

# Sponsorship Proposal



**ELKC**  
EASTERN LIONS KART CLUB



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# KARTING IN AUSTRALIA

Karting is a sport for all ages, bringing together children, teens, and adults in a fun and safe environment. While many people associate karting with young drivers, adults are also active participants, making it a sport that truly spans generations.

More than just racing, karting is a place where people learn and grow. Children as young as seven develop driving skills, confidence, and teamwork long before they get their road licence. For adults, it's an exciting hobby that sharpens focus, precision, and quick thinking – all in a welcoming, family-friendly setting.

Our club is more than just a place to race, it's a community. Families come together on and off the track, supporting each other, sharing experiences, and celebrating achievements. Whether at local club days or larger regional and national events, our members enjoy a sense of belonging and camaraderie.

By supporting our club, you're helping nurture this community and keep the sport accessible and safe for everyone. Your contribution helps young people get started, encourages families to engage, and keeps the thrill of karting alive for enthusiasts of all ages.

For anyone interested in exploring karting, the first step is simple: join a local club and start with a provisional licence. More information is available about getting started is available on the [Karting Victoria website](#).



Established in 1961, the Eastern Lions Kart Club (ELKC) is set on 76 picturesque acres in Puckapunyal. Over the decades, we have become a cornerstone of Australian karting, hosting some of the nation's most prestigious events.

At ELKC, we take pride in developing both exceptional racing standards and outstanding racing drivers. Notable alumni such as Craig Lowndes, Jamie Whincup, and Cameron McConville all began their racing journeys at our club.

Our state-of-the-art, privately owned facilities include a 1064m race track, purpose-built race control tower, clubrooms, amenities including toilets and showers, and camping areas. These facilities allow competitors and spectators to fully enjoy our events, while also taking part in our famous club dinners and social activities.

ELKC events can attract over 400 racers and thousands of spectators during a four-day round. Beyond large-scale competitions, our monthly Social Karting and Club Days continue to draw members and families alike, fostering community and a love for the sport.

These events are made possible by our dedicated volunteer members and officials, as well as the support of our long-standing sponsors and partners, who help keep the wheels turning and the community thriving.





# JUNIOR SPRINT CLASSIC

In the early 1980s, ELKC introduced the Junior Sprint Classic, a race meeting designed specifically to support the growth and development of young drivers. The event provides a safe and encouraging environment where juniors can compete with their peers, free from the added pressure of racing against more experienced drivers.

Over the years, the Junior Sprint Classic has grown into ELKC's signature event, attracting some of the nation's most promising young talent. Past winners include Oscar Piastrì, Anton de Pasquale, and Scott McLaughlin, who have all gone on to achieve success on national and international stages.

In 2026, we will celebrate the 44th year of this two-day event, continuing a proud tradition of nurturing the next generation of racing drivers while providing exciting, family-friendly entertainment for spectators and participants alike.



# JOIN US

# TRACKSIDE

Be part of the fun this year at ELKC. By sponsoring the club, your company will get exposure at a number of social karting events and race meetings.

In addition to our regular Social Karting events and Club Days, this year we will be hosting:

- The Golden Power Series (Round 1);
- The Australian Kart Championship (Round 4); and the
- Junior Sprint Classic

We would love to welcome your company on board at ELKC as a sponsor.

ELKC have various tailored levels of sponsorship packages available to increase your brand visibility by showcasing your organisation to a captive and targeted audience.

Sponsorships are available from as little as \$550 which will secure family sponsorship with name engraved on trophies at one club level round and go up to \$3,850 which will provide your company premium exposure at Club events.

We also have a tailored range of Junior Sprint Classic Sponsorship packages available.



[@Eastern Lions Kart Club](#)



[@easternlionskartclub](#)



# RACE DAYS 2026

With our 2026 race schedule locked in place, as our sponsor, you will be positioned to connect with customers on a personal level, creating brand loyalty and enjoying increased awareness of your goods and services in an atmosphere of fun.

## OPEN MEETINGS

GOLDEN POWER SERIES RD 1 | 21 & 22 FEBRUARY 2026  
AUSTRALIAN KART CHAMPIONSHIP | 4 - 6 SEPTEMBER 2026  
JUNIOR SPRINT CLASSIC | 19 & 20 SEPTEMBER 2026

## ORGANISED SOCIAL KARTING DAYS

SATURDAY | 18 JANUARY 2026  
SATURDAY | 14 FEBRUARY 2026  
SATURDAY | 21 MARCH 2026  
SATURDAY | 18 APRIL 2026  
SATURDAY | 30 MAY 2026  
SATURDAY | 27 JUNE 2026  
SATURDAY | 25 JULY 2026  
SATURDAY | 15 AUGUST 2026  
SATURDAY | 26 SEPTEMBER 2026  
SATURDAY | 24 OCTOBER 2026  
SATURDAY | 28 NOVEMBER 2026

## CLUB DAYS

SUNDAY | 15 FEBRUARY 2026  
SUNDAY | 22 MARCH 2026  
SUNDAY | 19 APRIL 2026  
SUNDAY | 31 MAY 2026  
SUNDAY | 28 JUNE 2026  
SUNDAY | 26 JULY 2026  
SUNDAY | 27 SEPTEMBER 2026  
SUNDAY | 25 OCTOBER 2026  
SUNDAY | 29 NOVEMBER 2026



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# CLUB SPONSORSHIP LEVELS



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YOUR PROMOTION	BRONZE \$550	SILVER \$1,100	GOLD \$2,750	PLATINUM \$3,850
Colour circuit sign (2400mm x 1200mm)	No signage	Sign supplied or previously purchased	1 x new colour circuit sign	2 x colour circuit sign
Advertising across our social media platforms, website and Team App		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advertising on Club room TV during club day events		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on Club Membership T-Shirt*		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Acknowledgement of sponsorship support at Club level events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
ELKC Shirt & Cap	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your company name on 3 class trophies at each Club Meeting				<input checked="" type="checkbox"/>
Your company name on 2 class trophies at each Club Meeting			<input checked="" type="checkbox"/>	
Your company name on 1 class trophy at each Club Meeting during the year		<input checked="" type="checkbox"/>		
Your Family name on 1 class trophy at one Club Meeting during the year	<input checked="" type="checkbox"/>			
1 year Club Individual or Family Membership valued at \$280.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

\* Sponsorship cut off for Club T-shirt logos is 31 January 2026

Prices include GST

# JUNIOR SPRINT CLASSIC SPONSORSHIP



YOUR PROMOTION	BRONZE \$660	SILVER \$1,650	GOLD \$3,850	PLATINUM \$5,500
Event Naming Rights				✓
Access to distribute promotional material within our clubrooms		✓	✓	✓
Corflute signage (2400mm x 600mm)	✓	✓	✓	✓
Logo on Junior Sprint Classic T-Shirt*	✓	✓	✓	✓
Acknowledgement of sponsorship support at presentation	✓	✓	✓	✓
Advertising across our social media platforms	✓	✓	✓	✓
Junior Sprint Classic Event T-Shirt	✓	✓	✓	✓
Your company name of recipient Champion of Champion Trophy				✓
Opportunity to present the fastest qualifier medallions				✓
Your company name on 3 class trophies			✓	
Your company name on 2 class trophies		✓		
Your company name on 1 class trophies	✓			

\* Sponsorship cut off for Junior Sprint T-shirt logos is 30 July 2026.

Note: There is only one Platinum sponsorship package available. Platinum sponsorship will be allocated on a first come first serve basis.

Prices include GST



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# MEET OUR TEAM



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**JOIN THE ELKC FAMILY**

