

IT'S LIVE!
in Queensland

RARE
SPARES

ROCKYNATS

THE ROCKHAMPTON NATIONALS

PARTNERSHIP OPPORTUNITIES
2022



PRESENTED BY

ADVANCE
ROCKHAMPTON

Rockhampton
Regional Council

IN ASSOCIATION WITH

SUMMERNATS



ROCKY START YOUR ENGINES

OUR VISION

Tyres will burn, street drags will take over the city, and drifting champs will send it sideways at the greatest horsepower party in Rockhampton for Rockynats 02, Easter Weekend 2022.

After the enormous success of the 2021 inaugural event, we are excited to continue the growth of the festival through additional partnerships and increase the exposure of the region.

KEY ELEMENTS

- | | |
|------------------------|---------------------|
| Ticketed & Free Events | Bike Precinct |
| Street Drags | Food Stalls |
| Street Parade | Automotive Traders |
| Show N Shine | Kids Amusements |
| Burnouts | Music Entertainment |
| Drifting | Elite Section |
| Cruising | |

EVENT SNAPSHOT

LOCATION

Rockhampton CBD, Riverside,
Northside Boat Ramp & Showgrounds.

EVENT DATES

Friday 15th - Sunday 17th April 2022

TIMES*

Friday 15 April

11AM - 9PM (Showgrounds)
1PM - 3PM (Street Parade)
4PM - 9PM (Burnout Precinct)

Saturday 16 April

8AM - 4PM (Showgrounds)
9AM - 9PM (Burnout Precinct)
9AM - 6PM (CBD/Riverside)

Sunday 17 April

8AM - 7PM (Showgrounds)
10AM - 5PM (Burnout Precinct)
9AM - 6PM (CBD/Riverside)

*subject to change



WELCOME FROM THE MAYOR

Tony Williams

Mayor Rockhampton Regional Council

It was a delight to see the streets of Rockhampton rumble and rev over the 2021 Easter Long weekend as Rockynats fans and participants gathered in their thousands enjoying Queensland's largest ever car and bike festival.

With more than 45,000 in total attendance people pass through the precincts over the three days, Rockhampton Regional Council along with the Summernats Team are incredibly proud to be bringing Rockynats back to the region for the second year.

Following an extremely successful inaugural event in 2021, in the face of a pandemic, we are excited to be showcasing a bigger and better must attend event for car lovers in 2022.

Rockynats will again fill restaurants, cafes, retail outlets and hotels over the 2022 Easter long weekend, whilst providing a major event that is very different from anything the Rockhampton Region has seen before.

My call to action is to businesses and locals to get on board for the Rockynats 2022 festival and help our Region prosper even more by partnering with us.



Greg Bowden

Executive Manager Advance Rockhampton

Rockhampton is rapidly building a strong reputation for hosting nationally significant events and boutique festivals that celebrate what it means to be a proud Central Queenslander. Rockynats plays a significant role in the Rockhampton region annual calendar of events, with the inaugural event in 2021 further cementing Rockhampton's position as an events destination of choice.

Economic benefit is something that is discussed often when major events are held in the region and research has shown that lifestyle, opportunity and liveability are a key factor for growing the economic profile of a region. Events draw on these factors, celebrating our regional identity and seeing tourists flocking to Rockhampton to enjoy our cultural events. This means more money for our accommodation providers, tourism operators, food and beverage services and retail sectors.

Investment into events and festivals puts Rocky on the Radar for intrastate and interstate visitation and plays a role in encouraging further economic growth for our local industry. As a business in Central Queensland, Rockynats is your opportunity to get involved with a nationally recognised car festival, grow your business profile and capitalise on the influx of visitors during the event.

The 2022 event is set to be bigger and better than, with thousands of guests enjoying the Easter weekend in Rockhampton region. I encourage you to take advantage of one of the sponsorship opportunities available for Rockynats 2022 – let's keep the momentum going and well and truly establish Rockhampton on the National events landscape.

PROGRAM

Get ready to gun it because Australia's biggest car festival has Central Queensland locked and loaded. Rockynats 2022 is going to burn some serious rubber in a full guts celebration of everything street machine but with all the fun family festival feels. Can you get a better backdrop for ripping some skids than Rocky's iconic heritage strip along East and Quay Streets? So come on, get fired up for three days of high-octane automotive awesomeness over the Easter long weekend 2022.



BURNOUTS PRECINCT

The Burnouts Precinct is located at the Northside Boatramp on Reaney Street.

Featuring some of Australia's best cars and drivers in a competition full of high octane and burning rubber, coupled with live music and a kids zone this precinct will be pumping!



CBD PRECINCT

Rockhampton's historic CBD precinct will be transformed into a car lovers paradise, featuring 1/8 mile drag racing at the eastern end of Quay Street; custom & classic street machines parked in front of Customs House; drifting demos performed by top Australian drivers at the Victoria Parade Riverside carpark; and some of the best cars on show cruising laps around East and Bolsover Streets.



SHOWGROUNDS PRECINCT

Home to the Elite Show N Shine, a top 30 showcase of the best and brightest modified entrant vehicles PLUS an epic family fun zone and live music, the Rockhampton Showgrounds will have something for everyone.

The Showgrounds will also be the start and finish point of the iconic Street Parade which will see hundreds of cars cruise through the Rockhampton CBD to kick start the Rockynats festival.

PRECINCTS & COMPETITION



STREET DRAGS

CBD PRECINCT

Saturday 9AM - 5PM
Sunday 9AM - 5PM



STREET PARADE

SOUTH SIDE ROCKHAMPTON

Friday 1PM - 3PM



SHOW N SHINE

CBD PRECINCT

Saturday 10AM - 4PM
Sunday 10AM - 4PM



BURNOUTS

NORTH SIDE BURNOUT PRECINCT

Friday 4PM - 9PM
Saturday 9AM - 9PM
Sunday 10AM - 5PM



DRIFTING

CBD PRECINCT

Saturday 10AM - 4PM
Sunday 10AM - 4PM



CRUISING

CBD PRECINCT

Saturday 11AM - 4PM
Sunday 9AM - 5PM



SHOWGROUNDS

TRADE SHOW & ELITE

Friday 11AM - 9PM
Saturday 8AM - 4PM
Sunday 8AM - 7PM



BIKES

CBD PRECINCT

Saturday 9AM - 6PM
Sunday 9AM - 6PM



SCRUTINEERING

SHOWGROUNDS PRECINCT

Tuesday 4pm - 9pm
Wednesday 9am - 6pm
Thursday 9am - 6pm

*subject to change

OUR GOAL

RARE SPARES
ROCKYNATS
THE ROCKHAMPTON NATIONALS

To create an iconic, high-calibre automotive event that creates significant economic impact, promotes the region, drives tourist visitation and is celebrated and embraced by the local Rockhampton community.

We aim to

1

Deliver a significant signature event that promotes the Rockhampton region whilst providing something new, and exciting for the community.

2

Build the economic, social and cultural life of Rockhampton. Supporting local businesses and local motorsport interest.

3

Create a high-level event that positions the Rockhampton region as a strong tourist destination. Drive local, interstate and overseas visitation.

4

Provide another reason for people in the region to be proud to live here having access and involvement in such events.



2021 SNAPSHOT

How would you rate your satisfaction with the Family Friendly atmosphere?



How would you rate your satisfaction with the programming?



The inaugural Rockynats event attracted a total of 45,271 attendances across the 3 days of the event. The research suggested that across the entire audience, the average person visited the event on 2.74 days. Therefore, the number of unique individuals, who visited the event was 16,500.

Rockynats was responsible for generating a total direct & incremental expenditure impact of \$4.7 million in Rockhampton in its inaugural year. Just over 80% of this impact came from intrastate visitors. In terms of the Queensland economy, Rockynats was responsible for generating just under \$1.0 million in direct & incremental expenditure impact.

There were more than 43,200 visitor nights generated in QLD as a result of Rockynats. Around 58% of these nights were generated in Rockhampton. This suggests that Rockynats also created a dispersal of benefits in other parts of QLD. Intrastate travellers were responsible for the majority of these nights, however it is worth noting that interstate visitors spent an average of just over 10 nights in Queensland as a result of their visit to Rockynats.

In total, there was around \$5.9 million spent by overnight visitors who stayed more than 40km from their normal place of residence. The majority of this spending was undertaken by intrastate visitors (\$5,075,442).

Evaluation Method

Rockhampton Regional Council engaged an independent consultant, IER Pty Ltd Focused Event Thinking, specialising in research, economic and social impacts and performance measurement in the entertainment industry to prepare an economic impact analysis on the 2021 Rare Spares Rockynats Car Festival. Data was collected through online surveys.

ATTENDANCES

16,500

Unique individuals

45,271

total attendances



FACEBOOK

POST IMPRESSIONS

9,500,204

PAGE ENGAGEMENT

731,293

POST LINK CLICKS

27,872

PAGE LIKES

22,543



WEBSITE

PAGE VIEWS

581,299

UNIQUE USERS

104,070

AVERAGE TIME SPENT ON PAGE

02:36



TURN OUT

ENTRANTS

2,606

CARS

1,303

BIKES

300

SPECTATORS

15,313

MARKET + FOOD STALLS

55

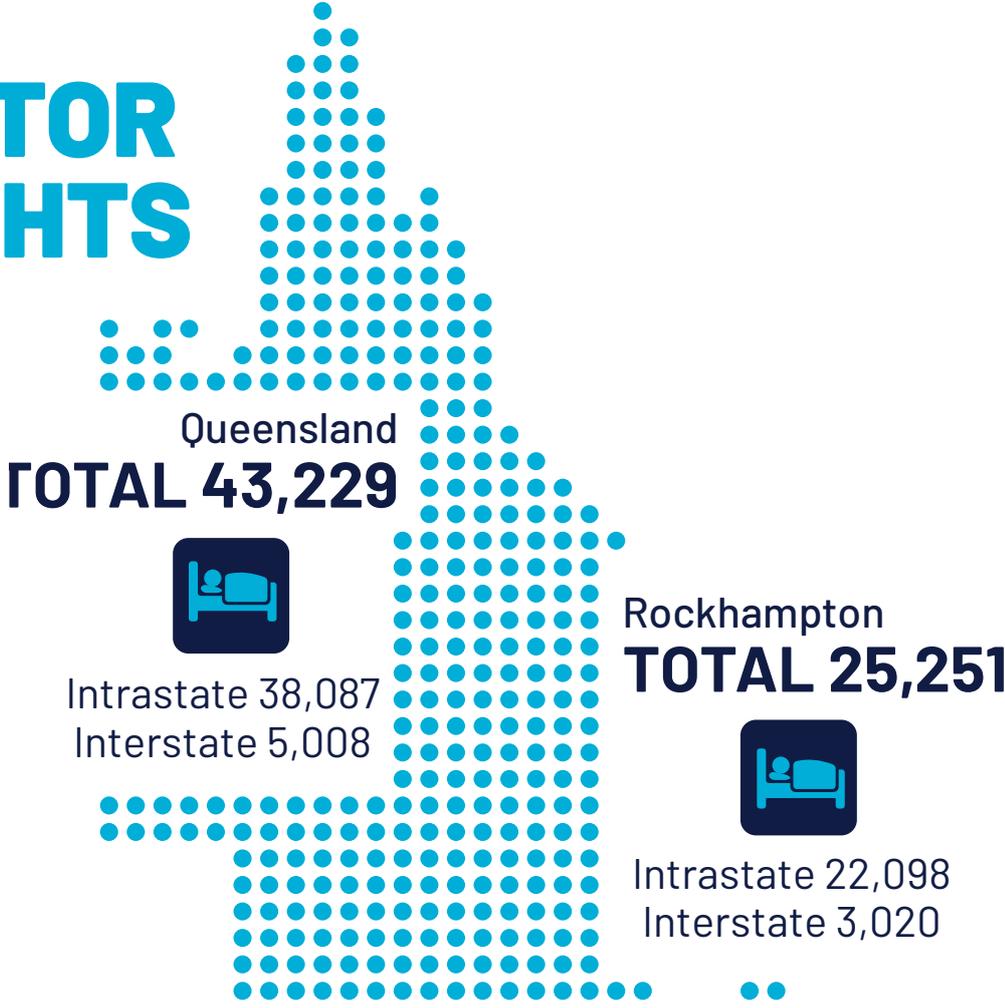
TARGETS (PRE COVID)

- Attract 15,000 unique individuals
- Raise visitation from outside the region attracting intrastate, interstate and overseas visitors.

RESULTS

- Attracted 16,500 unique individuals (an average of 15,090 people per day).
- In 2021, 57% of visitors were from outside Rockhampton with nearly 54% from intrastate and 3.2% interstate.

VISITOR NIGHTS



\$3,927,642

Total gross economic benefit to Rockhampton Region

\$4,760,000
Direct and incremental
expenditure for Rockhampton

\$5,955,160
Total overnight visitor
expenditure for Rockhampton

*Based off 2021 event data

Evaluation Method

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OUR AUDIENCE



TARGET AUDIENCE



REV-HEADS

The majority of the Rockynats audience is men aged between 18 and 55, but this audience also brings their family and friends along for the ride.

They are people who are passionate about cars - the makes, models, technology and performance. Events need a passionate core audience, and for Rockynats this is it. They like V8s, engines, noise, smoke and petrol. They are usually part of a local car or bike club, and spend their weekends on their car.

They are interested in all the automotive aspects of the event.



ENTRANTS

Entrants are passionate about cars, similar to the Rev-head audience, and are keen to participate in the activities and competitions associated with the event.

Entrants bring their cars along to Rockynats to show off to the world and they also get to bring along one buddy.

They usually stick around for the whole event and spend longer in the region. They are part of a tribe, and are also part of a local car or bike club.

They are interested in all aspects of the event, and want to get involved in any way they can.



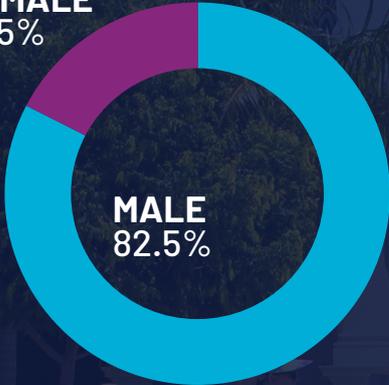
GENERAL EVENT LOVERS

General public are also interested in attending Queensland's largest car festival. This audience has a broad interest in the general activities and events of the three-day festival, and are interested in gaining new experiences with friends and family.

This audience comprise all demographics - families, couples, single event goers, and an older generation. They are interested in the festival as a whole, and are looking to take in all the event has to offer.

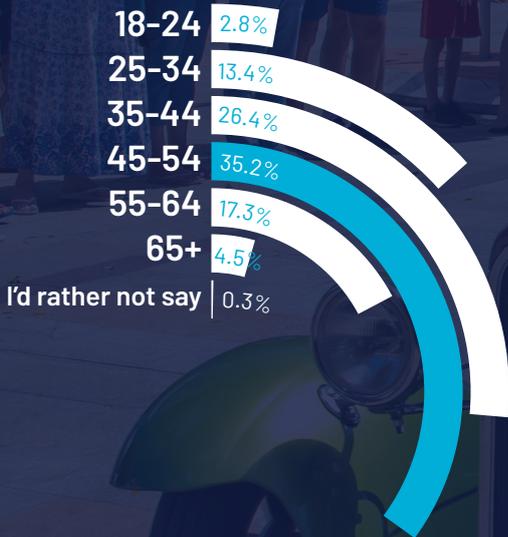
DEMOGRAPHICS

FEMALE
17.5%

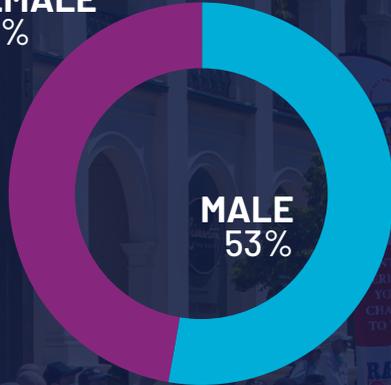


MALE
82.5%

ENTRANTS

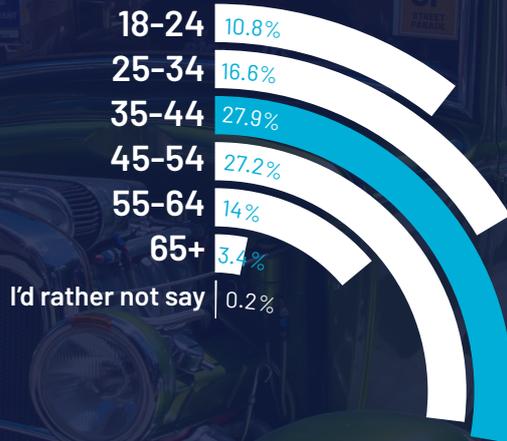


FEMALE
47%



MALE
53%

SPECTATORS



ROCKYNATS 01 SPECTATOR FEEDBACK

"Great atmosphere, awesome entertainment and excellent cars."

"There's so many amazing cars and bikes on display, and everything from the street cruising to the burnouts were exceptional. Definitely an experience that's worthwhile."

"That the cars were amazing and the overall atmosphere of the events were friendly fun and affordable."

WHY PARTNER WITH US



BRAND EXPOSURE

Our goal is to meet your needs as a valued partner and offer premium brand exposure opportunities.

We will work with you to develop a tailor-made package that suits your business brand goals within the community and potentially further afield. By working together we can bring to fruition a great event that adds value to our community.

**SHOWCASE AND
BUILD AWARENESS
OF YOUR BRAND,
PRODUCT OR
SERVICE**

**ACHIEVE GOALS AND
KPI'S SET BY YOUR
BUSINESS**



**BUILD NEW
RELATIONSHIPS
AND BROADEN
NETWORKS**

**DIRECT ACCESS AND
EXPOSURE TO 1000S
OF AUTOMOTIVE
ENTHUSIASTS AND
BUYERS**

**SHOWCASE YOUR
SUPPORT OF LOCAL
COMMUNITY AND
REGIONAL EVENTS**

**LAUNCH & PROMOTE
NEW PRODUCTS**

**ALIGN YOUR BRAND
WITH A REPUTABLE
WELL KNOWN EVENT**

**CONNECT WITH THE
COMMUNITY**



FIRST TIER CASH OPPORTUNITIES

	NAMING RIGHTS SOLD	PRECINCT SPONSORS							PROGRAM SPONSOR			VOLUNTEER SPONSOR
		BURRHEADS SOLD	SHOWGRANDS	STREET DRAGS SOLD	DRIFTING	SHOW N SHINE	BIKES	STREET PARADE	CAMPING	ENTERTAINMENT	SHOWS	
Investment (ex. GST)	SOLD	\$20,000			\$10,000				FROM \$10,000			\$5,000
Mandatory reference to relevant sponsorship	✓		✓			✓						✓
Recognition as Rockynats Sponsor									✓			
Media Release announcement (exclusive)	✓											
Media Release announcement (not exclusive)			✓			✓						
Logo inclusion on Event and Entrant T-shirt	✓		✓			✓			✓			✓
Logo inclusion on Website	✓		✓			✓			✓			✓
Social Media / Facebook posts	10		6			4			4			1
EDM Feature	4		4			2			2			1
EDM Solus	2		2			1			1			
TV credits	✓		✓			*			*			*
Radio	✓		*			*			*			*
Print	✓		✓			*			*			*
Mobile App	✓		✓			✓			✓			✓
Logo in official program	✓		✓			✓			✓			✓
Official Event Signage (generic)	✓											
Official Event Signage (relevant to sponsorship)	✓		✓			✓						
Option to provide Sponsors Signage (to be negotiated)	✓		✓			✓			✓			✓
Complimentary trade site 9sqm						✓			✓			
Complimentary trade site 18sqm	✓		✓									
Big Screen - 30 Sec ad per day (sponsor to supply)	1008		336			168			168			84
Tickets - Season pass	20		12			3			3			5
Tickets - Gold						2			2			
Tickets - Platinum	4		4									
Invite to VIP event	8		6			4			4			2
Branded Vehicle in parade	2		2			2			2			1
PA Announcements	198		96			48			48			24

SUPPORTERS | SUPPLIERS | PARTNERS

Investment (ex. GST)	OFFICIAL SUPPORTER	OFFICIAL SUPPORTER	OFFICIAL SUPPORTER	OFFICIAL SUPPLIER	MEDIA PARTNERS
	\$10,000	\$5,000	\$2,500	CASH OR IN KIND	CASH OR IN KIND
Recognition as Rockynats Sponsor	✓	✓	✓	✓	✓
Logo inclusion on Event and Entrant T-shirt	✓	✓	✓	✓	✓
Logo inclusion on Website	✓	✓	✓	✓	✓
Social Media / Facebook posts	4	1	1	✓	✓
EDM Feature	2	1			
EDM Solus	1				
TV credits	*	*	*	*	*Respective media channels
Radio	*	*	*	*	*Respective media channels
Print	*	*	*	*	*Respective media channels
Mobile App	✓	✓	✓	✓	✓
Logo in official program	✓	✓	✓	✓	✓
Option to provide Sponsors Signage (to be negotiated)	✓	✓	✓	✓	✓
Complimentary trade site 9sqm	✓				
Big Screen - 30 Sec ad per day (sponsor to supply)	168	84	42	✓	✓
Tickets - Season pass	3	5	2	✓	To be negotiated - for promotional purposes
Tickets - Gold	2				
Invite to VIP event	4	2	2	2	2
Branded Vehicle in parade	2	1	1	1	1
PA Announcements	48	24	8	✓	✓

Note some packages may already be under negotiation. Note some of the above inclusions may not be relevant at the time of signing due to print deadlines (eg. Posters, shirts, programs, signage)
 * As space allows as dictated by ad sizes ** No merch to be sold

**RARE
SPARES**

ROCKYNATS

THE ROCKHAMPTON NATIONALS

**For further information on partnership opportunities,
please contact.**

Rockynats Event Coordinator
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 **FACEBOOK.COM/ROCKYNATSFESTIVAL**

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Before proceeding consider the following:

Rockhampton Regional Council will not seek sponsorship from, or sponsor any party engaged in current or pending legal proceedings involving the Council or where the proposed project would contravene any section of the Local Government Act or where the proposed project may expose Councillors, the Council or its staff to conflicts of interests. Signing up to Sponsor Rockynats 2022 does not constitute any relationship of principal and agent, partnership or joint ventures between the parties.

Rockhampton Regional Council reserves the right to refuse expressions of interest to sponsor.