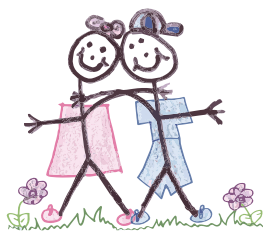


JIMMY VERNON

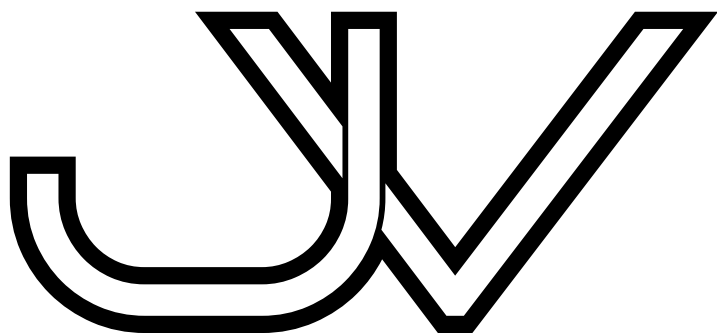


**CORPORATE BUSINESS
PARTNERSHIP**

IN ASSOCIATION WITH



**Kids with Cancer
Foundation**



WHO WE ARE



Since 2012, Jimmy Vernon has been a common name in the facets of Australian Motorsport. Winning two National Championships has helped bolster his name into the limelight.

Through this success, Vernon has had the chance to race with the fiercest competition and also utilised every opportunity to represent his corporate partners with professionalism and pride.

WHAT WE DO



Kids with Cancer Foundation



Since 2020, Jimmy Vernon has been an ambassador for the Kids With Cancer Foundation Australia. Once it was apparent that Vernon had a strong social following, it was time to use that to spread awareness for a charity very close to his heart. Vernon is constantly thinking of ways to give back to the charity and spreading joy wherever he can. With a core focus on raising awareness, Vernon also gives back to the families and kids through activations at the race track. The other focus for Vernon is taking 20% of his corporate sponsorship funding and donating that back to the Foundation at the end of each racing season to help the kids and also for cancer research.



WHAT ARE WE RACING?



2023 will see a shift in category for the JV team. After winning a second National Championship in 2022, the team are stepping into the V8 Superute Series. A category that runs in conjunction with the Supercars Championship and features a strong following not only socially, but also through an extensive broadcast package on Foxtel, Kayo and also select rounds on Channel 7 free to air.

This category features hard racing, loud and exciting V8 engines and the market relevance to each respective Ute manufacturer.

The fire breathing monsters are a real crowd pleaser.

WHERE ARE WE RACING?

- | | | |
|----------------|-------------------------|--------------------|
| ROUND 1 | Barbagallo Raceway, WA | Apr 28 - 30 |
| ROUND 2 | Sydney Motorsport Park | Jul 28 - 30 |
| ROUND 3 | The Bend, SA | Aug 15 - 17 |
| ROUND 4 | Sandown Raceway, VIC | Sep 15 - 17 |
| ROUND 5 | Bathurst 1000, NSW | Oct 5 - 8 |
| ROUND 6 | Gold Coast Streets, QLD | Oct 27 - 29 |



WHY ARE WE RACING?



Kids with Cancer Foundation

The Kids with Cancer Foundation is a place where the families of kids with cancer and their social workers can find a solution to the day to day financial needs a family continues to have whilst caring for their sick child.

KWCF are also an organisation that assists children's hospitals by paying the salaries for oncology fellowships, social workers, and clinical nurse specialists as well as contributing to the funding for research and hospital infrastructure.

20% of all of our sponsorship funds raised in 2023 for our race team are going to be donated directly back to the Foundation.

We also want to get the kids involved with various exciting opportunities like tickets to the track and highlighting a child each round to feature on our racing helmet.

In 2022, we raised **\$10,000.00** for the Foundation, in 2023 we increase that target and set our sights on achieving great things for the kids.



WHAT IS OUR SOCIAL REACH?

2022 was a big year for social engagement and media reach. Due to the alliance with the Kids with Cancer Foundation, each round we target both local and international media outlets to have the story of the kids shared with as many people as possible.







2022 featured multiple radio show appearances at each round on stations such as Triple M, ABC, 2BS and many more. We also featured on WIN News at Bathurst, along with many other great sources of media attraction.

Simply Google “a race to help kids diagnosed with cancer” to see the countless amount of stories we received just from one round. This had an International reach that plastered our team and the Foundation all over Australia.



LETS TALK NUMBERS!

Whilst our team has dedicated media outlets, we will also be receiving media coverage on various other channels as the year progresses. Below is a breakdown of our channels, along with some of the other channels that regularly share content as well.

				
	2,200	8,205	48,900	1,085,360
	1,172	4,983	5,685	257,000

*Stats as November 2022

WHAT IS OUR BUDGET GOAL?

The 2023 season is going to cost our team \$150,000.00 to complete the National Championship.

We are aiming to achieve this through a strong contingent of partners.
20% of our final budget raised will be donated back to the KWCF.



Kids with Cancer Foundation



HOW CAN YOU GET INVOLVED?

The more support we receive, the more help we can give the kids. The luxury of our team is that we can offer maximum exposure for minimal cost and all of our partners can claim their sponsorship as a tax deduction.

BASIC PACKAGE - \$2,500.00 per round | \$15,000.00 for the year

ADVANCED PACKAGE - \$5,000.00 per round | \$30,000.00 for the year

ULTIMATE PACKAGE - \$7,500.00 per round | \$45,000.00 for the year

The packages above are just a guide and we can cater for any companies willing to get involved for a value not outlined above.

THANK YOU FOR HELPING US HELP THE KIDS!

INTERESTED IN GETTING INVOLVED?

GET IN TOUCH TODAY!

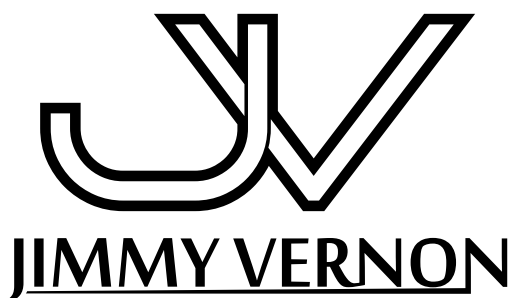


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EMAIL - jimmy@shockwavesigns.com.au

FACEBOOK - Jimmy Vernon Racing

INSTAGRAM - @jimmyvern0n



Kids with Cancer Foundation

Thank you for taking your time to review and consider this proposal as a positive step for your business and a way to help the kids. With your help, we will have the opportunity to not only donate some much needed funds, but it also gives us a fantastic opportunity to raise awareness for the Foundation.

“Nothing beats the feeling of seeing the big courageous smiles of the kids when they get to be involved in our race team.”



A stylized, handwritten signature of Jimmy Vernon in black ink.