

**DUNBOYNE
MOTOR CLUB**
Spirit of Dunboyne

Dunboyne Motor Club

Sponsorship Proposal

2010



History of Dunboyne

Back in the late fifties, little was known about our beautiful Dunboyne village. Perhaps, now and again, Dunboyne would get a mention from the national media when a great thoroughbred that was foaled in one of our local stud farms would figure in the Oaks, the Derby or even the Grand National itself.

All this changed in 1958 when the Leinster Motor Club sought to use the natural four-mile circuit around our village for an annual motorcycle and car racing event. The bikes would practice first on a Thursday and Friday and then race on the Saturday. For these three days, the roads around and through the village of Dunboyne would close for several hours. A couple of weeks later, the car race would take place in a similar format.

As I live on the circuit, my garden would fill with family and friends seeking a vantage point to view the great duels that took place around the village of Dunboyne. People from all over Ireland would visit the village of Dunboyne and it is no doubt that the success of these races put Dunboyne on the national map. Still to this day, when I tell people I'm from Dunboyne, they comment on the beautiful summer days enjoyed in the village watching the racing.

Then in 1967, the Leinster Motor Club moved to another venue. This was a big loss to the community. Apart from the enjoyment, there was a financial impact on parish funds, local G.A.A. and the Athletic club to name but a few who had benefited from the racing.

I would like to personally thank the Dunboyne Motor Club for offering us a glimpse of these glory days and giving us some idea what a great spectacle this was. I am particularly pleased that the new residents to the area will get a chance to flavour some of Dunboyne's local history.

I'm sure I speak on behalf of all residents in congratulating the Dunboyne Motor Club and wishing the best of luck to all concerned.

Councillor Noel Leonard



Dunboyne Motor Club - “Spirit of Dunboyne”

In April 2006 a group of like minded, local motor sport enthusiasts came together to revive the historic 50's & 60's event. This led to the founding of the Dunboyne Motor Club. In October 2006 this new committee held the “Blast From The Past” reunion. The reunion was such a success that the local people dubbed it the “Spirit of Dunboyne”. On the 4th of October 2009 Dunboyne Motor Club held the “Spirit of Dunboyne” ‘Old meets New’ acknowledging the closure of the old circuit and celebrating the new circuit in Dunboyne. This was a huge success with crowds of over 10,000 visiting our village. The “Spirit of Dunboyne” festival is now well and truly part of the classic racing revival scene.

This year's festival is celebrating the 52nd anniversary of the first ever motor race in Dunboyne.

The “Spirit of Dunboyne” festival 2010 is expected again to draw crowds of over 10,000 people from Ireland and abroad.

Now in its fifth year, the Dunboyne Motor Club is one of the fastest growing motor clubs in the country. Set up to celebrate the Dunboyne road racing era, it has become a festival of motor sport with the philosophy of “Old meeting New”.

Within the Dunboyne Motor Club committee there is a wealth of knowledge and experience from the various disciplines of motor sport ranging from car and motorcycle competitors to marshals and stewards. To find out more about Dunboyne Motor Club please visit www.dunboynemotorclub.com.

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EVENT SPONSORSHIP PROPOSAL

Full Event Sponsorship - €2,250	
1	Promotional stand location on village green
2	Company logo on cover of event programme
3	Full page A4 colour advertisement on inside cover or back cover of programme
4	½ page company advertorial in programme
5	30' Banner at start/finish in village
6	Company logo on entrants number plates (approx. 150)
7	Four 8' x 2' corrie board signs in prime locations in village



SPONSORSHIP PROPOSAL OPTIONS

	Cost	Option	Programme
1	€500	30' Banner in village	Mention
2	€150	8' x 2' corrie on barriers around course	Mention
3	€50/day	Promotional stand location	Mention

Banners & Corrie Boards Supplied



PROGRAMME

OPTIONS

Option	Cost	Advertisement layout	Format
1	€300	Full Page A4	Full Colour
2	€200	Full Page A4	Black & White
3	€170	½ Page A4	Full Colour
4	€125	½ Page A4	Black & White

DUNBOYNE MOTOR CLUB

Spirit of Dunboyne

SPONSORSHIP CO-ORDINATOR:

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We look forward to seeing you at "Spirit of Dunboyne" 2010 on September 25th/26th.

Thank you for your time.

Yours in sport.

Dunboyne Motor Club.

www.dunboynemotorclub.com

