



## **Sponsorship Proposal**

### **Mustang Cruisers Victoria Inc.**

P.O. Box: 6201, Vermont South

Victoria, 3133

Alex Karan – Club President and Secretary

[info@mustangcruisersvictoria.org.au](mailto:info@mustangcruisersvictoria.org.au)



Dear Prospective Sponsor,

Mustang Cruisers Victoria Inc. is a locally run, community funded car club that exists to provide opportunities for members of the community to participate in a safe and inclusive environment.

Our club has a proud history and strong and active presence in the community.

We are managed by a dedicated volunteer base, who selflessly commit their time, skills, and support in order to bring to life our vision of supporting people from all walks of life to connect with other mustang car enthusiasts. As a club we value giving back to the community and pride ourselves on building community connections and partnerships.

As a volunteer run, local car club, we are reliant upon the generous support of local businesses and individuals to continue providing opportunities and benefits for our members and the broader community.

Our aims for the coming year include:

- Increasing our member base
- Running more club exclusive events
- Supporting local businesses through sponsorship

With this letter, I invite you to consider the following proposal, and the opportunity to support our club in achieving these aims for the 2024-2025 financial year.

I trust that the below opportunities presented to you are of interest and value to your business and would welcome the opportunity to discuss these further with you.

Thank you in advance for your time and consideration.

Kind Regards,

**Alex Karan**

Club President and Secretary  
Mustang Cruisers Victoria Inc.

# Sponsorship Proposal

Thank you for allowing us the opportunity to present to you our proposal to support Mustang Cruisers Victoria Inc. for 2024-2025.

We are excited by the opportunity to partner with you, and with the help of your valued contribution, bring meaningful benefits to members of our local community.

## Step 1: The Club

Mustang Cruisers Victoria Inc, started with our club President, Alex, setting up a Facebook group to promote Mustang enthusiasts to connect and organise social events in Victoria. Over the last 5 years this group has grown to over 1600 members, with events running every month across the state. Our club has grown to include partnerships with other clubs and businesses, where our club members will join in many events happening every weekend.

We decided to start a club of our own to provide a non-for profit environment that is inclusive of all people in the community. We believe that all people from all walks of life should be supported to connect with other mustang car enthusiasts. As a club we value giving back to the community and we actively work to provide fundraising and donation opportunities for charities at many of our club events.

We aim to be a club that provides the best of membership benefits to our club members. Whether it be discounts with local businesses we support, club permit scheme, club merchandise, club community advice, and comradery.

Our Club is founded by Club President and Secretary Alex Karan in 2019. In 2024 we official became incorporated and have a team of committee members.

Our current Committee Members:

- Alex Karan – Club President and Secretary
- Trudi Karan - Committee Member
- Lily James - Committee Member
- Anthony Clark – Committee Member
- Elaine James – Committee Member

## Step 2: The Need

Mustang Cruisers Victoria Inc. aims to support its members with low cost membership fees to be accessible to all members of the community. Our club operates on a non-for profit basis requiring sponsorship and donations to be operational.

We utilise our sponsorship and donation fees towards our operational expenses such as insurances, website management fees, club equipment, etc.

Our club will greatly benefit from your generous sponsorship to be able to achieve our goals. As we already have a large following on our social media platforms, we believe that sponsorship will be mutually beneficial for our club and your business.

### Step 3: Why Sponsor?

Mustang Cruisers Victoria is a collective of over 1600 car enthusiasts. The club has many advertising opportunities for prospective sponsor, including:

- Brand exposure on our website, Facebook, and Club events
- Mass marketing opportunities
- Sponsored Club Events

We have had much success for our current sponsors receiving an increase in traffic to their social media and businesses. One valued sponsor, David Kurlatov of F11 Media has significantly increased their Automotive photography business with many of the cruisers engaging David for professional photography and purchasing of his photos from club events.

### Step 4: Options

The below table provides 3 options for sponsorship. We are happy to customise a sponsorship package that better suits your needs, please discuss with us.

Opportunities and sponsorship levels:

- Option 1 – Major Sponsor includes all marketing opportunities to best reach our club members to promote your business
- Option 2 – Minor Sponsor includes a great basic marketing option to support the club and your business
- Option 3 – Is a fully customisable package that will be agreed based on your business marketing needs

Category	Option 1	Option 2	Option 3
<b>Cost</b>	<b>\$ 1000</b>	<b>\$ 500</b>	<b>\$ TBC</b> Customised Package
Acknowledgement as Sponsor at Club events	✓	✓	
Sponsor story on club website and social media platforms	✓	✓	
Sponsor logo on club website and social media platforms	✓	✓	
Club Marquee at club events with sponsor logos displayed	✓	✓	
Invitation to club fundraising and award events	✓	✓	
Annual club membership for 1 member	✓	✓	
Sponsor Pack including club merchandise – t-shirt, hat, tote bag, and club sticker	✓	✓	
Monthly Sponsor promotion on Facebook Page - 1600 plus members	✓		
Sponsor Ad on club website and social media platforms	✓		
One exclusive Sponsored Club Event per year	✓		

## Step 5: Testimonials

Dear Mustang Cruisers Victoria Car Club Inc.



**RE: Knox Festival Show 'n Shine 2024**

A huge THANK YOU to the Mustang Cruisers Victoria Car Club members who took part in Knox Festival's first Show 'n Shine event.

The number attending Knox Festival was estimated to reach 30,000 across the day and this new addition to the festival was a fantastic new attraction. The area was super busy throughout the day, with many patrons specifically seeking out the car show.

I am beyond words of how kind and professional each club member from Mustang Cruiser's displayed and presented across the day. We would not have had such a successful event without the hard work put in by this club with the extra effort also put in by Alex Karan.

The quality of the cars presented was phenomenal with a range of makes and models that was sure to impress even the most seasoned car fanatic. It brought a special kind of vibrancy to the event that we have been missing.

We sincerely hope Mustang Cruisers have a tremendous year ahead and hope to see even more cars participating in our next festival!

Yours sincerely

A handwritten signature in blue ink, appearing to read "Kira Martin".

Kira Martin,  
Events Officer

Knox City Council

## Step 6: Next Steps

Please complete the below Sponsorship Nomination Form and return to us. If you have any further questions about sponsorship, please contact us.

### Sponsorship Nomination Form

- Option 1
  - Option 2
  - Option 3 – Please contact us to arrange a meeting to discuss a customised package
  - Donation
- 

**Sponsorship Category:** \_\_\_\_\_

**Sponsorship Value:** \$ \_\_\_\_\_

**Period of Sponsorship:** May /June 2024 to 30 June 2025.

**Organisation / Business Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_ / \_\_\_\_ / \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Position Title:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Tel:** ( ) \_\_\_\_\_ **Mob:** ( ) \_\_\_\_\_

**E-mail:** \_\_\_\_\_

Please complete all fields and return to: P.O. Box 6201, Vermont South, Vic, 3133 or email [info@mustangcruisersvictoria.org.au](mailto:info@mustangcruisersvictoria.org.au)

Upon receipt of your nomination, a member of the club committee will be in contact to confirm your sponsorship and finalise payment.

Thank you for support.

The club and I look forward to working with you over the coming year.

For any questions, please feel free to contact me directly.

Kind Regards,

**Alex Karan**

Club President and Secretary  
Mustang Cruisers Victoria Inc.

Email: [info@mustangcruisersvictoria.org.au](mailto:info@mustangcruisersvictoria.org.au)  
Post: P.O. Box 6201, Vermont South, Vic, 3133

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*Sponsorship Proposal: 2024-2025*