

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

PORSCHE PAYNTER DIXON



PORSCHE EXPERIENCES

PORSCHE

PAYNTER DIXON
CARRERA CUP
AUSTRALIA

TITLE PARTNER

**paynter
dixon**

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01 CARRERA CUP AUSTRALIA

WELCOME TO THE 2022 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 Australasia, delivering market leading event attendees, broadcast reach, and premium experiences for all drivers, teams and partners involved.

The new 992 generation 911 GT3 Cup car makes its Australian debut in Porsche Paynter Dixon Carrera Cup in 2022.

The spectacularly styled Cup car is the first racing version based on the current 992 generation road car and the first one make-cup racer of the German sports car manufacturer to feature a wide turbo-spec body.

Producing around 375 kW (510 hp), the new 911 GT3 Cup exceeds the output of its immediate predecessor by 25 horsepower.

The overall increase in performance of the

992 generation - over the Type 991 II generation - was immediately apparent in the Porsche Mobil1 Supercup rounds in 2021, where lap times were slashed by up to three seconds at most European circuits.

This was in part due to not only the increase in power, but increased traction and downforce, with component run times also extended over the previous generation - offering lower running costs and reliability for all.

With all 32 992 generation units sold in Australia, 2022 will be arguably the biggest in the category's history, following not only the news that Paynter Dixon will be Carrera Cup Australia's title sponsor for a further two years, but that the Australian one-make Championship will again be the primary support category at major Repco Supercar Championship events throughout next year.

The season gets underway in fine style at the Australian Grand Prix in April, before attending the marquee rounds of the Repco Australia Supercars Championship throughout the year.

The final round sees a return for the Championship to the Surfers Paradise

Street Circuit on the Gold Coast in late October.

Carrera Cup Australia will also be more visible than ever in 2022 with every race live, in HD and ad break-free on Fox Sports and Kayo Sports.

Channel Seven will be the free-to-air broadcast partner for the Supercars Championship in 2022, while Channel Ten will be the broadcast partner for the Australian Grand Prix.

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, 2022 will be one of the best in the championship's 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 2022, 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 2022.



Competitors and fans will again enjoy LIVE coverage of every Porsche Paynter Dixon Carrera Cup race in 2022 on the Fox Sports network as the premier support category for the Supercars Championship and the Australian Grand Prix



Channel Ten will be the free-to-air broadcast partner for the Australian Grand Prix in 2022.



Channel Seven will be the broadcast partner for the Supercars Championship in 2022 and will broadcast the Townsville, Sandown, Bathurst 1000 & Gold Coast rounds across its free-to-air channels

foxtel

Every Carrera Cup Australia race in 2022 will be available on both the Foxtel Go and Foxtel Play apps

Kayo

Kayo Sports will offer LIVE coverage of every Porsche Paynter Dixon Carrera Cup Australia race in 2022





03 TELEVISION AUDIENCE

2021 TELEVISION AUDIENCE

AUDIENCE	FOX SPORTS	CHANNEL 7	TOTAL AUDIENCE
Rd1 - SANDOWN	736,000	-	736,000
Rd2 - THE BEND	328,000	-	328,000
Rd3 - TOWNSVILLE	349,000	1,109,008	1,458,008
Rd4 - BATHURST 1000*	461,000	848,727	1,309,727
Rd5 - BATHURST 1000**	526,000	3,064,454	3,590,454
		TOTAL	7,422,189

* Practice, Qualifying, Races 1 & 2: 01-03 Dec 2021

** Races 3 & 4: 04-06 Dec 2021

Source: Supercars / OZTam/ RegTAM
Ave. Daily audience –STV / FTA (FoxSports / Channel 7 Regional + Metro)

TOTAL TV AUDIENCE

7,422,189

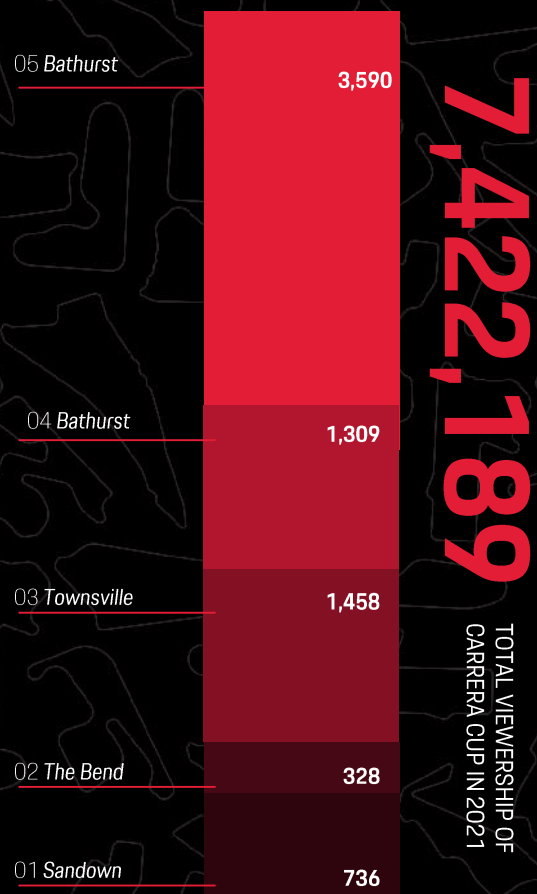
2019 VS 2021

+14.5%

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03 TELEVISION AUDIENCE



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

05 Bathurst	FTA: CHANNEL 7	1h 05m
	FOXSPORTS / KAYO	1h 05m
04 Bathurst	FTA: CH 7	0h 30m
	FOXSPORTS / KAYO	2h 00m
03 Townsville	FTA: CHANNEL 7	1h 55m
	FOXSPORTS / KAYO	3h 05m
02 The Bend	FOXSPORTS / KAYO	2h 40m
01 Sandown	FOXSPORTS / KAYO	2h 35m

2021 BROADCAST DURATION BY ROUND
Cumulative live broadcast duration by round in 2021

14+ HOURS OF LIVE CARRERA CUP COVERAGE IN 2021 *
*(5 out of 8 rounds due to COVID)

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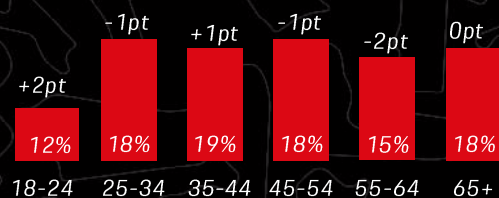
04 FAN DEMOGRAPHICS

2.65 MILLION FANS
NATIONALLY

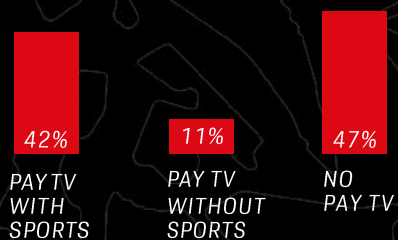
GENDER SPLIT 49/51 National Gender Split

71% MALE / **29%** FEMALE

AGE



PAY TV STATUS



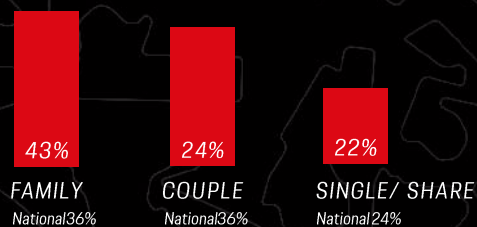
652 THOUSAND AVID
FANS NATIONALLY

AVERAGE HOUSEHOLD INCOME

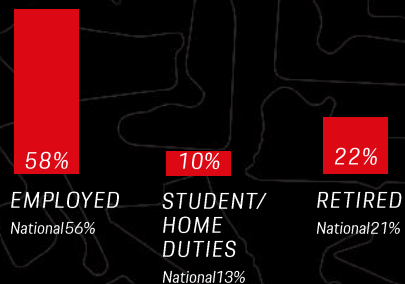
\$100k

94K National Population

HOUSEHOLD STATUS



EMPLOYMENT STATUS



SOURCE: NIELSEN SPORTS



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05 FAN INSIGHT

KEY CARRERA CUP INSIGHTS



Targeting the Right Consumers

Half of Carrera Cup fans are more likely 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 watch 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

60%

OF FANS IN METRO AREAS



40%

OF FANS IN REGIONAL AREAS



79%

OF CARRERA CUP FANS
LIVE ON THE EASTERN
SEABOARD WHERE ALL
EVENTS WERE HELD.

(+1% VS NAT. SAMPLE)

10%

9%

2%

23%

33%

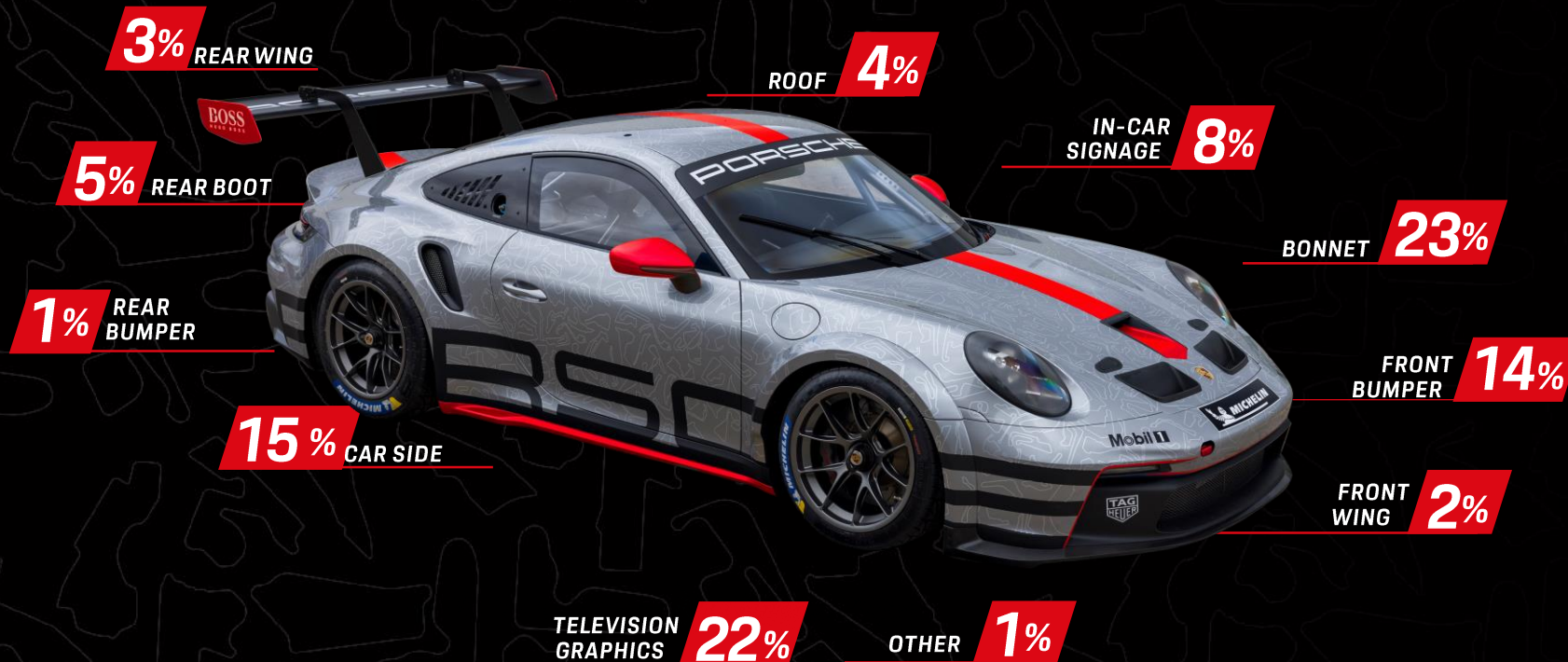
23%

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*.

Source: Nielsen Sports Q1 Database: 100% ME refers to 100% Media Equivalency value and are not comparable to Q1 media Value.



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

» 08

STRATEGIC APPROACH



08 STRATEGIC APPROACH

The following presentation provides XXXXX with a range of partnership benefits that's 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



11 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

» 12

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

» 13

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

14

INVESTMENT



14 BUSINESS DEVELOPMENT

Term: XXXX to XXXX 2022

Investment: \$XXXX ex GST

CONTACT DETAILS

MOBILE: XXXX

EMAIL: XXXX