

# Historic Touring Cars/Just Cars 2017 Sponsorships Now Available

JUST CARS, associate sponsors and competitors shared in a boom year in 2016.

- Sponsors shared in a super-generous advertising plan that returned dividends
- 120 competitors from around Australia shared \$15,000 in rebates.
- 2017 will be even bigger!

## It's a genuine win-win situation

### What sponsors get:

- Targeted advertising in Australia's largest selling automotive magazine
- *Monthly sales of 45,622, readership of 249,000, audited*
- Pay only ONE TWELFTH of normal JUST CARS advertising costs
- Get immensely valuable editorial focusing on their product or service
- JUST CARS Facebook posts and online presence
- Logo credits and display opportunities at all Vic historic race meetings
- Logos on the JUST CARS-HTCAV Hospitality Truck
- Advertising in Historic Touring Torque (5,000+ downloads per issue)
- Logos on HTCAV website

### What competitors get:

- Pro-rata rebates for entering Victorian historic meetings
- Better exposure through monthly articles in JUST CARS
- Bigger fields, better racing, more category enthusiasm
- More benefits and donated products from motivated sponsors
- Better pit-side amenities, better trophies

### Sponsors please note:

- Almost all 2016 sponsors have returned for 2017 & new sponsors have signed
- The majority received business as a result
- Some have upgraded their sponsorship levels for 2017

[www.htcav.com.au](http://www.htcav.com.au)



**CARB LOADING**

Classic and race car enthusiasts know that a 'Weber' isn't something you cook your snags on - and nobody knows more about Weber than Weber Performance.

**WEBER AND THE STROKE**

When the 'Weber' part of a classic engine is replaced, it's not just a mechanical upgrade, it's a statement. Weber Performance's dedication to the 'Weber' brand is legendary, and their commitment to the classic car community is unparalleled.



**OLD CAR RADIOS FIXED!**

Whether you're looking for a classic car radio or a modern car stereo, we have what you need. Our team of experts can help you find the perfect radio for your car, and we'll make sure it's working perfectly.



**BEST TYRE PRICE GUARANTEE**

At Unique Tyre, we guarantee the lowest price on all major brands of car tires. If you find a better price elsewhere, we'll match it. No exceptions.



**WEBER PERFORMANCE**  
Factory 11, 12-17 Canterbury Rd, Braintree Victoria 3100  
(03) 9587 3277



**Unique Tyre**  
Laverton North, Victoria  
0423 924 308  
[www.unique.com.au](http://www.unique.com.au)



**CUP RUNNETH OVER**

The first ever JUST CARS Cup attracted a bumper field and 50km of historic touring car action.

**WORDS Chris Ralph and Darren Knight  
PHOTOS Phil Willebrandt**



**CLEAN FLEET**

0419 376 370  
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TRUCK DETAILING & ALUMINIUM POLISHING



# 2017 Sponsorships Options



## Sponsorship Option 1 Gold \$2000

- Double Page Spread editorial in JUST CARS
- 2 x quarter page ads in JUST CARS
- 4 x banners through 12 issues in JUST CARS
- 4 x JUST CARS Facebook posts and online presence
- 4 x quarter page ads in Historic Touring Torque (HTCAV club magazine)
- 2 x tickets to the presentation night/Christmas party
- Company logo on club website, Facebook page and all trackside banners



## Sponsorship Option 2 Silver \$1000

- Company logo ad in every issue of JUST CARS through 12 issues
- 100 words of editorial + photo in JUST CARS
- 1 x JUST CARS Facebook post and online presence
- 4 x business card size ads in Historic Touring Torque
- Company logo on club website, Facebook page and trackside banners



## Sponsorship Option 3 Bronze \$500

- Company logo in every issue through 12 issues of JUST CARS
- Company logo on club website and Facebook page

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**You can supply advertising material or we can make:**

- Banners - 185mm (w) x 25mm (h)
- Quarter-page adverts 135mm (w) x 105mm (h)
- Company logo 35mm (w) max.
- Facebook posts 794px (w) x 457px (h)

**For more information about sponsorships please contact:**

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#historictouringcars