

# PORT HEDLAND MOTORCYCLE CLUB INC



**PORT  
HEDLAND**



**MOTORCYCLE  
CLUB INC**

## **PHMCC VISION**

The Port Hedland Motorcycle Club is continually striving toward our vision of becoming a first class club We would love for you to help us get there in 2022.

# WHO ARE WE

## THE PORT HEDLAND MOTORCYCLE CLUB INC (PHMCC)

The Port Hedland Motorcycle Club Inc. (PHMCC) is a non-profit organisation run by a local group of volunteer committee members. The club was originally formed in the 1978, and more recently reformed in 2000 after a few of years break. The club had approximately 150 members for the 2021 race season including 54 families.

For the 2022 season we are hoping to exceed 200 members. PHMCC attracts members as young as three years old and provides a variety of race classes for all age groups and motorcycle types. Currently the club operates Motocross, Enduro, Trail Rides and also hosting the Regional North-West Motorcycle Rounds and Night Round events catering for all level of riders and enthusiasts.

The trail rides attract riders who are not necessarily interested in racing but may want to mix camping and riding, while the Moto-X under lights events last year had riders pulling their bikes out of the shed for some competitive fun under lighting. The Port Hedland Motorcycle Club's biggest events of the year are the Enduro Races and also, we have also reintroduced the MX "King Of the Coast" title back to our race list which attracts riders from all across the country held in August or September each year. This event sees up to 150 riders and this sees the event nominations filled quickly, with MX event yet still to be determined, but will be a massive event for the local community and the club with an estimated 250+ spectators and 100+ riders.

In 2022 PHMCC are not just looking to sustain the club, and to build on its success of the last few years as well as continuing to engage and involve families and community members.

Benefits of Sponsorship for your company include an inexpensive way of advertising with exposure to spectators, members and recognition of sponsorship on all social media and digital platforms of the PHMCC.

Sponsorship is a great way of showing your support for a non-for-profit community group that is invested in growth of our juniors and club for years to come.



Quad riders off and racing at the new PHMCC track

# THE PHMCC VISION

THE PORT HEDLAND MOTORCYCLE CLUB IS CONTINUALLY STRIVING TOWARD OUR VISION OF BECOMING A FIRST CLASS CLUB WHO PROVIDE;

The Port Hedland Motorcycle Club is continually striving toward our vision of becoming a first class club who provide;

- Excellent facilities
- A family friendly environment
- A place in the community for people to safely enjoy viewing and participating in motorcycling events
- A local club that people are proud to be part of
- Opportunities for the next generation of motorcycling enthusiasts and champions!

# SPONSORSHIP BENEFITS

A FEW OF THE BENEFITS OF SPONSORING THE PORT HEDLAND MOTORCYCLE CLUB INCLUDE;

- Inexpensive promotion of your business
- Being a supporter of a local club and perceived as such by the community
- Knowing that you helped to develop the club and its members



Our up and coming riders doing battle out of the start gates



Building friendships and skills for life

# WHERE YOUR MONEY WILL GO?

HAVING BEEN IN OPERATION FOR A NUMBER OF YEARS, THE PORT HEDLAND MOTORCYCLE CLUB OWN MANY OF THE ESSENTIALS REQUIRED TO OPERATE EVENTS. HOWEVER,

In addition to maintenance of existing club equipment, there is also always a long wish list! Some typical expenses for the club include things such as;

- Maintenance of fixed club facilities such as ablution blocks, canteen facilities, race track start gates and of course the motocross track.
- Maintenance of club equipment such as trailers and track marking equipment and the ATV used to help safely run Enduro events,
- Purchasing of new club equipment such as radios, signs, etc
- Trophies and medallions for competitors of individual races and overall season
- Lease fees and insurances

The most significant ongoing expenditure foreseeable by the club is the continued development of our new facility on Buttsweld Rd. The PHMCC relocated in 2013 and have made tremendous progress towards what will be a first class facility and an asset to the community.

To give an indication of the magnitude of this project we are currently in the process of having the facilities shire approved and getting water to the facility for the filling of water trucks and the eventual installation of a sprinkler system for watering of the track. In addition to this it is planned to construct a better storage, permanent lighting, a wash pad and of course a clubhouse.

From this you can see how sponsorship plays a critical role in the future of PHMC.

# SPONSORSHIP PACKAGES

WE WOULD LIKE TO OFFER YOU THE OPPORTUNITY TO BECOME AN OFFICIAL SPONSOR OF THE PORT HEDLAND MOTORCYCLE CLUB

Also the opportunity to promote your business to our patrons and riders. Presently the club offers flexible levels of sponsorship that can be tailored to suit your business requirements and these are outlined below. While financial contribution is preferred in most cases, services to the equivalent value will certainly be considered from businesses that would prefer to contribute in this manner. All sponsors will receive ongoing promotion throughout the race season on promotional material, website, Facebook and signage rights at the track.

## Package One:

### Front Gate Advertising

**\$5000.00**

- 2.4 x 1.2m Signage at the Entrance – Track naming rights for 2 years
- Exposure to passing traffic on Buttweid Rd (major thoroughfare Great Northern highway to South Hedland)
- Business Logo, services offered and contact details advertised on Digital Club platforms.
- Ongoing Naming at Local Race day events
- Printing of business logo in all Race day programs
- One available

## Package two:

### Home Jump / Old “Munda” Jump Advertising

**\$3000.00**

- 2.4 x 1.2m Signage on home jump or race jump– jump naming rights for 2 years
- Business Logo, services offered and contact details advertised on Digital Club platforms.
- Ongoing Naming at Local Race day events
- Printing of business logo in all Race day programs
- two available

## Package Three:

### Race Day Sponsor

**\$2000**

- 2.4 x 1.2 m Sign in allocated area
- Naming rights to a PHMCC race round
- Business Logo, services offered and contact details advertised on Digital Club platforms
- Radio advertising when advertising the race round
- Business name on race round winners certificates

## Package Four:

### Spectator Signage (Area 2)

**\$1500**

- 2.4 x 1.2 m Sign
- Start Gate / Pit Signage
- Business Logo, services offered and contact details advertised on Digital Club platforms

## Package five:

### Spectator Signage (Area 1)

**\$1200**

- 2.4 x 1.2m Sign
- Visible from Canteen/Bar/ Undercover Pavilion
- Business Logo, services offered and contact details advertised on Digital Club platforms.

-Please note: sponsors are not required to purchase advertising space. PHMCC can arrange to display temporary signage at all events including canvas banners and fence signage if this is a more suitable option. Raffle prizes: PHMCC regularly holds fundraising raffles to raise funds that contribute to the upkeep of the facility. The 2021 raffle was a major fundraiser for the club and proceeds will be used to assist completing the club vision of a first class club facility .We are looking for prizes that we can incorporate into our 2022 fundraising raffle. For further information please contact the club.

# SOMETHING ELSE

FOR THOSE LOOKING TO CONTRIBUTE A LITTLE BIT EXTRA

or even as an alternative to the standard sponsorship options PHMC are more than happy to negotiate individual sponsorship arrangements. Please contact us if you would like to discuss this further.

## HOW TO SPONSOR

If you would like to become a proud sponsor of the Port Hedland Motorcycle Club please contact Nicole Ferguson on 0403936697 or email [p hmccsponsorship@hotmail.com](mailto:p hmccsponsorship@hotmail.com) who will be happy to talk further with you about the level of sponsorship you have chosen and arrange sponsorship payments.

For those who wish to deposit sponsorship money directly, our bank details are below.

Commonwealth Bank  
Port Hedland Motorcycle Club  
BSB: 066  
ACC: 1040 4262

