



TYRONE GAUTIER #95



Australasian
PowerTechnologies
Publications Pty Ltd

Racing

2018 MOTORSPORT SPONSORSHIP PROPOSAL

TEAM SPONSORS



printcraft



COMPETITION SPONSORS



www.APTPublicationsRacing.com



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WELCOME

THANK YOU VERY MUCH FOR YOUR INTEREST!
...IN A PARTNERSHIP WITH APT PUBLICATIONS RACING



THE APT PUBLICATIONS RACING PHILOSOPHY

The combination of a committed team and a leading driver stands for first class, thrilling racing. The prestige of the series makes the brand association opportunities all that more enticing for potential sponsors!

Our philosophy is simple - "Refuse to Lose!"

APT Publications Racing focuses on the challenges of racing and uses the skills and determination of the team and sponsors to make everything count.

In 2018, APT Publications Racing will be more prepared than ever thanks to the dedication of our stronger team, personnel, new sponsors and a new car.

As a APT Publications Racing partner, you will join a well-proven and successful team getting better value for your marketing promotional dollars.



KEEMA EXCEL CUP 2018 QLD CALENDAR



ROUND	VENUE	DATE
QRDC - R1	LAKESIDE	APRIL 6 - 8
QRDC - R2	WILLOWBANK	MAY 4 - 6
QRDC - R3	LAKESIDE	JUNE 1 - 3
QRDC - R4	WILLOWBANK	JUNE 22 - 24
QRDC - R5	WILLOWBANK	JULY 6 - 8
QRDC - R6	WILLOWBANK	SEPT 14 - 16
QRDC - R7 - ENDURO	WILLOWBANK	NOV 2 - 4
QRDC - R8	LAKESIDE	NOV 16 - 18

APT PUBLICATIONS RACING EXISTING PARTNERS



Castrol has been sponsoring Tyrone since his first days in karting in 2000 making the Keema Excel Cup season in 2018 their 18th year of sponsorship.

It's more than just oil. It's liquid engineering.

For more information visit www.castrol.com/en_au/australia.html



We have proudly been associated with Tyrone since he competed in Superkarts. Tyrone has always surrounded himself with the right people to achieve success and brings the highest level of professionalism to everything he does which is evident in his fantastic racing results within a short period of time within the extremely competitive Keema Excel Cup Series. He understands the importance of presentation and the image his team portray in relation to the sponsors product or services. Tyrone has always gone above and beyond for all of his sponsors whether it is with the valuable track exposure, race reports, use of his large social media presence or making the most of the sponsor appreciation events. - Matt Gilmour - Racing Evolution

For more information visit www.racingevolution.com.au



Brisbane offset printing and digital printing, mail house, logistics and multichannel operation. 24 hour printing production. A one stop shop. As the largest independently owned Brisbane based printer, we recognise that innovation is the key to our survival. From strategy, design and copywriting, to print production, mail processing, logistics and distribution. We also exist in a world of digital, multi-channel and automated marketing, all with the goal of helping our customers acquire, engage and grow better customer relationships of their own.

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Originally founded in 1928, Century Batteries has grown to become the undisputed market leader in the Australian Automotive battery market. With 600 employees nationally, 35 distribution centres and a state-of-the-art manufacturing facility, Century Batteries delivers the very best in stored energy solutions to over 8000 resellers throughout Australia. Australian motorists instantly recognise the iconic blue and yellow Century Battery that has been the go-to starting battery for everyday drivers and racing professionals alike for over 85 years.

For more information visit www.centurybatteries.com.au

Australasian Power Technologies Publications Pty Ltd are pleased to present their suite of electrical magazines, each focused to a different sector of the electricity market, and a different reader. Published since 1996, Transmission & Distribution (T&D) is focused to the Electricity Supply Industry and includes Energy Generation, which focuses on all aspects of Electricity Generation to include coal-fired, renewables and nuclear power. Published since 2008, Industrial Electrix (IE) is focused specifically on the Industrial and Manufacturing sectors of the Electricity Industry.

For more information visit www.powertrans.com.au



GET YOUR BRAND RECOGNISED AT THE FRONT OF THE FIELD

With a leading contender for the 2018 Keema Excel Cup and over 1000 people at each race weekend as well as 1000's of hits on the APT Publications Racing Facebook and YouTube sites your brand will be in the forefront of all marketing and race views.

Being able to bring your clients to the race track and get up close and personal with the APT Publications Racing team and car will be a lasting experience for them as well as the experience of a hot lap in Lightning McQueen.

MEDIA COVERAGE

With the continued growth of the Keema Excel Cup Series comes greater media attention that includes;

- Queensland raceway live streaming with mountable cameras and professional commentators - "its action packed racing"!!!
- AutoAction, a national weekly motorsports magazine giving a wrap up after each round - APT Publications racing has been prominently featured in many articles
- Local Quest and Community Newspapers
- YouTube - Track Attack Australia, APTPublicationsRacing and other racers/sponsors pages
- APT Publications Racing Facebook page has a good following with links to sponsors pages

ABOUT THE DRIVER



Name: Tyrone Gautier

Date of Birth: 10 November 1969

Birthplace: Durban, South Africa

Height: 175cm

Residence: Brisbane

Marital Status: Married, Nicole

Children: Jaxon (8), Hudson (4)

Personal vehicles: Mitsubishi
Exceed Pajero

Favourite Movie: Italian Job

Favourite holiday destination:
Anywhere where I can relax and
have fun with the family

Racing Hero: Ayrton Senna, Michael
Schumacher

Favourite race: Any race I'm driving
in that I win



**Most memorable racing
achievement:** Winning my first ever
go-kart race at gold coast kart club

Most memorable racing weekend:
Qld State Titles 2003 - Finishing 4th

Best advice ever given: Refuse to
lose!!!

Greatest influence: Michael
Schumacher

How do you prepare for a race:
Nothing special, Keep mainly to
myself

**Favourite sports figure (non
racing):** Greg Norman

First race car: Arrow AX6 Go-Kart

Biggest supporter: Nicole & my boys

Biggest thrill in racing: The speed
and closeness of the racing lap
after lap

Superstitions: Always put left glove
on first

What do you like about yourself:
My determination and ability to get
the job done

First race win: 1999 - Gold Coast
Kart Club, Clubman Light

First major crash: V8 Development
Series, Philip Island

First ever race: 1999 - Ipswich Go-
kart club meeting

First race ever attended: Ipswich
Kart Club - 1998.

BECOMING AN APT PUBLICATIONS RACING MARKETING PARTNER



The APT Publications Racing driver, team and vehicle offers a flexible range of branding opportunities to suit all of your marketing strategies and options to best represent your corporate brand. All of the sponsorship options include: Vehicle and team apparel branding, Facebook recognition and links to race reports and photos as well as a Passenger Ride Day at the end of the season.



The following Sponsorship options are available:

PLATINUM - \$10,000

- Full car branding on both sides of the vehicle
- Branding on driver and pit crew apparel
- Logos on front bumper and rear tailgate
- Pit Lane signage

GOLD - \$5,500

- Logo position on bonnet
- Logo on rear bumper
- Logo on Side Mirrors
- Pit lane signage

SILVER - \$3,000

- Logo on both front guards
- Logo on rear tailgate
- Logo on front bumper
- Logo on pit lane signage

BRONZE - \$1,800

- Logo on front bumper corners
- Logo on rear bumper corners
- Pit lane signage

All Sponsor positions are flexible and placements can be moved in line with each customer's requirements.

All Sponsors will feature on In-Car footage, APT Publications social media and Team apparel.



**FOR MORE INFORMATION OR TO
TAKE ADVANTAGE OF THIS GREAT
OPPORTUNITY, CONTACT:**

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EMAIL: tyrone@powertrans.com.au

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