



# SPIRIT OF SYDNEY





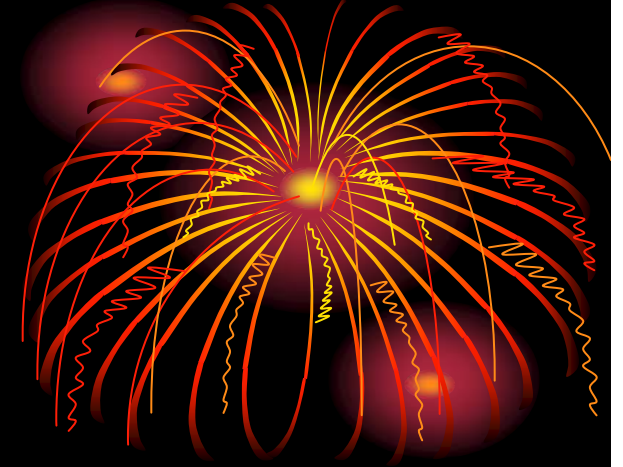
## BACKGROUND

Walden Motorsport is a highly respected motor racing team with a proud tradition in all forms of Australian motorsport.

Brian Walden, the teams' manager, owner and company director, started the operation in 1970 as a race driver. Motorsport has always been a passion for Brian Walden.

The Walden name has an established racing pedigree – rather than being boys keen to go racing, the principals and indeed all key staff are lifelong professionals.

The team has more than 100 years experience between them covering all facets of motorsport from driver and team owners to sponsors and promoters.



## COMMITMENT

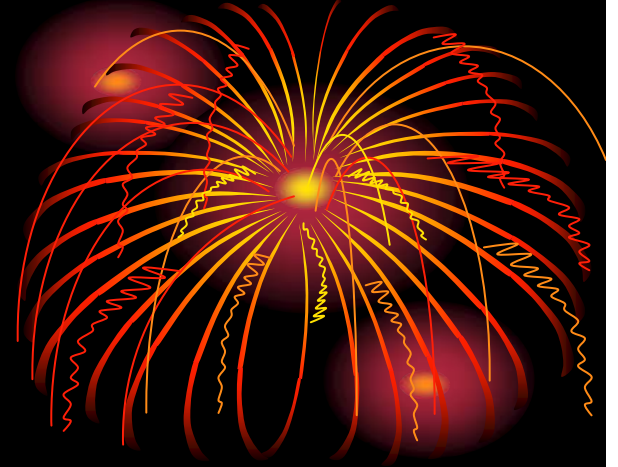
Walden Motorsport is a proud entry into the V8 Supercars Challenge Series in 2007.

Their team is committed, and will offer a bold new and refreshing look into the motorsport arena.

A V8 Supercar team that is “stand alone” Sydney based will appeal to all V8 Supercar enthusiasts around Australia.

The direction of Walden Motorsport fits V8 Supercars marketing goals perfectly – from team presentation to on-track racing – to an entirely unique marketing plan that will offer greater insight to the compelling commercial aspects of V8 Supercar off-track.





# ON TRACK IN 2007

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## MARKETING & PROMOTIONAL OVERVIEW

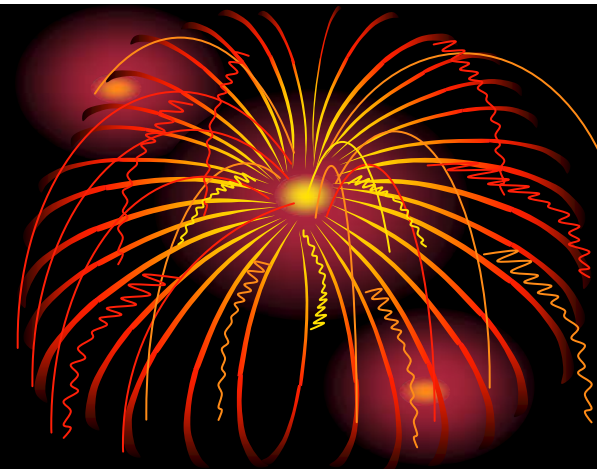
On the national V8 Supercar grid, one position remains “untouched”, a Sydney based V8 Supercar team, the Walden Motorsport entry will claim this unique title.

This property brand will be cemented around “Parochial NSW Supporters”, the team, racecar, transporter, uniforms, apparel, all will be fashioned around the pride of NSW Sky Blue and Navy, giving the team an immediate impact of exposure in the metropolitan catchments area of Sydney.

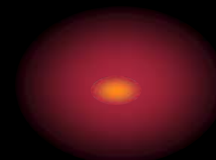
The Walden’s Team “secondary advantage” is that they can offer valued support to the V8 Supercars Championship Series knowing that their commercial partner’s prime market is in around the capital city with Telstra Big Pond, Fosters, CH7 and many more clients who may want team representation from a V8 Supercar operation as part of their promotional network.

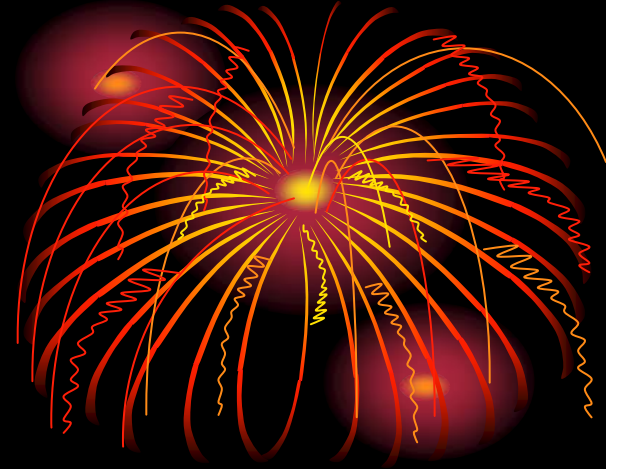
There is also many opportunities for cross promotion with Sydney Swans through CH7’s involvement with AFL and a support “V8” role with NRL’s major sponsor Telstra. The same demographics for V8’s are spot on NRL & AFL so the link is on offer.

Sydney’s Eastern Creek Raceway comes on board for 2007 as a venue, so this Sydney based team will offer unconditional support to their PR & marketing campaign.



## COMMERCIAL PARTNERS





The scope and potential reach of Walden Motorsport is very strong and this team is confident of their ability to delivery on & off track.

Through the marketing and promotional objectives planned for 2007 an initiative is in place to see the Walden Motorsport brand name become synonymous and accepted by the V8 Supercar fraternity.

The team will be showcased on Australia's Number 1- motorsport stage in front of a very large TV and media audience, the team is focused on competitive development that will result in valued brand exposure for their commercial partners.

