

P O R S C H E P A Y N T E R D I X O N C A R R E R A C U P A U S T R A L I A

BOSS
HUGO BOSS

PORSCHE
PAYNTER DIXON
CARRERA CUP AUSTRALIA

MICHELIN

MICHELIN PILOT SPORT

PORSCHE **20**
EXPERIENCES **23**

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AUSTRALIA

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dixon

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01 CARRERA CUP AUSTRALIA

WELCOME TO THE 2023 SEASON OF AUSTRALIA'S PREMIER ONE-MAKE CHAMPIONSHIP, PORSCHE PAYNTER DIXON CARRERA CUP AUSTRALIA.

Attracting the best Pro and Pro-Am sports car drivers from the Australasian region, Porsche Paynter Dixon Carrera Cup is the premier one-make Championship in Australia with drivers competing in identical Porsche 911 GT3 Cup (Type 992) race cars.

Carrera Cup Australia races across the country at the biggest motorsport events in Australia, delivering market leading event attendees, broadcast reach, and premium experiences for all drivers, teams and partners involved.

With the renewed support of Title Sponsors, Paynter Dixon, Carrera Cup Australia will again be the Primary Support category at major Repco Supercar Championship events throughout the season.

2023 will be arguably the biggest in the category's history, following an immense 2022 season which saw record fields following the introduction of the Type 992 generation Porsche 911 GT3 Cup car on Australian soil.

Carrera Cup Australia will also continue to enjoy Championship status from Motorsport Australia in 2023. Only a select number of categories are designated as 'Championships' in Australia and this status is not only testament to the professionalism and momentum within Carrera Cup Australia in recent years, but the category's standing and importance in the Australian motorsport landscape.

The 2023 season begins in fine style at the Formula 1® Rolex Australian Grand Prix in Melbourne in late March, before attending the seven marquee rounds of the Repco Australia Supercars Championship throughout the year.

Round 2 takes place in mid-June and will see the country's top Porsche teams head north to the Darwin Triple Crown, following the Championship's welcome return to the Hidden Valley Raceway in the Northern Territory in 2022.

The Championship stays up north for Round 3 which will take place on the streets of the Reid Park Circuit in Townsville, before making the long journey to South Australia where drivers will again enjoy the fast and flowing curves of The Bend Motorsport Park in Tailem Bend for the OTR Supersprint.

Round 5 will likely be a wet and wild affair in mid-September at the Penrite Oil Sandown 500 in Melbourne, before drivers contest arguably their most anticipated race of the season on the infamous Mount Panorama Circuit for the Repco Bathurst 1000 in early October.

The penultimate round will be held on the popular Surfers Paradise Street Circuit on the Gold Coast in late October, before the 2023 season culminates at the VALO Adelaide 500 in late November.

Every round of the 2023 Porsche Paynter Dixon Carrera Cup Australia Championship will be broadcast live and ad free on FoxSports and Kayo Sports including the Formula 1® Rolex Australian Grand Prix in Melbourne.

The Seven Network will broadcast five of the 2023 marquee Carrera Cup Australia rounds live on free-to-air television, namely: Darwin, Townsville, Bathurst, Gold Coast and Adelaide.

While both Channel Seven and 7plus will broadcast highlights of OTR Supersprint and Sandown 500.

As Carrera Cup Australia is owned and operated by Porsche Cars Australia, the brand ensures Australia's premier one-make series is run at the highest standard by Porsche's in-house motorsport team.

With a capacity field, breathtaking racing cars and some of Australia's best Pro and Pro-Am sports car drivers, 2023 will be one of the best in the Championship's 19-year history.

Follow the @PorscheMotorsportAU social channels on Facebook, Youtube and Instagram (and @PorscheMspAU on Twitter) for all the latest news, videos and racing action.



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02 BROADCAST PARTNERSHIP

Porsche Paynter Dixon Carrera Cup Australia enjoys a world class broadcast package. In 2023, every race will be televised live on Fox Sports and Kayo Sports. Viewers can also stream the action via the Foxtel Go and Foxtel Play apps. In addition, Channel 10 will be the free-to-air broadcast partner for the Australian Grand Prix, while Channel 7 will be the broadcast partner for the Supercars Championship in 2023.



Competitors and fans will again enjoy LIVE coverage of every Porsche Paynter Dixon Carrera Cup race in 2023 on the Fox Sports network as the premier support category for the Supercars Championship



Channel Ten will be the free-to-air broadcast partner for the Australian Grand Prix in 2023.



The Seven Network will broadcast five of the 2023 marquee Carrera Cup Australia rounds live on free-to-air television, namely: Darwin, Townsville, Bathurst, Gold Coast and Adelaide. While both Channel Seven and 7plus will broadcast highlights of OTR Supersprint and Sandown 500.



Every Carrera Cup Australia race in 2023 will be available on both the Foxtel Go and Foxtel Play apps



Kayo Sports will offer LIVE coverage of every Porsche Paynter Dixon Carrera Cup Australia race in 2023





03 TELEVISION AUDIENCE

2022 TELEVISION AUDIENCE

AUDIENCE	FOXSPORTS	FREE-TO-AIR (NETWORK 10 / CHANNEL 7)	KAYO SPORTS	TOTAL AUDIENCE
Rd1 - AGP	270,000	411,013 (Network 10)	16,000	697,013
Rd2 - WINTON	134,000	-	5,000	139,000
Rd3 - DARWIN	151,000	344,650	7,000	502,650
Rd4 - TOWNSVILLE	156,000	321,026	10,000	487,026
Rd5 - THE BEND	146,000	-	6,000	152,000
Rd6 - SANDOWN	100,000	-	23,000	123,000
Rd7 - BATHURST	287,000	1,378,867	96,000	1,761,867
Rd8 - GOLD COAST	310,000	467,044	7,000	784,044
TOTAL	1,564,000	2,922,600	170,000	4,646,600

Source: Futures Sport and Entertainment

TOTAL TV AUDIENCE

4,646,600

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03 TELEVISION AUDIENCE

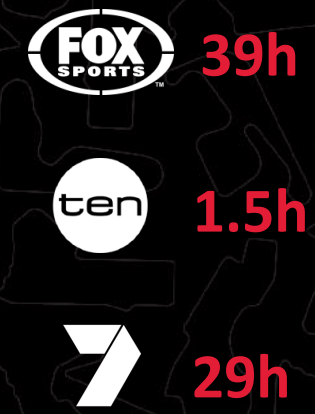
2022 BROADCAST DURATION BY ROUND

Cumulative live broadcast duration by round in 2022



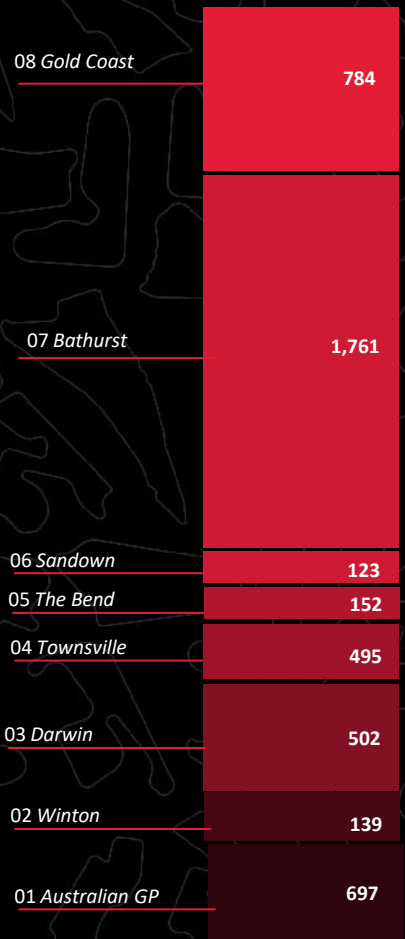
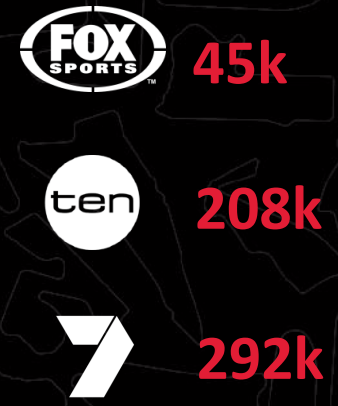
2022 BROADCAST DURATION BY CHANNEL

Coverage hours by broadcaster 2022



AV AUDIENCE BY BROADCASTER

Average audience (000s) per hour for live race, qualifying or practice coverage during the 2022 Porsche Carrera Cup season



4,646,600

TOTAL VIEWERSHIP OF CARRERA CUP IN 2022

AUDIENCE SUMMARY
Cumulative audience by round ('000's)

69.5+

HOURS OF LIVE CARRERA CUP COVERAGE IN 2022

Source: Futures Sport and Entertainment



04 FAN DEMOGRAPHICS

952K FANS ATTENDED 2022 CARRERA CUP RND5

111K FANS NATIONALLY*

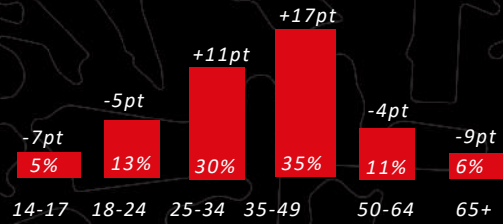
GENDER SPLIT 49/51 National Gender Split

70% MALE / **30%** FEMALE

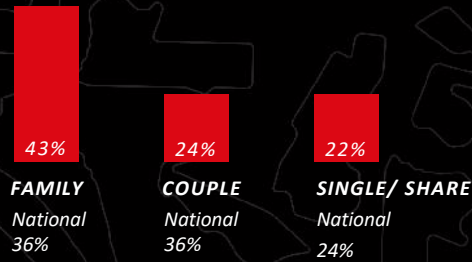
AVERAGE HOUSEHOLD INCOME

\$100k
94K National Population

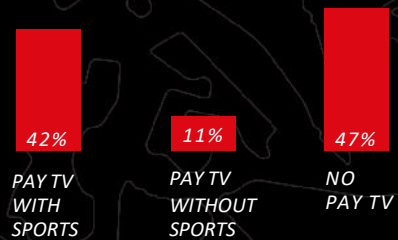
AGE



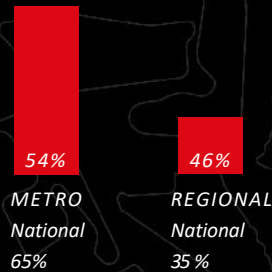
HOUSEHOLD STATUS



PAY TV STATUS



REGIONAL VS METRO SPLIT



SOURCE: FUTURES SPORT / NIELSEN SPORTS
*June - October 2022 Futures Australia Market Landscape Tracker



05 FAN INSIGHT

KEY CARRERA CUP INSIGHTS



Targeting the Right Consumers

Half of Carrera Cup fans are more likely to consider a product or service from sponsors

(+18% VS NAT. SAMPLE)



Strong Fan Retention

70% of Carrera Cup fans are spending more time than last year consuming Carrera Cup content



Online Channels are Increasing share of Consumption

30% more Carrera Cup fans are either watching races online or following events online



Motor Vehicle Ambassadors

61% of Carrera Cup fans intend to purchase a new car in the next 3 years or sooner



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SHARE OF VOICE / STATE

METRO VS REGIONAL SPLIT

1.3M

OF FANS IN METRO AREAS



1.5M

OF FANS IN REGIONAL AREAS



83%

5 OUT EVERY 6
CARRERA CUP FANS
ARE AGED UNDER FIFTY
(7 OUT EVERY 10 FANS
ARE MALE)



07 AUDIENCE AND EXPOSURE

ASSET VALUE BREAKDOWN

Effective race car branding not only ensures a race car looks great on track, but also guarantees the best possible coverage for team partners. This diagram illustrates a breakdown of average coverage for a Carrera Cup entry – including both race car branding and other assets*.



*Other assets include Driver suit, Driver apparel, Team apparel, Driver Helmet, Pit Lane & Transporter Branding and Promotional Signage.

07 AUDIENCE & EXPOSURE

8 NATIONAL EVENTS

ATTENDEES ANNUALLY

952,372

SOCIAL MEDIA IMPRESSIONS

2.13+ MILLION

TV BROADCAST ANNUALLY

69.5+ HOURS

TOTAL TV AUDIENCE + LIVESTREAM

4.64+ MILLION

CUMULATIVE MEDIA REACH *

22.9+ MILLION

MEDIA ASR VALUE

\$15.4 MILLION



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Source: OzTAM / Isentia / Futures Sport

*Earned Media: Unique Daily Visitors / Broadcast Audience / Circulation - Jan / Dec 2022

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STRATEGIC APPROACH



STRATEGIC APPROACH

The following presentation provides XXXXX with a range of partnership benefits that connects your brand to a relevant and affluent audience that will drive key outcomes for your business.

The partnership will utilise the following core pillars:

Official Rights

Branding

Digital

Experiences

Business

» 09

RIGHTS &
DESIGNATIONS



⚡ 09 RIGHTS & DESIGNATIONS

As naming rights partner to the XXXXX Car / Team, XXXX will receive the following benefits including:

Rights and Designations

- The right to use the designation Official Partner of XXXX
 - The right to use the designation XXXX
 - The right to use the XXXX logo on the XXXXX
-

» 10

RIGHTS &
CONSIDERATION



BRANDING

Race Cars

XXXX will receive the following branding on each of the Race Cars competing in the Porsche Carrera Cup / Porsche Sprint Challenge:

- Branding on XXXX
- Branding on XXXX

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DIGITAL &
SOCIAL MEDIA



12 DIGITAL & SOCIAL MEDIA

Digital and Social Media

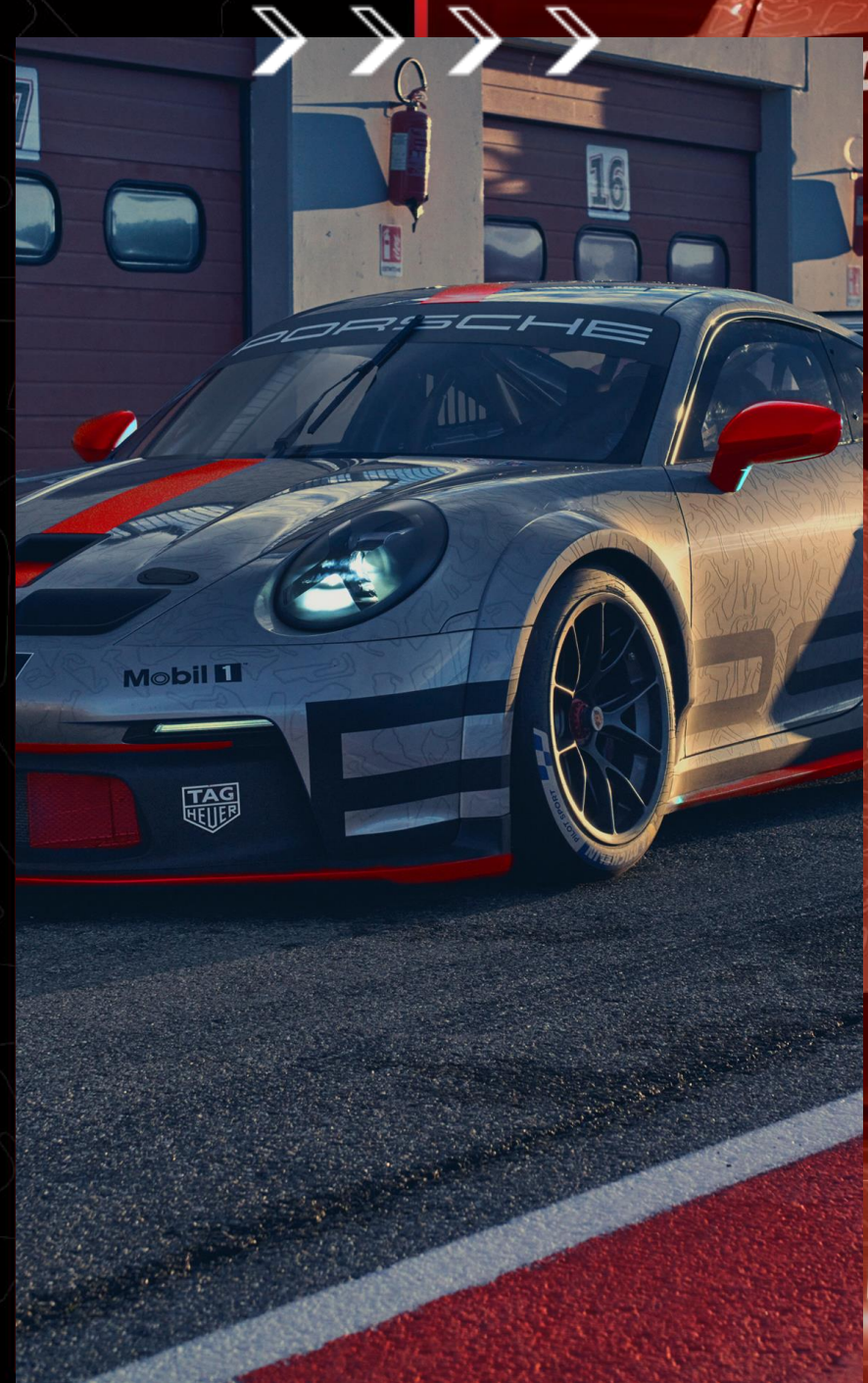
- XXXX logo on XXXX website
- XXXX logo on

Communications

- Announcement of the partnership to the media at a dedicated event
 - A range of content produced during the year promoting the partnership of the XXXXX and Car/Team
-

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BUSINESS
DEVELOPMENT



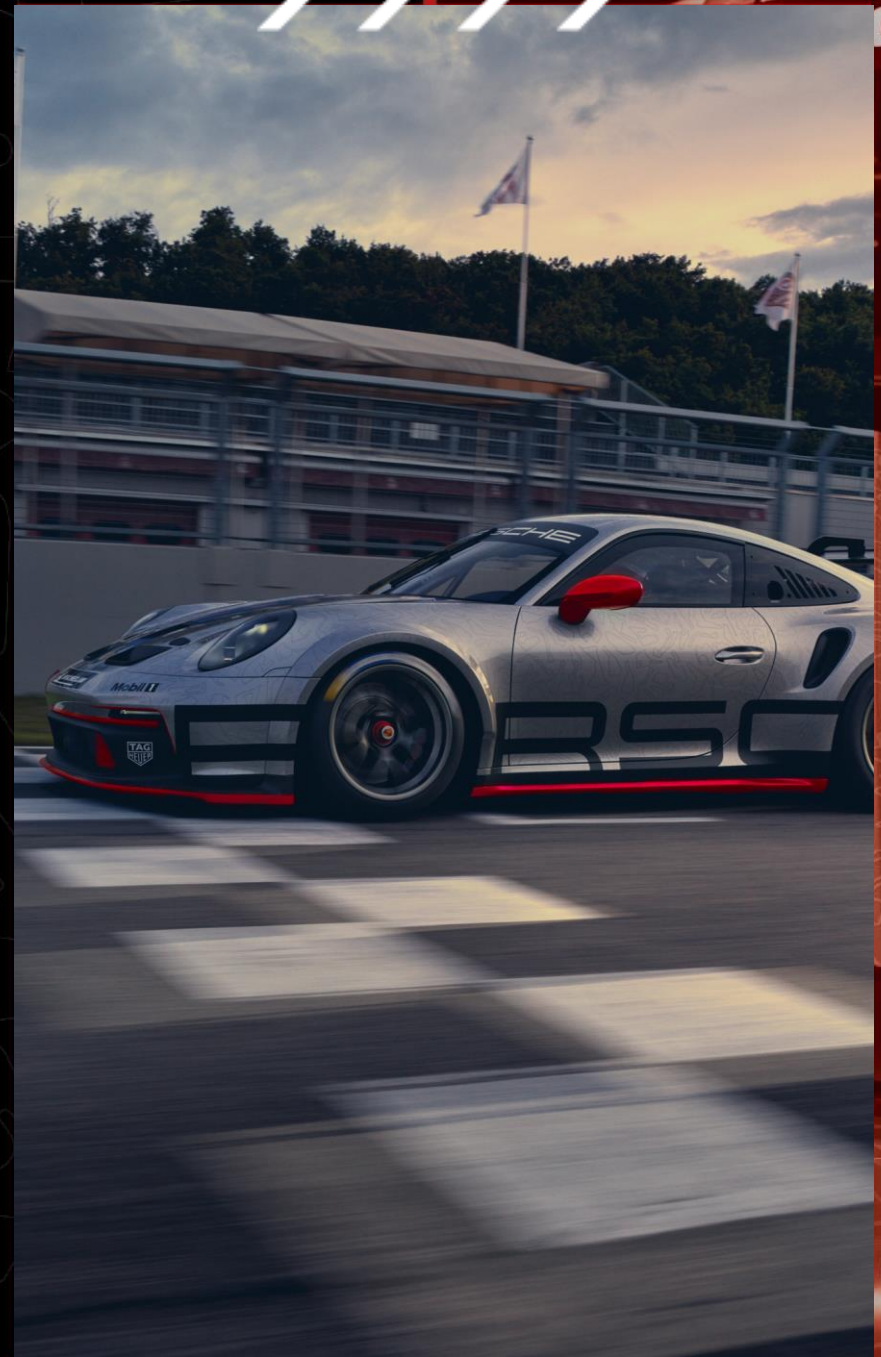
13 BUSINESS DEVELOPMENT

As part of the overall partnership XXXXX will be provided a range of business development opportunities through the season including but not limited to:

- The opportunity to conduct XXXX
- The opportunity to conduct XXXX
- The opportunity for XXXX to host a business networking luncheon with a select range of invited guests. XXXX to cover all associated costs

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INVESTMENT



14 BUSINESS DEVELOPMENT

Term: XXXX to XXXX 2023

Investment: \$XXXX ex GST

CONTACT DETAILS

MOBILE: XXXX

EMAIL: XXXX