



INTRODUCTION TO NPRA

No Prep Racers Australia (NPRA) is an exhilarating new motorsport association bringing the raw, adrenaline-fueled excitement of **no prep racing** to enthusiasts **across Australia**.

With a mission to grow this dynamic segment of motorsports, we are hosting **four flagship events**:

Sydney Cash Days Shootout

March 1st, 2026
 Sydney Dragway

Dubbo Shootout

August 29-30, 2026
 Bodangora Airport

War in the Sticks 2

April 25-26, 2026
(ANZAC Day Long Weekend)
 Wilby Raceway, VIC

Gunfight at Gunnedah

Late Sep (TBC), 2026
 Gunnedah Regional Airport

We invite your business to **join us** as a sponsor and partner in launching and sustaining this thrilling venture. By becoming part of the NPRA family, your brand will not only gain valuable exposure but also contribute to the growth and development of **grassroots motorsport in Australia**.



SILVER SPONSORSHIP PACKAGE

Single Event Sponsor: \$2,500 per event

Your \$2,500 sponsorship will be allocated as follows:

- \$1,000 as cash prize back to the racer class you want to sponsor.
- \$1,500 to support NPRA promotion for your business, including marketing and event execution.

Branding Opportunities:

- Placement on event materials, including banners, posters, and digital advertisements.
- Promotion through social media posts and Facebook mentions.
- Inclusion in leaflets and other advertising materials where applicable.
- On-the-day commentator mentions during live feed and event commentary.
- Branding and acknowledgment in follow-up YouTube video releases showcasing event highlights.

Brand Awareness:

- Opportunities to include company initiatives or promotions in event-related content.
- Public acknowledgment for your vital role in supporting NPRA and the growth of motorsports.

Race Expo Opportunities:

- Exhibition space at test and event days for direct sales and brand engagement (space only).

Additional Benefits:

- Complimentary trade/spectator event entry (4 tickets).

GOLD SPONSORSHIP PACKAGE

Single Event Sponsor: \$5,000 per event

Limited to one sponsor per event

Your \$5,000 sponsorship will be allocated as follows:

- \$2,000 as cash prize back to the racer class you want to sponsor.
- \$3,000 to support NPRA promotion for your business, including marketing and event execution.

Branding Opportunities:

- **Exclusive naming rights** to the event - "NPRA Event" brought to you by "Your Brand"
- **2 x teardrop flags** with your logo on the start line.
- Primary placement on event materials, including banners, posters, and digital advertisements.
- Maximised promotion within NPRA social media content.
- Inclusion in leaflets and other advertising materials where applicable.
- Additional **on-the-day commentator mentions** during NPRA live feeds, social media posts, and event commentary.
- Primary brand placement and acknowledgment in follow-up YouTube video releases showcasing event highlights.

Brand Awareness:

- Opportunities to include company initiatives or promotions in event-related content.
- Public acknowledgment for your vital role in supporting NPRA and the growth of motorsports.

Race Expo Opportunities:

- Exhibition space at test and event days for direct sales and brand engagement (space only).

Additional Benefits:

- Complimentary trade/spectator event entry (10 tickets).

MARKETING STATISTICS

Social Media

NPRA Facebook Analytics (September 17 - December 15 2025)

Custom: Sep 8 - Dec 6 ▾

2,940,862 Views ⓘ

+384.0% from previous 90 days



771,440

Viewers ⓘ



1,243,578

3-second views ⓘ



237,359

1-minute views ⓘ

By content type ⓘ

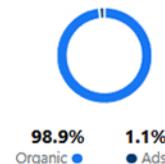
Followers ⓘ Non-followers ⓘ



By followers vs non-followers ⓘ



By organic and ads ⓘ



- **2.9 million+ organic Facebook views** within the last 90 days (September 8 - December 6 2025).
- **15,000+ social media followers** across platforms.

Events

- **3,000-5,000 in-person spectators** per event.
- Average of **120 entrants (racers)** per event.

Other Marketing Channels

- **Multi-channel marketing campaigns** executed for every event (including television, radio & paid social media ad campaigns) reaching an average of **500,000+ viewers** per event.
- Regularly featured in **Street Machine magazine** with 8-10 page spreads showcasing our events.

WHY PARTNER WITH NPRA?

- **Unparalleled Reach:** Direct access to motorsport enthusiasts and participants across Australia.
- **Brand Visibility:** Showcase your brand to a dedicated and passionate audience.
- **Community Impact:** Support the growth of grassroots motorsports and contribute to the local economy.
- **Media Coverage:** Leverage social media, live streaming, and various promotional channels to amplify your brand.

JOIN THE NPRA FAMILY

Your sponsorship will not only elevate your brand but also help NPRA establish a legacy in Australian motorsports. With multiple branding, engagement, and promotional opportunities, this partnership ensures maximum return on investment and a lasting impact in the motorsport community.

Let's make history together. Become a sponsor today and be part of the NPRA's journey to revolutionise no-prep racing in Australia!

WHAT NEXT?

If you wish to proceed, please deposit your sponsorship payment to the following bank details:

Acct name: No Prep Racers Australia
BSB: 062-453
Acct Number: 1054 1529

Please put your name and/or business name as the reference for the deposit.

Email your contact information, logo, and any pictures and/or text copy you would like to promote your business with to **admin@npra.com.au**, and we will take it from there.

Rest assured, the NPRA team will do our best to give you maximum exposure and anything else we can provide.

Thank you for your much-appreciated support.