

# BAY to BIRDWOOD

## PARTNERSHIPS



Government  
of South Australia

HISTORY  
TRUST  
OF SOUTH  
AUSTRALIA





# OVERVIEW

The History Trust of South Australia is thrilled to present an unparalleled opportunity to join forces with one of the world's great historic motoring events that has captured the hearts and imaginations of automotive enthusiasts and history aficionados alike—the Bay to Birdwood. The Bay to Birdwood is a vibrant tapestry of culture, community, and heritage that spans generations.

By partnering with the History Trust on the Bay to Birdwood, your brand will not only gain exposure to a loyal, engaged and motivated audience, it will also play an integral role in an event that embodies passion, nostalgia, and the spirit of adventure. The Bay to Birdwood attracts a diverse audience, ranging from dedicated historic vehicle enthusiasts and families to international tourists and local communities, providing your brand with a unique platform to connect with a wide and engaged demographic.

As a sponsor, you will have the opportunity to:

- Enhance brand visibility: Showcase your brand to a captive audience of over 100,000 attendees, participants, spectators and fans with extensive media coverage across television, radio, print, and digital platforms.
- Engage with a loyal community: Connect with a dedicated and passionate community of veteran, vintage, and classic vehicle lovers, fostering lasting relationships and brand loyalty.
- Align with heritage and innovation: Position your brand alongside a prestigious event that celebrates both the heritage of motoring and the innovation of today's automotive industry.
- Create memorable experiences: Participate in and contribute to unique event activations, providing unforgettable experiences that will resonate with attendees long after the event concludes.

Together, we can create an inspiring partnership that not only elevates your brand but also enriches the legacy of this beloved event.

We invite you to explore the exciting sponsorship opportunities detailed in the following proposal.

The History Trust of South Australia operates the National Motor Museum, Migration Museum, South Australian Maritime Museum and Centre of Democracy, hosting hundreds of thousands of visitors annually.

The Trust is committed to the South Australian community and the enduring success of the Bay to Birdwood.

# BAY TO BIRDWOOD PARTICIPATION AND ENGAGEMENT AT A GLANCE

**90,000+**

Spectators across the 67km route

**5000**

Attendees at the Start event, West Beach

**5000**

Attendees at the Alternative Start event, Modbury

**7000+**

Attendees at the National Motor Museum

**1500+**

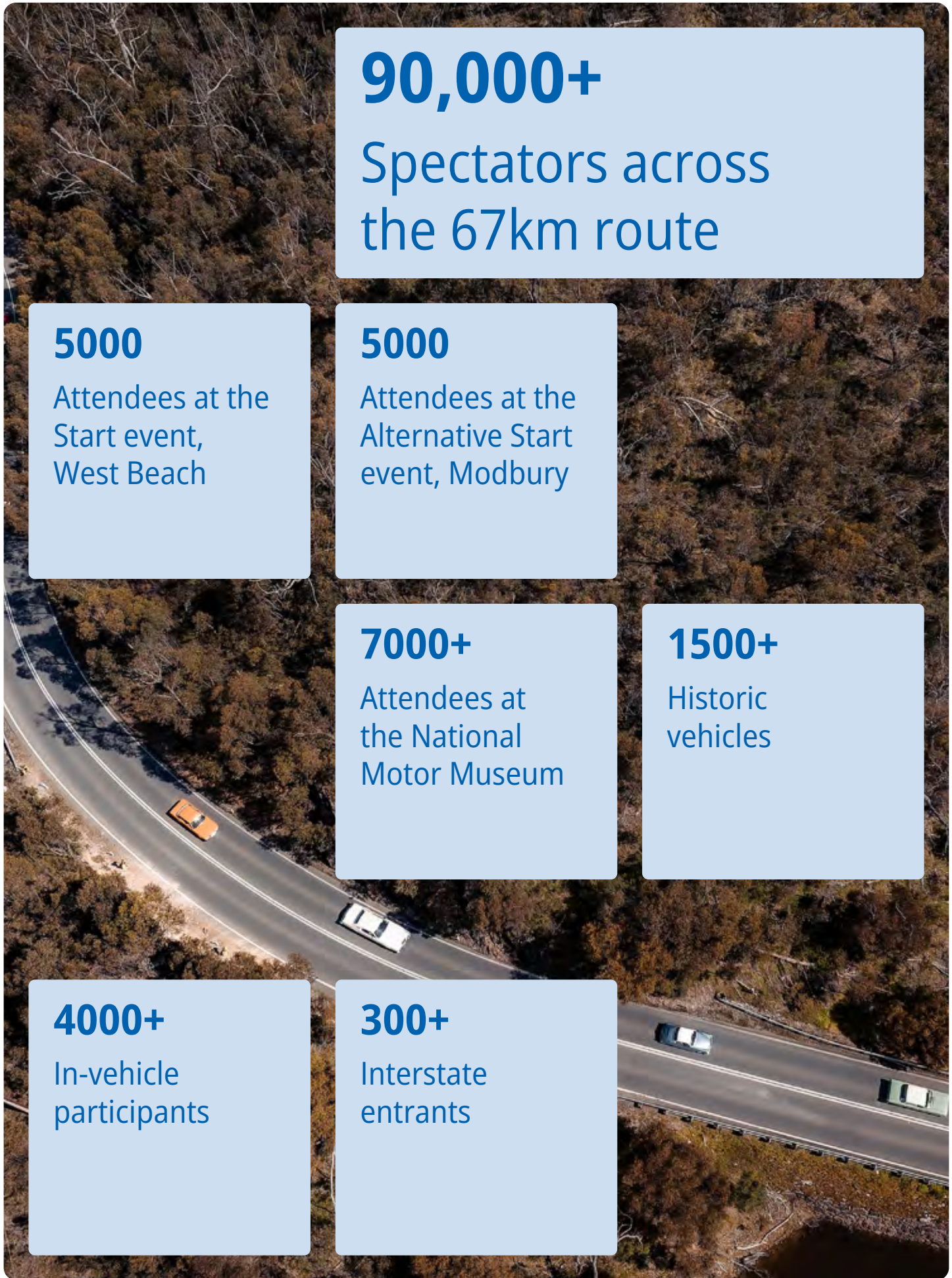
Historic vehicles

**4000+**

In-vehicle participants

**300+**

Interstate entrants



# BAY TO BIRDWOOD AUDIENCE REACH

**13.6 million**

Audience reach

**1.9 million**

Social media impressions

**\$489k**

Advertising value equivalency (AVE)

**121k**

Website visits

**14k**

Social media followers

**8k+**

Electronic direct mail (eDM) subscribers

**4.9k**

Reach per social media post

**13.7%**

Growth on all social media platforms

**657**

Press mentions

**2000+**

Copies distributed of the commemorative Bay to Birdwood printed program

# NATIONAL MOTOR MUSEUM REACH

**65k**

Museum visitors annually

**35+**

Historic vehicle clubs hosted

**8.3k**

Historic vehicle club day visitors

**1.9 million**

Social media impressions

**1.5 million**

Audience reach

**68k**

Website visits

**27k+**

Social media followers

\* Based on average over four years.





# KEY DATES

## June

Registrations Open

## October

Awards Judging,  
Migration Museum and  
SA Museum Courtyards,  
North Terrace Cultural Precinct,  
Adelaide

2024: Saturday 19 October

2025: Saturday 18 October

2026: Saturday 17 October

2027: Saturday 16 October



## October

Bay to Birdwood Parade

2024: Sunday 20 October

2025: Sunday 19 October

2026: Sunday 18 October

2027: Sunday 17 October

# SPONSORSHIP KEY DATES

## Partnership Deadline

Negotiable, dependent on publication requirements

## Artwork

Friday 30 August

## Benefits and Inclusions:

Main sponsor of the Bay to Birdwood and all motoring club-based historic vehicle events held at the National Motor Museum.

**Value of \$50,000**

Logo displayed on National Motor Museum collateral both inside the Museum (displayed 364 days of the year), website, major signage opportunity, and on print collateral e.g. posters, brochures, pull up banners etc.

**Value of \$182,000**

### Printed Bay to Birdwood Collectable Program

- Your logo on the sponsors and partner's page  
**Value of \$500**
- Two-page advertising spread (sponsor to supply artwork)  
**Value of \$990**
- Two-page editorial spread (sponsor to supply written copy)  
**Value of \$4950**
- Your logo on the front cover  
**Value of \$2250**

### Website

- Your logo and hyperlink on the supporters' page of the Bay to Birdwood website  
**Value of \$600**
- Your logo and hyperlink on the footer of the Bay to Birdwood website homepage  
**Value of \$1500**

### Printed and Promotional Collateral

- Your logo on 2500 Finish Festival programs  
**Value of \$2250**
- Your logo on the Bay to Birdwood poster  
**Value of \$400**
- Your logo on 1500+ vehicle entrant stickers  
**Value of \$3000**

### Digital Promotional Collateral

- Banner ad in all electronic direct mailouts (eDM) to the Bay to Birdwood email subscriber list (sponsor to supply artwork)  
**Value of \$7500**
- Four social media mentions on Facebook and Instagram  
**Value of \$3000**
- A mention on the History Trust of South Australia LinkedIn  
**Value of \$2500**
- A dedicated eDM sent to the Bay to Birdwood email subscriber list  
**Value of \$3500**

### Events

- Your logo displayed on digital screen at the Bay to Birdwood Judging event  
**Value of \$1000**
- Invitation for ten guests to attend the Bay to Birdwood Awards Judging event  
**Value of \$1000**
- Ten complimentary tickets to the Finish Festival at the National Motor Museum, and ten invitations to the exclusive backstage area inclusive of hospitality refreshments  
**Value of \$1000**
- Partnership acknowledged by speaker at the Finish Festival  
**Value of \$1000**
- Speaking invitation at the Finish Festival (2-minute speech)  
**Value of \$5500**
- Opportunity to host a high-visibility partner stall at Finish Festival  
**Value of \$3500**

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**Value: \$277,940**

**Cost: \$120,000** ex. GST

# LEVEL 1 PARTNER

## Benefits and Inclusions:

### Printed Bay to Birdwood Collectable Program

- Your logo on the sponsors and partner's page  
*Value of \$500*
- A full-page advertisement (sponsor to supply artwork)  
*Value of \$500*
- A full-page editorial (sponsor to supply written copy)  
*Value of \$2500*
- Your logo on the front cover  
*Value of \$2250*

### Website

- Your logo and hyperlink on the supporters' page of the Bay to Birdwood website  
*Value of \$600*
- Your logo and hyperlink on the footer of the Bay to Birdwood website homepage  
*Value of \$1500*

### Printed and Promotional Collateral

- Your logo on 2500 Finish Festival Programs  
*Value of \$2250*
- Your logo on the Bay to Birdwood poster  
*Value of \$400*
- Your logo on 1500+ vehicle entrant stickers  
*Value of \$3000*

### Digital Promotional Collateral

- Banner ad in four electronic direct mailouts (eDM) to the Bay to Birdwood email subscriber list (sponsor to supply artwork)  
*Value of \$3000*
- Three social media mentions on Facebook and Instagram  
*Value of \$2250*
- A mention on the History Trust of South Australia LinkedIn  
*Value of \$3500*
- A dedicated eDM sent to the Bay to Birdwood email subscriber list  
*Value of \$2500*

### Events

- Your logo displayed on digital screen at the Bay to Birdwood Judging event  
*Value of \$1000*
- Invitation for six guests to attend the Bay to Birdwood Awards Judging event  
*Value of \$600*
- Six complimentary tickets to the Finish Festival at the National Motor Museum, and six invitations to the exclusive backstage area inclusive of hospitality refreshments  
*Value of \$600*
- Partnership acknowledged by speaker at the Finish Festival  
*Value of \$1000*
- Opportunity to host a high-visibility partner stall at Finish Festival  
*Value of \$3500*

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**Value: \$32,050**

**Cost: \$20,000** ex. GST





# LEVEL 2 PARTNER

## Benefits and Inclusions:

### Printed Bay to Birdwood Collectable Program

- Your logo on the sponsors and partner's page  
*Value of \$500*
- A half-page advertisement (sponsor to supply artwork)  
*Value of \$350*
- A full-page editorial (sponsor to supply written copy)  
*Value of \$2500*
- Your logo on the front cover  
*Value of \$2250*

### Website

- Your logo and hyperlink on the supporters' page of the Bay to Birdwood website  
*Value of \$600*
- Your logo and hyperlink on the footer of the Bay to Birdwood website homepage  
*Value of \$1500*

### Printed Promotional Collateral

- Your logo on 2500 Finish Festival Programs  
*Value of \$2250*



### Digital Promotional Collateral

- Banner ad in three electronic direct mailouts (eDM) to the Bay to Birdwood email subscriber list (sponsor to supply artwork)  
*Value of \$2250*
- Two social media mentions on Facebook and Instagram  
*Value of \$1500*
- A dedicated eDM sent to the Bay to Birdwood email subscriber list  
*Value of \$2500*

### Events

- Your logo displayed on digital screen at the Bay to Birdwood Judging event  
*Value of \$1000*
- Invitation for four guests to attend the Bay to Birdwood Awards Judging event  
*Value of \$400*
- Four complimentary tickets to the Finish Festival at the National Motor Museum, and four invitations to the exclusive backstage area inclusive of hospitality refreshments  
*Value of \$400*
- Partnership acknowledged by speaker at the Finish Festival  
*Value of \$1000*
- Opportunity to host a high-visibility partner stall at Finish Festival  
*Value of \$3500*

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**Value: \$22,500**

**Cost: \$10,000** ex. GST

# LEVEL 3 PARTNER

## Benefits and Inclusions:

### Printed Bay to Birdwood Collectable Program

- Your logo on the sponsors and partner's page  
*Value of \$500*
- A half-page advertisement (sponsor to supply artwork)  
*Value of \$350*

### Website

- Your logo and hyperlink on the supporters' page of the Bay to Birdwood website  
*Value of \$600*

### Printed Promotional Collateral

- Your logo on 2500 Finish Festival Programs  
*Value of \$2250*

### Digital Promotional Collateral

- Banner ad in two electronic direct mailout (eDM) to the Bay to Birdwood email subscriber list (sponsor to supply artwork)  
*Value of \$1500*
- One social media mention on Facebook and Instagram  
*Value of \$750*

### Events

- Your logo displayed on digital screen at the Bay to Birdwood Judging event  
*Value of \$1000*
- Invitation for two guests to attend the Bay to Birdwood Awards Judging event  
*Value of \$200*
- Two complimentary tickets to the Finish Festival at the National Motor Museum, and two invitations to the exclusive backstage area inclusive of hospitality refreshments  
*Value of \$200*
- Partnership acknowledged by speaker at the Finish Festival  
*Value of \$1000*
- Opportunity to host a high-visibility partner stall at Finish Festival  
*Value of \$3500*

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**Value: \$11,850**

**Cost: \$5,000** ex. GST







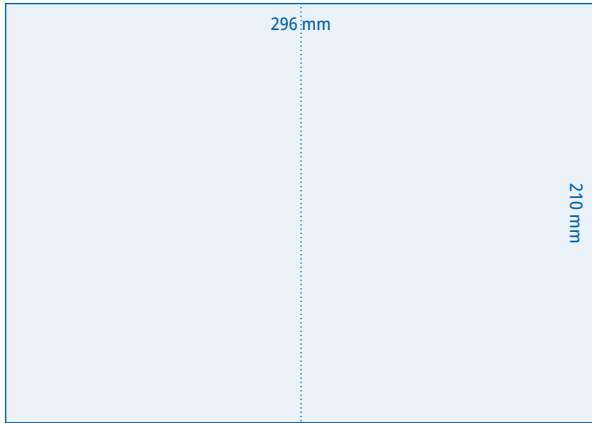
# BENEFITS

		Level 3 \$5,000	Level 2 \$10,000	Level 1 \$25,000	Major Partner \$120,000
<b>Printed Program</b>	Your logo on the sponsors and partner's page	✓	✓	✓	✓
	Advertising space in program (size varies)	✓ Half Page	✓ Half Page	✓ Full Page	✓ Double Page
	Full page editorial space in program	-	✓	✓	✓
	Your logo on the front cover	-	✓	✓	✓
<b>Website</b>	Your logo and hyperlink on the supporters' page of the Bay to Birdwood website	✓	✓	✓	✓
	Your logo and hyperlink on the footer of the Bay to Birdwood website homepage	-	✓	✓	✓
<b>Printed Promotional Collateral</b>	Your logo on 2500 Finish Festival Programs	✓	✓	✓	✓
	Your logo on the Bay to Birdwood poster	-	-	✓	✓
	Your logo on 1500+ vehicle entrant stickers	-	-	✓	✓
<b>Digital Promotion Collateral</b>	Banner ad in electronic direct mailout(s) (eDM) to the Bay to Birdwood email subscriber list (sponsor to supply artwork by deadline)	✓ 2 eDMs	✓ 3 eDMs	✓ 4 eDMs	✓ All eDMs
	Social media mention(s) on Facebook and Instagram	✓ 1 Post	✓ 2 Posts	✓ 3 Posts	✓ 4 Posts
	A dedicated eDM sent to the Bay to Birdwood email subscriber list	-	✓	✓	✓
	A mention on the History Trust of South Australia LinkedIn	-	-	✓	✓
<b>Events</b>	Your logo displayed on digital screen at the Bay to Birdwood Judging event	✓	✓	✓	✓
	Invitation to attend the Bay to Birdwood Judging event	✓ 2 Guests	✓ 4 Guests	✓ 6 Guests	✓ 10 Guests
	Complimentary tickets to the Finish Festival at the National Motor Museum Invitation to the exclusive backstage area inclusive of hospitality refreshments	✓ 2 Tickets	✓ 4 Tickets	✓ 6 Tickets	✓ 10 Tickets
	Partnership acknowledged by speaker at the Finish Festival	✓	✓	✓	✓
	Opportunity to host a high-visibility partner stall at Finish Festival	✓	✓	✓	✓
	Speaking invitation at the Finish Festival (2-minute speech)	-	-	✓	✓
<b>Additional Major Partner Benefits</b>	Main sponsor of the Bay to Birdwood and all National Motor Museum events (monthly historic vehicle club meets)	-	-	-	✓
	Logo displayed on National Motor Museum collateral both inside the Museum (displayed 364 days of the year), and on print collateral e.g. posters, brochures, pull up banners, etc.	-	-	-	✓
<b>Value</b>		<b>\$11,850</b>	<b>\$22,500</b>	<b>\$32,050</b>	<b>\$277,940</b>

# PROGRAM AD SPECS

## Artwork Deadline

Friday 30 August



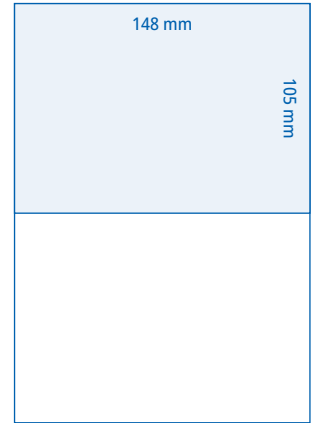
### Double Page Spread

296 mm (w) x 210 mm (h)



### Full Page

148 mm (w) x 210 mm (h)



### Half Page

148 mm (w) x 105 mm (h)

\*excludes back cover

Sponsors to supply artwork by deadline.

Supplied material must be print-ready PDF.

All PDFs must be CMYK, supplied to the correct dimensions, with 5mm bleed, and no crop marks or any printers' marks.

All fonts must be embedded or outlined.

Alterations will not be made to supplied PDFs. Replacement artwork must be supplied.



**2500**

copies of the printed program distributed to entrants and festival attendees.

Ads in program exclusive to partners.

# PARTNERSHIP OPPORTUNITIES

For all partnership enquiries for Bay to Birdwood, please contact Paul Rees, Head of Museums, Marketing and Major Events.

Bay to Birdwood  
(08) 8151 3280  
[baytobirdwood@history.sa.gov.au](mailto:baytobirdwood@history.sa.gov.au)







Assembly Area 1

Assembly Area 1

BYRON

52C-191

PURR-14

RLF-795

Davitt Ford  
A MEMBER OF THE FORD GROUP





Government  
of South Australia



**BAY to**  
**BIRDWOOD**

