



Sponsorship Packages

2022-2023

The Pajero 4WD Club of Victoria has a range of sponsorship packages available to suit any business or organisation.

Sponsoring a local community group is a fantastic opportunity to:

- Raise the profile of your business
- Increase brand recognition
- Engage with prospective customers
- Improve community opinion of your business through your association with a respected local group

Four wheel driving is a fast growing and most popular past time for so many Australians. The Pajero Club is based in the South Eastern suburbs however boasts members from all over Melbourne. Across Australia in fact. Our club is one of the largest and oldest 4WD clubs.

We offer a number of packages to suit any budget. We provide active promotion through online and published media throughout the year. We also offer individual event sponsorship for both minor and major events. We are a high profile club with over 30 years experience. We are one of the biggest 4WD clubs around as we cater for all makes and models of vehicles. We maintain high standards of ethics adopting the 'tread lightly' philosophy on all our trips. We encourage fun and adventure on all our trips. We are a family friendly group with 300+ active memberships.

Please review our packages and call to discuss details on how we can tailor a sponsorship package to meet your business needs.

Nas Foscari – # 1933 – Club Promotions Officer
Ph 0413 889 372 | Email promotionsofficer@pajeroclub.com.au

Diamond Sponsorship Package \$3,280pa

- Full page colour ad – Rear cover of our bi-monthly club magazine (printed and online version).
 - Branding in a prominent position on both our forum and public website.
 - Naming rights to major events including Muster.
 - Pajero Club website (Wild Apricot) rolling banner.
 - Logo displayed during slideshow at club meetings.
 - Banners (if provided) can also be displayed at major events and club meetings.
- Opportunity to advertise events / special offers through our social media platforms.

Gold Sponsorship Package \$1,680pa

- Full page colour ad – Inside cover of our bi-monthly club magazine (printed and online version).
 - Logo displayed in a prominent position on our public website.
 - Pajero Club website (Wild Apricot) rolling banner.
 - Logo displayed during slideshow at club meetings.
- Opportunity to advertise events / special offers through our social media platforms.

Silver Sponsorship Package \$690pa

- Full page B&W ad – Within our bi-monthly club magazine (printed version).
 - Full page colour ad – Within our bi-monthly magazine (online version).
 - Pajero Club website (Wild Apricot) rolling banner.
 - Logo displayed during slideshow at club meetings.
- Opportunity to advertise events / special offers through our social media platforms.

Bronze Sponsorship Package \$390pa

- 1/2 page B&W ad – Within our bi-monthly club magazine (printed version).
 - 1/2 page colour ad – Within our bi-monthly magazine (online version).
 - Pajero Club website (Wild Apricot) rolling banner.
 - Logo displayed during slideshows at club meetings.
- Opportunity to advertise events / special offers through our social media platforms.

Other Promotional Offers

- **Full page colour ad at \$250 per issue.**

Inside cover of our bi-monthly club magazine (printed & online version).

- **Full page B&W ad at \$150 per issue.**

Within our bi-monthly magazine (includes colour ad for online version).

- **Half page B&W ad at \$100 per issue.**

Within our bi-monthly magazine (includes colour ad for online version).

- **Member Services - Business Card Size Ad for FREE (\$50 per issue for non-members).**

Located on our Business Directory page within our bi-monthly magazine (includes colour ad for online version).

- **Personal / private ads FREE for members (\$10 for non-members).**

Located on our Trading Place page within our bi-monthly magazine (includes colour ad for online version).

- **Individual event / trip sponsorship – price on application.**

We also offer individual event sponsorship for both minor and major events. We can organise events / packages specific to your needs.

Supporting our club provides you with an opportunity to give something back to the community, engage with real families and enhance your status as a good corporate citizen.

For more information, please contact

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