



# 2010 In Program Packages

## INTRODUCTION

Australia's ultimate off-road rally is back again in 2010, running from the 17<sup>th</sup> to the 25<sup>th</sup> September 2010, and promises to be bigger and better than ever!

Commonly referred to as "Dakar Down Under", the Australasian Safari is a spectacle quite like no other, with competitors travelling from around the world, to be part of this epic challenge!

## IN PROGRAM PACKAGES

We are pleased to announce a limited number of integrated in program packages available for this year's event.

## PACKAGE INCLUSIONS

Each package will receive the following benefits:

- Category Naming Rights "XX Auto category", "XX Moto category" and "XX Quad category"
- Brand identification in all In-car / on bike footage
- Verbal recognition by commentators for all references to the category throughout the broadcast i.e. "In the XX Auto section" or the "XX Moto section".
- Brand recognition in all relevant On screen graphics
- Access to and IP use of all relevant Images



NB: Octagon produce's the television content internally and as such is in a position to guarantee your brands prominent placement.





# ARE YOU TOUGH ENOUGH?

## TELEVISION COVERAGE

The 1 hour Safari Special will be aired nationally on Ten Network in November (weekend afternoon slot/broadcast date to be confirmed). It will then be placed on repeat on One HD over the following months.

## NATIONAL SUBSCRIPTION TV

FOXSPORTS will televise the 1 hour Safari Special a minimum of three times, once Network Ten's exclusive period has expired.

## INTERNATIONAL DISTRIBUTION

The Australasian Safari will be broadcast to an extensive global TV audience including the following markets:

China	Korea
Japan	Malaysia
North America	South Africa
Central / South America	UAE
France	UK
Russia	Germany

The detailed television distribution media report is available on request.

## DVD DISTRIBUTION

In Late 2010 Transmoto will also produce a cover mounted version of the 2010 Safari DVD. With an initial run of 30,000 units, the DVD will generate strong interest within the target audience.



## PACKAGE COSTS

Auto Naming Package: \$10,000

Moto Naming Package \$10,000

Quad Naming Package \$7,000

Additional benefits can be discussed and agreed to add further value to the packages and to meet YOUR specific Brand objectives

## CONTACT DETAILS

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