



# SPONSORSHIP OPPORTUNITIES





## AUTORAISE AN THE HEADLINE SPONSOR (IT COULD BE YOU) RULY REPRESENT THE AUTORAISE 22 RALLY.

Building on the massive successes of previous rallies, we hope to make 2023 exceptional. Take a look at the footage from last year here <https://www.youtube.com/watch?v=Abg-h62dAHs>

WE INVITE YOU... to join us as a sponsor at the 2023 Auto Raise Rally taking place on Thursday 7th September to Saturday 9th September 2023. The driving days are the Thursday and Friday. This year's Rally will take us to locations that we haven't explored yet and we are excited to announce that our starting point is at Lotus HQ in Hethel, Norfolk on their race track! We couldn't think of a better starting point than on a real starting grid!

Steven Hames from GT Motive who has taken part in every Rally with his 1954 Austin A-30 says, "there is plenty of opportunity to catch up with friends and business partners old and new!"

Our sponsorship benefits offer outstanding value for your business. Rally cars will be adorned with the Rally sponsors decals over the picturesque 370-mile route. This is your opportunity to link this positive experience with your brand. Your sponsorship will be carefully managed and link your brand with the rewarding experience of two days of driving.

Meticulous detail has gone into planning the 2023 Auto Raise Rally and our team has canvassed a cross section of sponsors, businesses, and customers to ensure 2023 will be as successful as previous years! The feedback has been amazing, and we hope to keep the momentum going. There will be 70 Teams and with adventures along the way, your sponsorship will be a tremendous help!

# THE ROUTE

This year we're in England and the Rally's theme you ask ... 'Vikings' as the routes we are driving are the old Viking Ways, steeped in history and fantastic scenery through East Anglia and the Lincolnshire Wolds AONB. We cannot wait to see people's fancy dress outfits for this theme! Think Shield Maiden and Warriors.

WHERE'S PLANNED ...



# HEADLINE SPONSOR

START

Your Logo

- Recognition as Headline Sponsor
- Exclusive corporate message & image on event programme.
- Quote for press release
- Prominent placement and full-colour logo featured on ALL promotional materials
- Dedicated (relevant to the Rally) literature distributed on tables at Gala dinner
- Promotion through ongoing social media
- Banner reflecting sponsorship level on Start Line & prominent areas throughout the Rally.
- Decal on roof, windscreen and bonnet on EVERY car (excluding industry competitors)

Your LOGO

Your LOGO

Your LOGO

PRICE

£30,000





SUPPORTING  
LEVEL

X 4 £3,750 EA.

- Recognition as Supporting Sponsor
- Corporate logo on event programme
- Corporate logo on marketing material
- Promotion through ongoing social media



PITSTOP5 X 6 £ 5 0 0 EA.

- Recognition as Friend Sponsor
- Banner reflecting sponsorship level at your pitstop location
- Promotion through ongoing social media



FRIEND  
LEVEL



- Opportunity to sponsor the lunch taking place on the Thursday and Friday
- Recognition on event programme
- Company logo on lunch vouchers
- Promotion on social media

X 2 £1,750 EA.



LUNCH  
RECEPTION



- Own corporate sign at stage area.!
- Recognition on event programme
- Corporate logo on promotional material
- Promotion through ongoing social media
- Recognition as Entertainment Sponsor for the Thursday evening - Wilderminds Live Band

X 1 £2,000



ENTERTAINMENT  
CENTRE STAGE



GRID  
BREAKFAST

Opportunity to sponsor the breakfast on the Thursday morning at Lotus HQ Hethel

Recognition on event programme

Company logo on breakfast vouchers

Promotion on social media

X1 £2500



AXE THROWING  
& ARCHERY

Opportunity to sponsor the activities on day two at Stourton Woods, Baumber

Recognition on event programme

Promotion on social media

X1 £1500



GALA  
DINNER

Opportunity to sponsor the 3-course Gala Dinner in the Cathedral Ballroom at Double Tree Hilton Hotel, Lincoln

Recognition on event programme and own banners displayed in the dining area

Promotion on social media

X1 £3,000



LEAVING  
BREAKFAST

Opportunity to sponsor the breakfast before everyone hits the road to go home on the Saturday morning

Recognition on event programme and own banners displayed in the breakfast room

Promotion on social media

X1 £1,750



# GET IN TOUCH

If you would like to know more about AutoRaise or think you could provide vital support and help then please get in touch.  
t: 0845 644 0339 | e [enquiries@autoraise.co.uk](mailto:enquiries@autoraise.co.uk)

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