailored to the specific requirements of the passengers, ensuring a safe and efficient journey. Angel Flight Australia's impact is immeasurable, as it brings hope and relief to individuals and families during challenging times. The organisation's flights not only bridge the geographical gap between rural communities and urban centers but also provide a sense of comfort and care to those who may be feeling isolated or overwhelmed. By alleviating the financial burden of travel and offering compassionate support, Angel Flight Australia is truly a lifeline for many Australians in need, helping to improve their access to vital medical treatments and services.

Help *us* raise

\$100,000

for
**Angel Flight
Australia**

All funds donated directly to Angel Flight Australia.

Angel Flight has Deductible Gift Recipient (DGR) Endorsement.



Sponsorship benefits

★ TOTAL GOOD WILL AND PUBLICITY VALUE = PRICELESS ★

Digital Exposure

Social Media

- Extensive multi-platform campaign
- Livestream sponsored race video updates from the cockpit



Facebook

Sponsored feature video updates from each race leg presentation with winning team interviews and thanks to sponsor



Instagram

Beautiful photos of the journey with race team aircraft with sponsor logo placement



Twitter

Links to daily photos and updates



Youtube

Short feature and profile videos with interviews with each team and some of the local characters we meet along the way with magnificent vision of iconic outback locations. Sponsors logo's strategically placed



Tik Tok

Daily updates from outback, iconic places and rare sky views from the cockpit

EDM Marketing

- Synergistic sponsor email campaign call to action with client database

Media Exposure

- Media updates across radio, newspapers, digital articles, social media news and TV coverage before and during race

Website

- Logo and link to your website on our official Air Race fundraising page



**Ready to take your sponsorship to new heights
and be part of a lasting legacy?**

Support this outback air race by becoming a sponsor.

Contact: sponsorship@sfcaero.com.au

Sponsorship Overview

	Platinum Sponsor	Gold Race Team Sponsor	Silver Sponsor	Bronze Sponsor	Patron Sponsor
Pricing in AUD	\$10,000	\$7,000	\$5,000	\$2,000	\$1,000
Available sponsorships	2	4			
Feature on all print materials	✓	✓			
Livestream sponsored race leg video updates on social media from the cockpit. Sponsor mentioned and thanked in video	✓				
Multi-platform social media videos with interviews with each team and some of the local characters. Sponsor logo strategically placed in video and in lower thirds banner	✓	✓			
Logo on all aircraft (Race Sticker)	✓ Large	✓ Medium	✓ Small		
Logo and link on Air Race official website	✓	✓	✓	✓	✓
Logo on digital branding materials, including event program, event poster and more!	✓	✓	✓	✓	✓
Logo on official event flyer distributed via email and by pilots during fundraising, at venues and events along the race legs	✓	✓	✓	✓	✓
Logo on social media page banners (Facebook, Twitter, Youtube)	✓	✓			
Social media postings on Facebook, Instagram and Twitter	9	8	6	4	2
Speaking opportunities at presentations	✓				
Cross-promotion opportunities	✓				
Race leg presentation ribbon logo	✓	✓			
Sponsors promotional materials and samples in Air Race team goodie bags	✓	✓	✓	✓	✓
Invitation to the presentation gala event at Bankstown	✓	✓	✓	✓	✓

Total good will and publicity value = priceless

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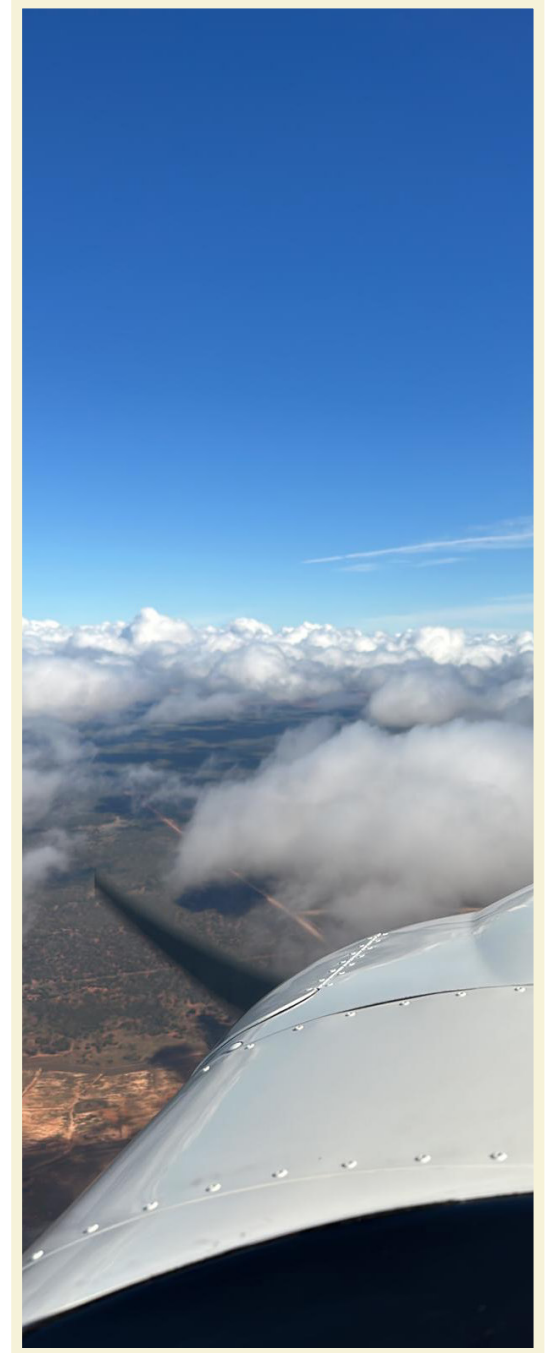
Platinum Sponsor

\$10,000

x2
Available

Sponsorship benefits

- Feature on all printed materials
- Livestream sponsored race leg video updates on social media from the cockpit.
- Multi-platform social media videos with interviews with each team and some of the local characters we meet along the way with magnificent vision of iconic outback locations and aerial views. Sponsors logo's strategically placed in video and in lower thirds banner.
- Mentions in broadcast live interviews
- Logo and link on air race official website
- Logo on social media page banners
- Digital Branding Materials, including our Event Program, Event Poster and much more!
- 9 Social Media Postings on Facebook, Instagram and Twitter Logo
- Large Logo on all aircraft (Race Sticker)
- Logo on official event flyer
- Speaking opportunities at presentations
- Logo on official flyer distributed via email and by pilots during fundraising, at venues and event along the race legs.
- Cross-Promotion Opportunities
- Sponsors promotion material's and samples in air race team goodie bags.
- Race Leg presentation ribbon logo
- Invitation to the presentation gala event at Bankstown



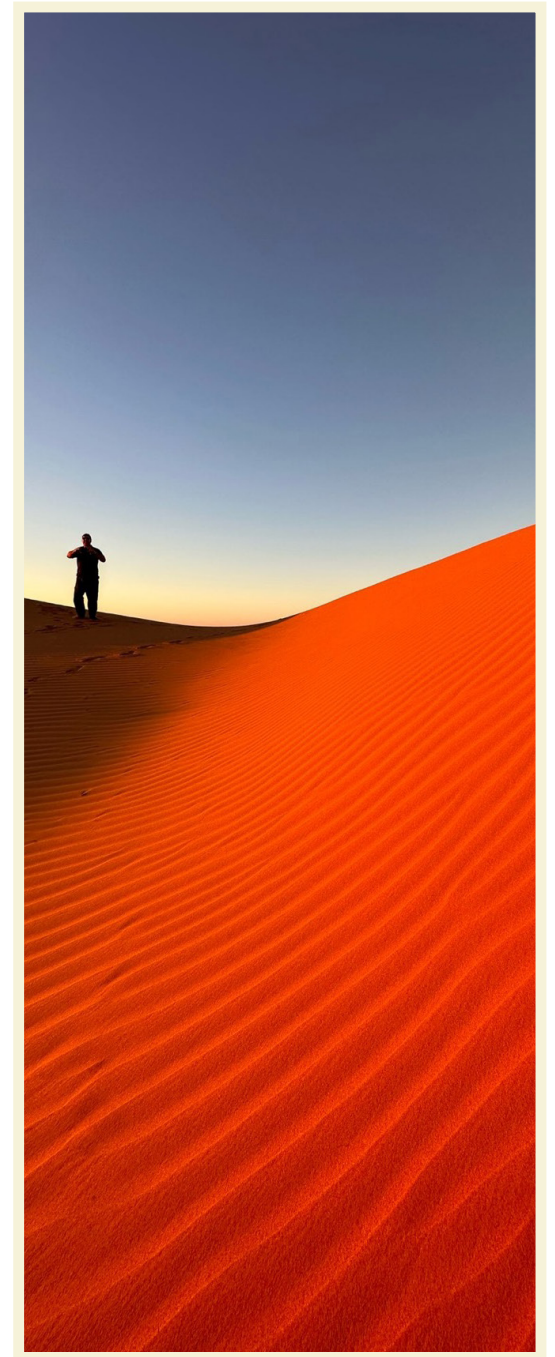
Gold Race Team Sponsor

\$7,000

x4
Available

Sponsorship benefits

- Team sponsored Aircraft decals
- Team logo merchandise with sponsor logo
- 8 Social Media Postings on Facebook, Instagram and Twitter Logo
- Link to the Sponsor's Website on the Air Race Website
- Multi-platform social media videos with interviews with each team and some of the local characters we meet along the way with magnificent vision of iconic outback locations and aerial views. Sponsors Logo's strategically placed in video.
- Medium Logo on all aircraft (Race Sticker)
- Logo on official event flyer
- Sponsors promotion material's and samples in air race team goodie bags.
- Invitation to the presentation gala event at Bankstown



Silver Sponsor

\$5,000

Sponsorship benefits

- 6 Social Media Postings on Facebook, Instagram and Twitter with positioned Logo in team photos Link to the Sponsor's website on the Air Race Website
- Small Logo on the aircraft
- Small Logo on official event flyer Logo on official event flyer
- Sponsors promotion material's and samples in air race team goodie bags.
- Invitation to the presentation gala event at Bankstown

Bronze Sponsor

\$2,000

Sponsorship benefits

- 4 Social Media Postings on Facebook, Instagram and Twitter Logo and Link to the Sponsor's Website on the Air Race Website Logo on the aircraft
- Sponsors promotion material's and samples in air race team goodie bags.
- Invitation to the presentation gala event at Bankstown

Patron Sponsor

\$1,000

Sponsorship benefits

- 2 Social Media Posting on Facebook, Instagram and Twitter Logo and Link to the Sponsor's Website on the Air Race Website Logo on the aircraft
- Sponsors promotion material's and samples in air race team goodie bags

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