

GASCOYNE OFF ROAD RACING CLUB INC



AKAR
RESS
TEAM
AUSTRALIA



CORAL COAST GASDASH KICKSTARTERS

SPONSORSHIP PROSPECTUS

13 - 16 AUGUST 2026

CARNARVON, WA



GASCOYNE OFF ROAD RACING CLUB INC



OUR STORY

First launched in 2000 as a white-water boat race on Western Australia's iconic Gascoyne River, the event quickly evolved. Situated in one of the driest regions of Australia, and with unpredictable river flows, the race transformed into the desert-based off-road challenge it is today.

The **Kickstarters Gascoyne Dash** (the Dash) is a truly unique motorsport event, combining both car and motorcycle racing within a single event schedule. It attracts a diverse field of competitors – from professional and semi-professional teams to first-time entrants eager to experience the challenge and camaraderie of outback racing. Over two gruelling days, competitors tackle nearly 400 kilometres of demanding terrain.

The Dash is organised and delivered by the **Gascoyne Off Road Racing Club Inc**, a 100% volunteer-run organisation, and is conducted under the auspices of **Motorsport Australia (MA)** and **Motorcycling Western Australia (MWA)**.

As a major regional event in Western Australia, the Dash receives strong support from the Western Australian State Government and the Shire of Carnarvon. The event has also established valued media partnerships with Dakar Press Team Australia, along with a range of local and state print and broadcast media outlets. The Gascoyne Off Road Racing Club continues to build and strengthen partnerships each year – and invites you to be part of this iconic event.

Visit www.gascoynedash.com.au for more info about our unique desert race

GASCOYNE OFF ROAD RACING CLUB INC

OUR AUDIENCE

1100+

Attended in 2025

70%
MALE

30%
FEMALE

DIGITAL REACH

319.8k Facebook Reach

8,393+ Followers

7,850+ Insta Clicks

5,465+ Website Visitors

based on 2023 event

PARTNER WITH US!



The Dash is a major regional event in Western Australia, proudly supported by the State Government of WA and the Local Governments of the Gascoyne Region.

The event has established strong media partnerships with **Dakar Press Team Australia & Ruff Road Media** along with a range of local and state print, digital, broadcast media & TV outlets, ensuring wide-reaching exposure before, during, and after the event. By aligning your business with the Gascoyne Dash, you will receive valuable recognition and brand exposure to our loyal and highly engaged audience, including competitors, pit crews, officials, spectators, and our dedicated volunteers.

The **Gascoyne Off Road Racing Club** looks forward to fostering new partnerships each year. We invite you to join the Dash family and experience a truly iconic Outback event that supports regional off-road motorsport and celebrates the unique communities of Carnarvon and Gascoyne Junction.

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SPONSORSHIP BENEFITS

BECOME A SPONSOR IN 2024 AND YOUR BUSINESS WILL RECEIVE THE FOLLOWING	EVENT PARTNER \$10K+	GOLD \$5k - \$9,999K	SILVER \$2k - \$4,999k	BRONZE \$1k - \$1,999K	FRIEND OF THE DASH Up to \$1k
Clickable business logo placement on Gascoyne Dash website	●	●	●	●	●
Business name featured in public broadcasts & promotional material	●	●	●	●	
Prominent display of your business signs/banners at ALL venues	●	●	●	●	
Prominent advertising space in Official Race Program	●	●	●	●	●
Merchandise Pack incl. event shirts, caps and stubby holders	●	●	●		
Social Media posts on both Facebook and Instagram acknowledging your sponsorship and promoting your business	●	●	●	●	●
Exclusive VIP table at Presentation Awards Ceremony with meal and drinks package for up to 4 people.	●				
Opportunity for short speech at Presentation Awards	●				

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CONTACT US FOR MORE INFO

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