

GEELONG REVIVAL

MOTORING FESTIVAL



NOV 27 ~ 29 2015

WATERFRONT GEELONG, VICTORIA

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Simon May 12



INVITATION



The 4th annual Geelong Revival Motoring Festival will be held on 27th - 29th November 2015 on Geelong's iconic waterfront. This unique event has quickly become one of the region's largest events. The 2014 event saw over 44,000 in attendance across the three days and this number is expected to increase significantly over the coming years as the event continues to expand.

Located along Geelong's picturesque waterfront, the Geelong Revival Motoring Festival will invite over 800 local and international vehicles to participate in a festival that celebrates the best parts of motoring culture with a vintage twist. This unique and free event is open to the general public, with loads of entertainment suitable for the whole family.

The Geelong Revival Motoring Festival would like to invite you to participate in this unique, historical event. As a partner of the Geelong Revival Motoring Festival, you can achieve tremendous exposure for your business while creating a highly desirable brand image among the automotive community. Involvement as a partner offers long-lasting benefits well beyond the conclusion of the event. We urge you to contact us at your earliest convenience to ensure you receive the best level of exposure possible.

Nicholas Heath
Event Director

Scott Pigdon
Event Director (Motoring)



ADDRESS

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OVERVIEW

EVENT DATES: 27th - 29th November 2015

TRADING HOURS: Friday 7pm - 9pm
Saturday 10am - 7pm
Sunday 9am - 5pm

VENUE: Geelong Waterfront, Cunningham Pier to Eastern Beach Lawn, along Beach Road and Ritchie Boulevard

EVENT: 400 Competition cars/bikes
500 Motorshow cars/bikes
Classic Motorshow
Vintage Caravans
National Vintage Fashions Awards
Live Music
Trade Exhibition



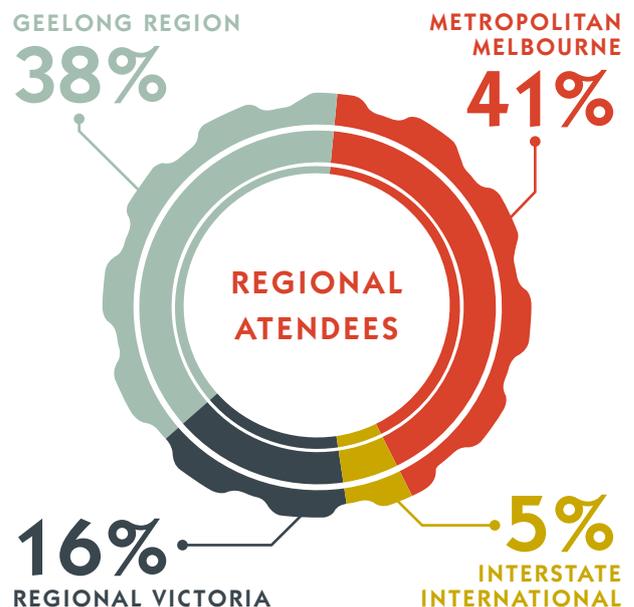
EVENT DEMOGRAPHICS

2015 ESTIMATED ATTENDEES: 52,000+

PARTICIPANTS: 2,200

VOLUNTEERS: 170

AUDIENCE: A broad cross-section of people attend the Geelong Revival Motoring Festival, with many of these spectators being well-educated and affluent consumers. The fashion, markets and family vibe of the event has also attracted a strong female market.





THE PROGRAM

The Geelong Revival Motoring Festival will be adding a second track for 2015 has been extended to a three day event, with many more new additions to the event program. There are many new elements in the program that make the Geelong Revival Motoring Festival a truly unique event:

- NATIONAL SPRINT TITLES
 - REVIVAL HILLCLIMB TRACK
 - CITY CRUISE
 - STEAMPACKET CINEMA
 - THEMED GARDEN PARTY
-



QUARTER-MILE SPRINTS

A huge part of the Geelong Revival Motoring Festival is the National sprint title, quarter-mile sprints. The historic sprints have been conducted in the same location since 1956 and is no doubt the focal point of the entire event. Almost 300 cars and motorbikes compete for the coveted Geelong Revival Motoring Festival trophy in a range of historic classes.



CLASSIC MOTORSHOW

Most car shows are designed for certain car scenes. It is uncommon to see classic, modern, performance, European and domestic vehicles at the one event. The Geelong Revival Motoring Festival has united the automotive community by inviting all kinds of vehicles to be included in the Classic Motorshow. Over 500 unique cars and bikes will be showcased this year.



WHEELS, WINGS & WATER

They say that all good things come in threes. This year's event will celebrate Wheels, Wings & Water. The Geelong waterfront will come alive with the sights and sounds of classic powerboats and vintage aircrafts. The marina will showcase a spectacular collection of boats from a bygone era while flights of vintage aircrafts circle overhead. If you're into anything with a vintage engine, the Geelong Revival Motoring Festival is an event not to be missed!

THE PROGRAM



With more and more motorcycle enthusiasts expressing their interest in the Geelong Revival Motoring Festival, Motorcycle Mecca has been designed for those who prefer cruising around on two wheels.



The Geelong Revival Motoring Festival will again showcase some of Australia's great musical talent. This component of the event is integral to the event's family-friendly atmosphere and provides a fantastic opportunity for brand exposure.



Again kicking off a huge weekend of motoring, The City Cruise will see a collection of unique cars and bikes. Spectators will have the opportunity to see the enormous collection of exotic vehicles parade their way through the streets of the Geelong CBD on the Friday evening, finishing up in the waterfront precinct for a casual celebration. This wonderful new addition to the schedule will showcase the entire event, including a variety of vintage and contemporary cars, music and fashion.

THE PROGRAM



NATIONAL VINTAGE *Fashion* AWARDS

The National Vintage Fashion Awards has been a huge success over the last two years. The vintage fashion competition has grown so quickly that the 2015 fashion program will stretch over two days, allowing competitors to participate both days. More modern classics will be showcased on Saturday and Sunday will consist of pre-1960s vintage categories.



Vintage **CARAVAN** QUEENSLAND VINTAGE MOTORING FESTIVAL *Display*

The inaugural Vintage Caravan Display was a huge success, with spaces filling up quicker than we could have predicted! Customs Lawn was transformed as vintage caravan lovers of all ages were treated to a beautiful display of over 20 vintage caravans and their accompanying vehicles.



Steampacket **CINEMA**

The Steampacket cinema will again see Saturday's entertainment extend well into the evening, as families are invited to sit back and relax after a huge day of racing. It's time to pull out the picnic blanket and popcorn, as the big screen moves to the waterfront for a night of car-themed movies under the stars. Steampacket Cinema will offer a bit of everything.



OTHER SERVICES

The team at the Geelong Revival Motoring Festival understands that every organisation is different, so we would like to offer you the opportunity to work with us to fulfil any requirements you may have in order to participate in this year's event.

Our team offers a wide range of services to help make your partnership experience stress-free. Please talk to our team to discuss any further requirements you may have!

Listed is a whole range of other opportunities that you may wish to add to your package:

NAMING

- Racing classes
- The event program
- Fashion
- Event zones
- Event facilities
- Event days
- Displays

DISPLAY/EXHIBITOR SITES

- Static
- Interactive

ADVERTISING

- Print
- Extra signage
- Digital

MARKETING

- Cross-promotion at other motoring events
- Social Media
- Cross-promotion with other brands
- Art production & Design
- Stickers

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