

Bay to Birdwood 2021  
*One of the world's great  
historic motoring events*



**PARTNERSHIP  
OPPORTUNITIES**



2020 Concours d'Elegance and Preservation Awards Winners - presentation at Government House. Photograph by Jiayuan Liang

**The Bay to Birdwood was launched in 1980 and today attracts the interest of citizen-collectors from across the world.**

# The event

We South Australians love our cars! Did you know we have the highest per capita rate of ownership of historic vehicles in the nation?

Each year, up to 1750 antique, veteran, vintage and classic cars, motorcycles and commercial vehicles parade along a 72 km scenic route lined by 90,000 spectators, fans and fellow enthusiasts. The popular participatory festival of historic motoring allows spectators to celebrate the development of motoring history, plus enjoy some of the fashions and social history of the times.

The Bay to Birdwood is an event of the History Trust of South Australia's National Motor Museum.



# When

Sunday  
26 September 2021

# Who

## Participants

1,224 vehicles  
(2020-COVID modified)  
1762 vehicles (2019)

4,857 entrants  
(2020-COVID modified)  
7048 entrants (2019)

## Audiences

10,827 attendees at  
Birdwood (2019)

90,000 spectators along  
route (2019)

82,406 viewers of Channel  
44 stream (2020)

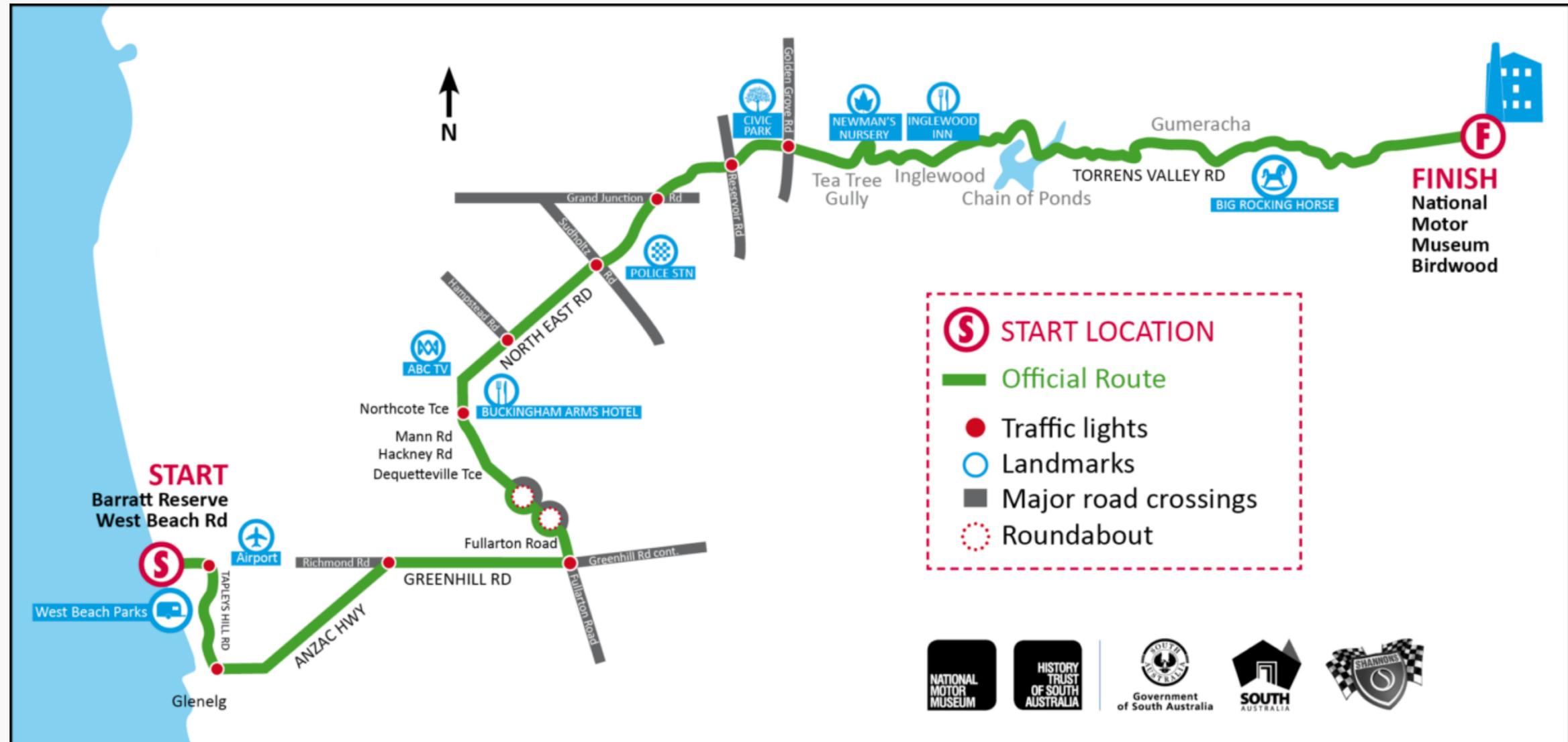
# History

Since 1980 the iconic Bay to Birdwood has gathered vintage, veteran and classic vehicles and motoring history enthusiasts in an annual pilgrimage that celebrates human endeavor, industrial design and community.

Awards have included the National Tourism Award (1991), Australia Day Community Event of the Year (2021).

On 27 September 2020, the Bay to Birdwood was one of the first large-scale COVID-safe public events in Australia and, for the first time in its 40-year history, also included a live broadcast thanks to a partnership with Channel 44 and NewsCorp.

# The route



# Engaged and enthusiastic participants

"Great result from the tremendous efforts put in by many people to get the event from pie in the sky to reality. The collaborative power and enthusiasm towards our love for our vehicles of yesteryear will only gather momentum. To drive/participate in such an event cannot be described! It is an amazing feeling. Many heart filled thanks. See you next year."

"To share the journey with so many cars from all categories was absolutely amazing."

"The live streaming of the event was EXCELLENT. But was expecting it to be more like the broadcast for example of the Christmas pageant style. [...] I understand that this live stream went worldwide, so took on the feel of a documentary style more, which I'm sure was well received around the globe. This was my sixth time in this world class event and always look forward it. Tell the world I say: Good job by all."

*Entrant survey comments, 2020*



# Our participants

## Ages (entrants)

|         |     |
|---------|-----|
| < 35    | 4%  |
| 35 - 44 | 7%  |
| 45 - 54 | 17% |
| 55 - 64 | 27% |
| 65 - 74 | 29% |
| 75+     | 13% |

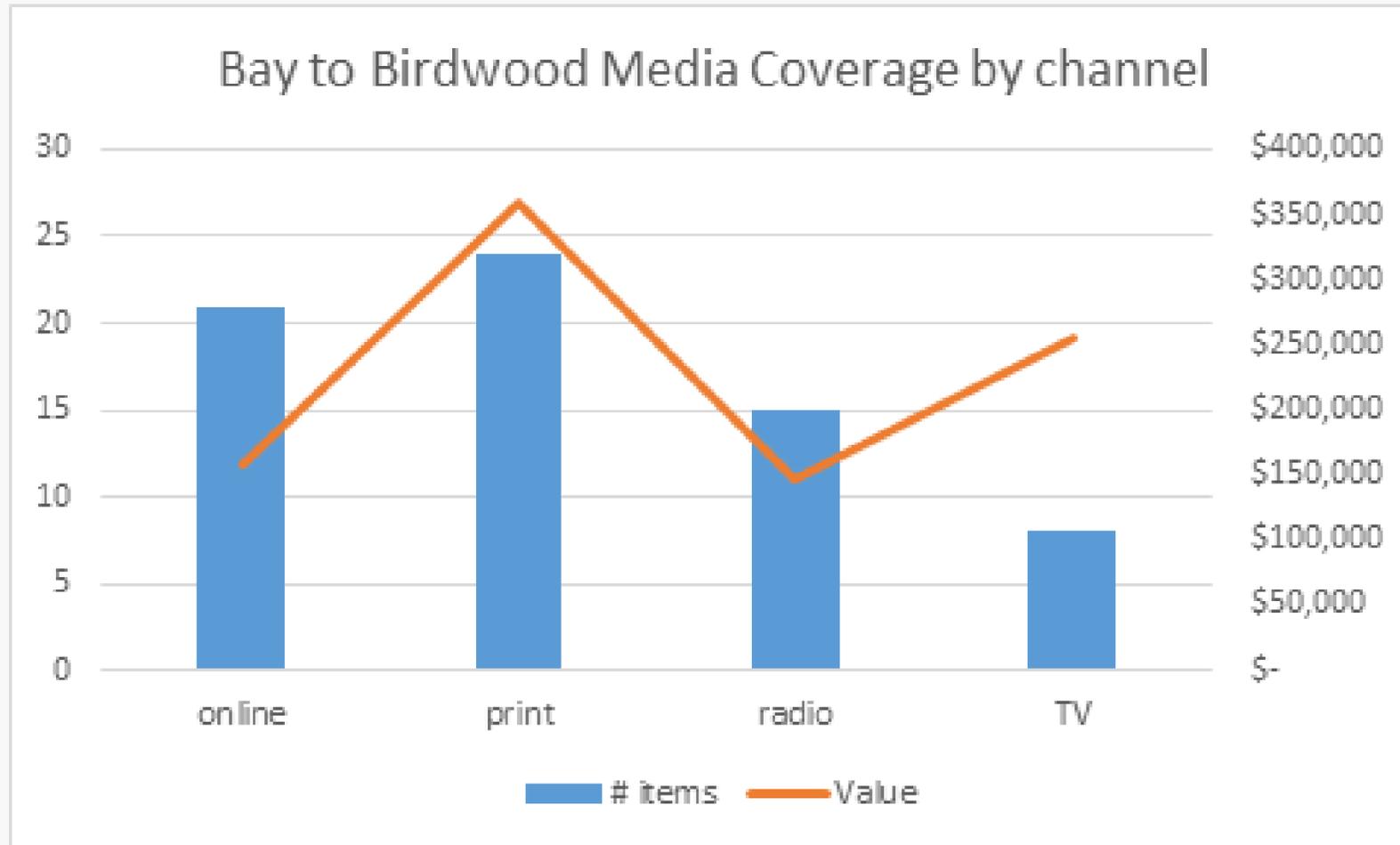
## Interstate entrants

13% (2019)

## Vehicle type

Cars 1123  
Motorcycles 83  
Commercial 16  
Other 2

# Media coverage



Total value  
\$868,694

PR Partner BPPR

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# Our partners

Each year National Motor Museum's Bay to Birdwood works with partners such as Shannons Insurance and the South Australian Tourism Commission to deliver a memorable event for our community.

Our partnership levels are tiered based on investment, and can be tailored to meet each partner's objectives.



# Contact us

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