



**Aaron Tonks – Speedway Champion  
Of the Future**



**Saloon Car Racing is a growing sport with a dedicated following throughout NZ and the world. Aaron Tonks is recognised as a star of the future. He is one of the most successful drivers in NZ for his age and aims to take on the National Championship in the 2009-10 season.**

**Aaron needs your help to become NZ's Champion Saloon Car driver. He has the talent, the skills, the passion and dedication to achieve this goal, all he needs is your support as a sponsor.**

**Take a ride with Aaron, meet the man, his ambitions, and his achievements and find out how you can become part of Aaron's team, as he strives to be the best Saloon driver in the country.**

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# Introduction

Aaron Tonks is a 27-year old with a driving passion to become the best Saloon Car driver in New Zealand. He has been racing since the age of 17, starting out in a 1600 Ford Escort in the Production Saloon Grade. Since then he has rapidly risen to become a respected competitor in NZ's Saloon racing scene. Older competitors admire his obvious talent and his ability to achieve the best performances from his 1994 Camaro V8 Spaceframe Saloon car.

Racing is a passion for Aaron. He has a driving determination to achieve his goals in the sport, dedication, talent and a clear understanding that his achievements will grow based on the team of people he has around him. Saloon car racing is a team sport. It takes a supporting pit crew and sponsors to compete at the highest level and Aaron knows he needs this support to help him achieve his goals.

Aptitude and attitude are 2 key factors in the success of any top sports person. Aaron's track record to date is a testament to both. He takes his approach from role models like Possom Bourne, a consummate professional who set about achieving his racing goals with quiet determination and integrity. Such characteristics, natural aptitude and an unassuming attitude projected Possom into the realms of superstar status, known the world over. It is through the example of such a great driver that Aaron models his behaviour and aspirations and his determination extends to a belief that he can achieve a similar level of success and notoriety within his chosen sport.

In order to achieve his goals Aaron needs your help as a sponsor. He brings to your business the exciting prospect of a partnership with an up and coming young star with many years racing ahead of him and personal attributes you will be proud to link with your company and brand.

So, take a drive with Aaron through his career so far. Get to know him a little better and find out how you can help support this young driver in his quest to be the best there is in Saloon car driving in New Zealand and ultimately the world.



## What Aaron Needs

Aaron needs your help. He is passionate about his sport spending every waking moment working out how he can improve his car and performance. He's an engineer and one of a few drivers in Saloon car racing who has rebuilt his car himself, tweaking the engine constantly to achieve the best performance possible. In order to continue to improve he needs more track time and that costs money.

Murray and Gayleene Tonks, Aaron's parents, have been proud supporters and sponsors of Aaron's career to date. The "Ding Doctor Racing" team with Aaron's distinctive number 43 and paint job is well recognised around the circuit. At this point Aaron has gone as far as he can with the finances available to him. He has invested everything to become the highest achieving driver for his age in the country.

To move into the next level Aaron needs sponsorship to finance his aspirations. He has achieved against all the odds to date; he has protected his car rather than pushing on because he doesn't have the spare parts and team behind him that he needs to give it everything. This is where your help comes in and Aaron's distinctive car could be recognised with your company logo around the country and broadcast on television nationwide.

## Aaron's Achievements to Date

Success in Saloon car racing is usually dominated by experienced drivers and yet Aaron continues to exceed all expectations. At 27 he has a long career ahead but he also brings 8 years experience with him, having competed since he was 17. Lack of finance has been a hindrance to his career but Aaron continues to achieve despite the financial constraints. Take a look at Aaron's resume to date...

1999-2000	1 <sup>st</sup> Production Car Champs – Finlayson Park Raceway 1 <sup>st</sup> Production Trophy Dash – Finlayson Park Raceway Most Overall Points for Year across all Grades – Finlayson Park Raceway Best Presented Car – Finlayson Park Raceway
2001-2002	1 <sup>st</sup> Production Champs - Finlayson Park Raceway 1 <sup>st</sup> Production Trophy Dash – Finlayson Park Raceway Most Points for Production Grade – Finlayson Park Raceway Sports Person of the Year – Finlayson Park Raceway 1 <sup>st</sup> Production Feature – Radio Northland Speedway Leading Points Production Grade – Radio Northland Speedway [Purchased ex Tim Hood Camaro (43A) Saloon and completed 2001-02 season]
2002-2003	Saloon racing Radio Northland Speedway to gain track time and experience
2003-2004	Raced last 4 meetings – 3 wins in final meeting Best Presented Race Car – Mark Cromie Holden Northland Custom Hot Rod Speed Show
2004-2005	Not able to race due to lack of finance
2005-2006	1 <sup>st</sup> Year at Waikaraka International Speedway Most Improved Driver Award 5 <sup>th</sup> Auckland Saloon Champs Consistent Top 5 in Saloon Class
2006-2007	Not able to race due to lack of finance
2007-2008	2 <sup>nd</sup> Saloon Trophy Dash – Radio Northland Speedway 3 <sup>rd</sup> Waikato Saloon Champs – Huntly Placemakers Speedway 4 <sup>th</sup> Qualifier North Island Saloon Champs – Huntly Placemakers Speedway

2008-2009

7<sup>th</sup> NZ Saloon Champs - Huntly Placemakers Speedway  
4<sup>th</sup> Auckland Saloon Champs - Waikaraka Park International Speedway  
4<sup>th</sup> Waikato Saloon Champs - Huntly Placemakers Speedway  
2<sup>nd</sup> NZ Saloon Grand Prix - Kihikihi Speedway  
3<sup>rd</sup> Saloon Trophy Dash - Whangarei Speedway  
2<sup>nd</sup> Valvoline Saloon Teams - Kihikihi Speedway  
3<sup>rd</sup> Valvoline Saloon Individual Points - Kihikihi Speedway  
Invited & Participated in Speedfest 'Best of the Best' - Huntly Placemakers Speedway

End of Year Prizegiving Huntly Placemakers Speedway  
Most Points Saloon Heats  
Most Points Saloon Features  
Most Points Overall Saloons  
Best Presented Saloon Car

2009-2010

Have been invited by Steve Williams to participate in the DHL Southern Saloon Series which is being held in the South Island. Five nights racing at five different tracks; Cromwell, Dunedin, Invercargill, Greymouth and Blenheim.  
This is being held 17<sup>th</sup> November 2009 - 22<sup>nd</sup> November 2009.

NZ Saloon Champs 1<sup>st</sup> & 2<sup>nd</sup> January 2010 - Baypark, Mount Maunganui  
NZ Saloon Grand Prix 5<sup>th</sup> December 2009 - Wellington  
NI Saloon Champs 27<sup>th</sup> & 28<sup>th</sup> December 2009 - Rotorua

## What Drives Aaron?

Passion for racing keeps Aaron fixed on his goals. Success is what motivates him. He wants to be the top Saloon car driver in New Zealand. He is enormously competitive and thrives on the adrenalin of racing but he also thrives on the strategy required to race a smart race.

There is something exhilarating about winning and racing and Aaron aspires to continue to win. Success at the top level requires focus on the details and Aaron knows it takes more than speed to win; it takes strategic thinking, fast responses, control and a driver who can bring everything together. Striving to bring the details together while racing a fast race, that's what pushes Aaron to reach for more and achieve his goals.



## Aaron's Ambition for 2009-2010

Aaron's goal for the 2009-2010 season is to compete in the top level of Saloon Racing in New Zealand, the Championship races around the country. This includes the New Zealand Saloon Car Champs, North Island Saloon Champs, Saloon Grand Prix, and Waikato Saloon Champs. These races represent a significant step up in terms of the financial support Aaron will need to compete. He has the skills required to be competitive at this level and now he needs the team behind him to make it happen.

Saloon Championship racing is covered by National television, featuring on weekend motor sports shows and Sky TV sports coverage. There is a strong television viewing audience and races attract thousands of spectators around the country.

This season Aaron aims to finish in the Top 5 in the Saloon class at Championship level. His success to date is evidence this is a feasible goal. He has a competitive car but the challenge is to keep it competitive race after race by making sure it has the tyres, parts, support and pit crew required at this level.



## What Your Sponsorship will Provide

Aaron needs a minimum of \$25 thousand in order to compete at Championship level in the 2009-10 season. This will provide:

- ❖ **2 new tyres for each event**
- ❖ **Fuel**
- ❖ **Entry Fees**

And for Aaron & his pit crew:

- ❖ **Food**
- ❖ **Transport to and from events**
- ❖ **Accommodation**

This is the bare minimum required to finance Aaron's racing dreams this season. It will ensure he can remain competitive but will not be enough if he is involved in a serious accident. In order to back Aaron's skill and allow him to confidently race with the intensity and determination required to succeed at the top of the field, Aaron needs a substantial investment in his future.

Sponsorship of \$50 thousand will provide the basics outlined above and the key resources that will see Aaron race confidently and successfully:

- ❖ **A complete set of new tyres for each event**
- ❖ **Pre-season competition engine re-build**
- ❖ **One new body shell**
- ❖ **Better performance spare parts**
- ❖ **Professional pit crew**

**Your Sponsorship will allow Aaron to achieve his potential and fulfil his goal of becoming the No.1 Saloon car driver in New Zealand.**

## Aaron's Commitment to his Sponsors

As a sponsor you need to be sure of the return in your investment. Aaron understands the responsibilities he takes on by securing your sponsorship. He is passionate about his sport and confident in achieving his goal to become the No.1 Saloon car driver in NZ. He needs your sponsorship to make this happen and he will proudly present your company and brand in all his endeavours.

A Saloon car is a moving advertisement enabling you to reach a targeted national market. Saloon car fans are an audience with a wide range of tastes. They enjoy the speed and thrill of motor racing, come from all sectors of the community and have the common interest of cars. You have an opportunity to reach a wide target audience presenting your brand on Aaron's car and trailer, with high visibility and recognition at every event and through television coverage.

At all times Aaron presents himself with honesty and integrity. He wants his sponsors to be proud to be associated with him and will represent these values in association with your brand wherever he goes. Aaron has a long career ahead of him, which gives you the opportunity for a lengthy partnership: become part of Aaron's team and help drive his dream while exposing your brand to a national audience for years to come.



There is a variety of sponsorship opportunities available based on the level of commitment. These include:

- ❖ Team Naming Rights
- ❖ Car Naming Rights
- ❖ Signage on Saloon Car
- ❖ Signage on car trailer
- ❖ Branding on Caps, worn by Aaron and pit crew
- ❖ Overalls worn by Aaron
- ❖ Other clothing

Some sponsorship agreements may also include:

- ❖ Attendance at company events – together with the car
- ❖ Attendance at other public and/or company events as agreed within contract
- ❖ Newsletter update on performance throughout the season
- ❖ Other services that are of particular value to the sponsor



## Types of Sponsorship

Long-term sponsorship is ideal, particularly when establishing a team sponsor that will become recognised throughout the racing world. Aaron is aware that he needs to prove himself to his sponsors and agreements will be evaluated after 12 months based on:

- ❖ Aaron's track performance after the season
- ❖ Aaron's fulfilment of sponsorship responsibilities
- ❖ Requested changes in his responsibilities to a sponsor
- ❖ The level of sponsorship required to compete in the 2010-2011 season

On completion of the 2009-2010 season all sponsors will be given the first right of refusal for ongoing support. Long-term agreements are also available at this time and all such sponsors will be given precedence based on their level of ongoing commitment and the length of that commitment.

There are a number of ways in which a sponsor can support Aaron in his drive to the top, including:

- ❖ Cash sponsorship – to be utilised by the team to cover expenses
- ❖ Provision of tyres
- ❖ Funding for parts
- ❖ Funding of fuel and/or oils, lubricants etc.
- ❖ Funding a pit crew
- ❖ Provision of accommodation
- ❖ Other goods and services essential to keep Aaron and his car competitive

If you are able to provide sufficient funds to cover Aaron's needs – or some aspect of his needs – he will be enormously grateful to have you on board.

## Conclusion

Aaron is a young, talented speedway driver whose driving style has been compared to past NZ Champions. He is honest and conducts himself with integrity while following his passion for Saloon driving. His natural talent and approach have made him a winner. His attention to detail, steady, down-to-earth personality and your support will help to make him a Champion.

You have an opportunity to join forces with Aaron and form a partnership that will benefit you both as he drives to achieve his goal of becoming NZ's No.1 Saloon car driver.

### Help Drive Aaron in his Quest to Become No.1



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