



St George MCC

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Partnership Proposal

The St George Motorcycle Club are looking to partner with key sponsors to promote, support and grow motorcycle racing in NSW; and specifically for the upcoming rounds of the sixth Summer Night Series (SNS).

The SNS has become a highly popular and much anticipated series in NSW (arguably #1 in the country) attracting national and international racers. SNS06 will consist of 4 rounds (over 6 days) between December 2025 and March 2026 with each round being held under lights!

1. 6 December 2025 (6:30pm – 10:30pm)
2. 9 January 2026 (day/night: 1:30pm – 10:30pm)
3. 13 & 14 February 2026 (6:30pm – 10:30pm)
4. 6 & 7 March 2026 (6:30pm to 10:30pm)

Throughout the four rounds, several classes will be run including: Unlimited (1000cc), 600cc, 400cc, retro superbikes and sidecars.

We are excited to offer a unique opportunity to partner with St George MCC and the Summer Night Series. With strong and increasing spectator numbers, our events are evolving into vibrant, inclusive, family friendly experiences. We are growing our partners that provide a shop display/booth/stand at the events, providing off-track activity and entertainment.

In BIG news, and for the first time, we are live streaming the series on all online platforms, live and free! This represents a fantastic opportunity for increased marketing exposure. With Josh Brookes from the BSB series, plus several of our own ASBK superbike and supersport riders racing at this SNS06, we expect strong exposure nationally as well as into the UK and beyond.

Your support will directly contribute to paying for the live streaming, plus reducing entry costs for riders, making the sport more accessible, while also allowing St George MCC club to allocate funds toward podium prizes; enhancing competition and prestige. On-site sponsor stalls will boost engagement and visibility, while strategic signage around the track ensures your brand is front and center throughout the event. Together, we can elevate the experience for participants and spectators alike, while delivering measurable value to our partners.

Partnership Opportunities:

Series Naming Partnership: \$150k

Your brand synonymous with the series, eg:

Penrite Summer Night Series

Also including:

- 3 full-page ads in each event program
- Significant social media posts and promotion
- Product/brand/company interviews via socials
- Inclusion in all printed and online media
- Stickers on all bikes
- Branding on all trophies
- Feature on series apparel
- Abundant opportunities for branding
- Allocated area for trackside corporate displays/product stalls etc
- Trackside signage around the circuit (sponsor-supplied)
- Professional filming and commentary
- LIVE STREAMED worldwide on multiple platforms (YouTube, FB, Instagram etc, and NOT behind a paywall!)
- See [Appendix A](#) for full details

Race Class Naming Partnership:

Classes:

• Class	• Description	• Rounds raced	• Cost
• Unlimited F1 & F2	• The best Superbikes and riders!	• All rounds 1–4	• \$25k
• 600cc F1 & F2	• The best of Supersport!	• All rounds 1 – 4	• \$20k
• Unlimited F3 & Retro Superbikes	• Club racers only! Laptimes are strictly over-1.40	• Rounds 1, 2 and 4	• \$15k
• 400cc & Formula St George	• Smaller, less powerful bikes, ridden by the stars of tomorrow!	• Rounds 2 and 3	• \$10k
• SIDECARS F1 / F2 & pre 2k	• For those that like passengers	• Round 2	• \$5k

Be closely associated with your ideal class, eg:

Pirelli Unlimited F1 & F2

Also including:

- One full-page ad in each event program
- Social media promotion
- Trackside signage (sponsor-supplied)
- Featured in commentary & all promotional material
- Merchandise, t-shirts etc
- Broadcast streaming class naming attribution, plus
 - Logo on menus, lists etc for the race class (see [Appendix A](#) for examples)

Notes:

- F1 = ASBK & International Racers
- F2 = Sub 1.40 Lap Time (Best of the Club Racers)
- F3 = Plus 1.40 Lap Times – Club Racers
- 400cc = 300/400 Supersport Racers
- Formula St George = Singles, Twins, Moto 3's
- Retro Superbikes = Built before 1/1/1999

The Summer Night Series features the best of the Australian Superbikes class against some international superstars! For example, Josh Brookes, the multiple BSB Champion, is racing his new DAO Racing Honda Fireblade (flown out from the UK) in this series.

The St George Motorcycle Club is excited to have the opportunity to host this great series again. We look forward to discussing the opportunities to partner with great companies across this series for the benefit of all.

Warm regards,



Nick Marsh

Chairman / President
St George MCC

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Partnership Proposal Response

We'd love to partner with St George MCC for the Summer Night Series. We're in!
We would like to support the Series by committing to sponsor the following:

- ☐ Series Naming Partnership
- ☐ Class Naming: Unlimited F1 & F2
- ☐ Class Naming: 600cc F1 & F2
- ☐ Class Naming: Unlimited F3 & Retro Superbikes
- ☐ Class Naming: 400cc & Formula St George
- ☐ Class Naming: SIDECARS F1 / F2 & pre 2k
- ☐ Other: _____

Company and contact details:

Appendix A: Live streaming by Blend Line TV

Professional, experienced motorsport broadcaster, partnering with St George MCC to bring the opportunity of live streaming in broadcast quality, free and worldwide! Streamed to multiple platforms including YouTube, Facebook and Instagram.

Inclusions:

- Full Commentary setup with live feed of racing
- Advertising spaces between races (this can be sponsor vision, previous event vision, or anything you would like to see played, as long as the rights to the footage are obtained)
- Logos & branding on graphics & timing towers (our timing tower can also now do classes within the tower. Attached are some photo examples from a recent circuit racing event. We can also run class specific logos on rotation within the races.
- Full replay system (all cameras can be replayed with sponsor logos and wipes)
- HD broadcast with full recording for post event re-uploading
- Full trackside camera coverage
- Intro/Outro created packages
- Opportunity for pre-event interviews to be filmed for placement within broadcast

We can utilise filming of additional content before the live window. This can include pre-event track walks or interviews. We can also include a live pit lane camera during the event, which would capture winners' interviews and potentially live pit lane throws or pit walk.

This setup comes with full talkback for the presenter in the lane, meaning they can hear the commentators live and be able to chat into the feed. While also hearing the director and knowing when crosses are coming.

Ad spaces are general 30sec slots, as provided. So TV commercials like you see on any network. For example:

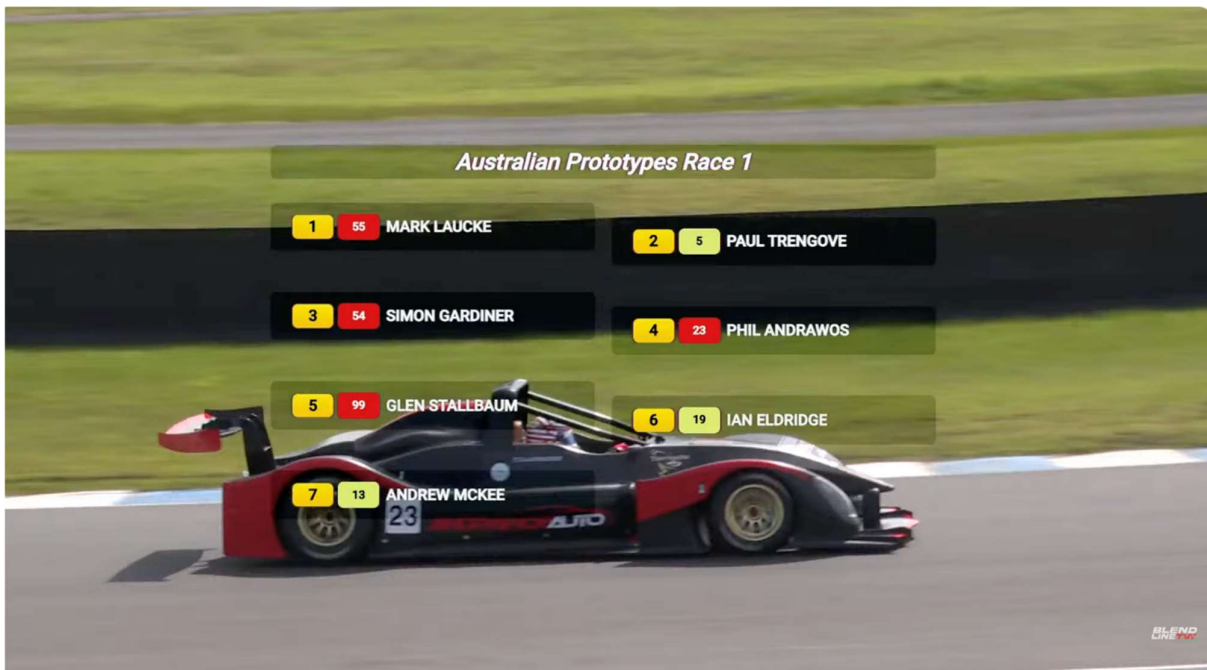


Other opportunities:

Timing tower example: logo above the tower. The tower also shows current status of race with yellow and red flag changes as timing updates.



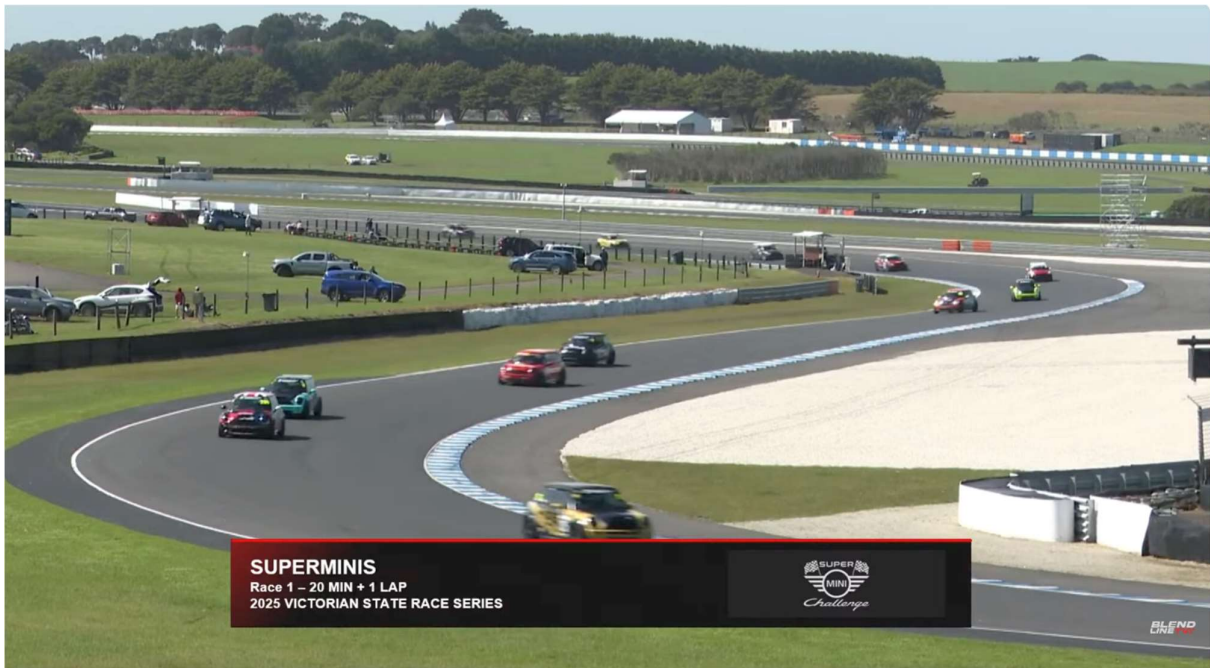
Starting grids (these can have a sponsor logo incorporated into the design)



Result boards. Again a partner logo can be incorporated.



Lower thirds. These are generally run at warm up laps, can incorporate sponsor logos. We can run them in the middle of races if required as well.



Replay wipe and graphic (top left corner) both the wipe across screen and the replay bug in the top corner can be customised to a partner per event.



Interest angles. We work to incorporate angles of interest as static shots, these can be branded. As can be seen below Trico wall cam is utilised at Sandown. We can also run a graphic for this, in this instance Trico likes the “natural” feel of having a sticker in the centre of shot.



Montages:

At the World Waterski Championships and other events we have incorporated into broadcast montages of the best shots. Which have got sponsors onboard for having that area of broadcast for themselves.

As an idea we could potentially do certain bikes montage, slow motion, or something of the like, on riders during races, and then incorporate that into the broadcast.



Optional Extras

LIVE Pit Camera - We can incorporate live pit camera into the broadcast for post event winner interviews and updates from the lane. In this the microphone can be branded, presenter and also logo on screen during the crosses.



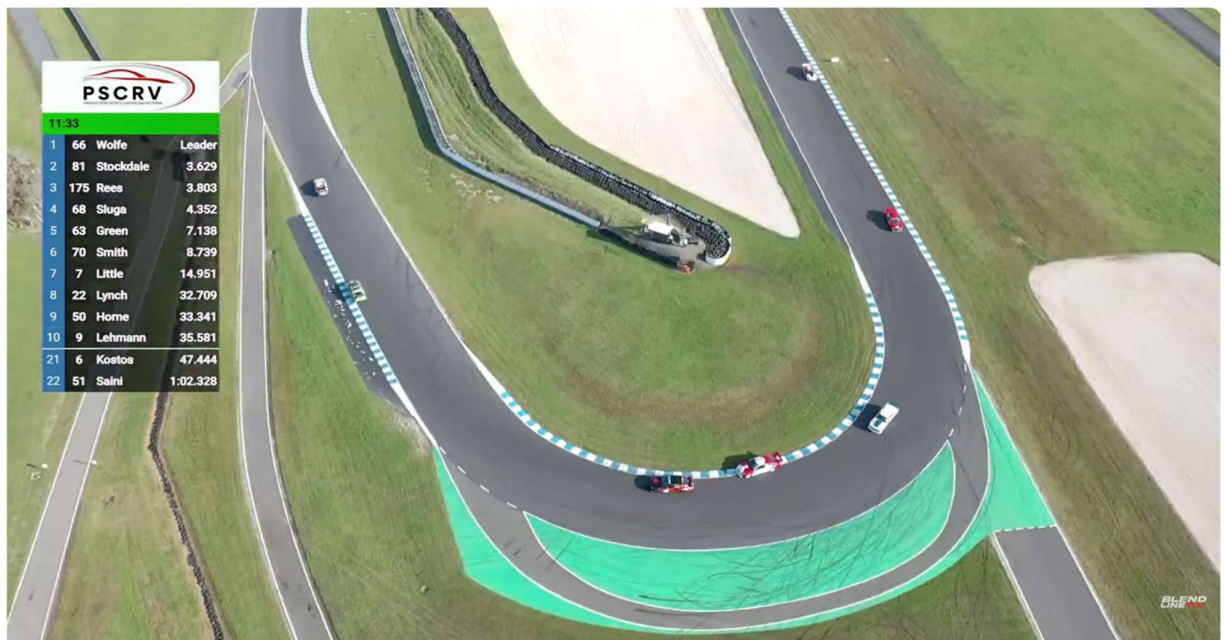
Live On Board cameras

Obviously the below is from in a car, but the same system can be utilised for on bikes. We would need some space behind a fairing for a transmission unit, approximately the size of a usb stick or small mobile phone depending on system used.

We also have another camera system that is a pin hole which could mean we can test getting shots down near wheels etc. With permission of course.



Drone:



BLTV stats:

48,500+ YouTube subscribers

1.5 million average yearly views on channel

215,000+ Facebook Followers

23 million average video views 2021-2024

47 million video views to date 2025 - regularly our social videos do 50,000-100,000 views. I would look to get our work with the night racing to this level.

Motorsport live streams:

2025 - 13,468 - average viewers per day broadcast. (This should be noted that we do a range of events, so some are smaller than others)

Using our Victorian State Race Series partnership as a case study, we have gone from 12,000 average daily viewers in 2022 to 16,000 average daily viewers in 2025. While also having one less event broadcast due to some changes in calendar with some issues at P.I circuit itself.

BLTV believe we can be set to grow the audience over time as when events are live and they can tune in regularly, they become hooked. With consistent broadcasting everything grows.

Other areas to note; we use footage filmed from events to produce social media promotion. This promotion videos can have agreed sponsor logos on. These are shared post-event and are used as a push to the next event with showcasing opportunity.

As an example of what might be possible viewership wise. This race which we filmed as we had a weekend free in 2017 surpassed 30,000 views in a relatively short period of time. With consistent racing across the channel, we could likely look to try and surpass viewership like this into the future.



Historic Motorcycle Racing Australia P4, P5, P6 1300, Pre Modern F1 Race 1 Sydney



Blend Line TV
48.4K subscribers

Join

Analytics

Edit video

221



Share

Promote

Download



34K views 8 years ago

The opening race for the P4, P5, P6 1300, Pre Modern F1 historic bike racing competitors at the Post Classic Racing Association May Sydney Meeting. ...

Microsoft Po