

The Good Oil



The Motorsport Company's end-of-season sponsorship report for the 2009-2010 Race Championship Series



End-of-season review | May 2010

Welcome to the full season review of The Good Oil for the 2009/10 Premier Race Championship Series.

This report encompasses all classes in the championship – BNT V8s, Toyota Racing Series, Battery Town Porsche GT3 Cup, MINI Challenge and Production Racing, ZOAGN Formula Ford and Suzuki Swift Sport Cup. All statistics are broken down either by round or by dates surrounding and relevant to each round, from Pukekohe in November '09 through to Taupo in March '10. We have also included TV ratings and crowd numbers for the Hamilton 400 in April.

We hope you find these statistics of value.

Kerry Cooper
General Manager



The Motorsport Company (TMC) Sponsorship Report

TV3 'As Live' Coverage	Per Event	Hamilton 400
Average Audience	44,800	59,400
Max Audience (4:30 - 6:00 17 Jan)	74,800	N/A
Total Summer Series Audience - All Rounds	1,171,800	1,150,500
Average show length	420 minutes	N/A

	Pukekohe	Ruapuna	Teretonga	Timaru	Manfield	Taupo	Hamilton
Date	6-8 Nov	27-29 Nov	15-17 Jan	22-24 Jan	12-19 Feb	19-21 Mar	16-18 Apr
Attendance (3 days)	12,208	11,435	12,011	9,876	12,107	9,175	103,000

Press coverage

	Pukekohe	Ruapuna	Teretonga	Timaru	Manfield	Taupo	Hamilton
No. of articles	44	24	47	35	85	44	N/A
Column cm	6,670	5,021	8,606	6,254	13,477	6,124	N/A
Average size (cm ²)	152	209	183	179	159	139	N/A
No. of photos	49	36	48	42	89	67	N/A
Column cm	12,184	3,680	7,154	1,803	14,908	6,704	N/A
Average size (cm ²)	249	177	149	186	168	110	N/A

Sky Sport coverage – Fujitsu Motorsport Show

Duration (min)	420	420	420	420	420	420	420
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Internet Media

Articles	70	39	50	46	65	85	134
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TV Advertising (30-second slots) Event Promotion

TV3							
Total spots	47	50	38	18	23	25	N/A
Rate value	44,675	30,679	12,824	7,328	10,530	11,750	N/A
Sky Sport							
Total spots (Average)	96	96	96	96	96	96	
Rate value (Average)	\$500	\$500	\$500	\$500	\$500	\$500	

Radio advertising (30-second slots) Event Promotion

Newstalk ZB	286	268	429	143	429	429	143
Hauraki	286	286	429	0	429	429	143
Classic Hits	286	286	286	143	429	286	143
Radio Sport	286	143	286	143	286	286	143
ZM	286	286	143	143	429	286	143
Total	1430	1,269	1573	572	2002	1716	715
Rate Value	\$201,759	\$59,591	\$34,793	\$10,039	\$110,899	\$82,713	\$217,487

Motorsport websites

www.nzv8s.co.nz, www.nzracechamps.co.nz					
Date	Nov 2009	Jan 2010	Feb 2010	Mar 2010	Apr 2010
Visits	15,557	14,316	10,438	10,143	6,517
Page views	64,357	52,799	36,203	33,678	19,469

Print collateral

Collateral produced (units)	Event Posters	3,000/round
	Event Programmes	4,000/round

The MotorSport Company would like to thank the sponsors for their support this race season:

