



Committee of the VSCC (Inc) ABN: 49 845 981 838

SATURDAY 30TH MAY - SUNDAY 31ST MAY 2009

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Albany Classic Organising Committee
7 Halifax Street
Albany 6330

Sunday 1st February 2009

Mr Dale Stewart
Chief Executive Officer
Shire of Denmark
PO Box 183
Denmark WA 6333

Dear Mr Stewart,

The Albany Classic Organising Committee writes to you in hope you will consider our request, particularly with Denmark's Festival of Voice becoming a bi-annual event.

Sponsorship is crucial to the longevity of the Albany Classic Motor Event. As a not for profit organisation, we rely on the support of Government, and the corporate sector as well as community minded individuals. With your generous support and assistance it will enable the Albany Classic to continue providing benefits to the surrounding towns during a non-peak tourist time.

I would like to take this opportunity to present a brief history on the Albany Classic Motor Event. Albany burst onto the motor racing scene in 1936 and 73 years later it continues to make history. The town of Albany was the first in AUSTRALIA to host a European style Round the Houses motor event, and to this day it is one of two that remains in our country.

Seventy or so years later, one of the most astonishing aspects is the event execution, it is so well organised, the Albany Classic continues to hold one of the best safety records. This 3 day annual motor event takes place over the June Long weekend offering a full program of activities and entertainment.

The Albany Classic is responsible for an estimated injection of \$5 million dollars into the Great Southern economy over the June long weekend.

Provided we are successful in securing sponsorship the Albany Classic Motor Event is planned to happen over the June Long Weekend (Sat 30th May – Mon 1st June).

This year the Albany Classic Organising Committee has revisited its strategic direction. We understand this event is not just about the cars and it's not just about Albany. This community event is a fine example of like minded people working together to create successful outcomes.

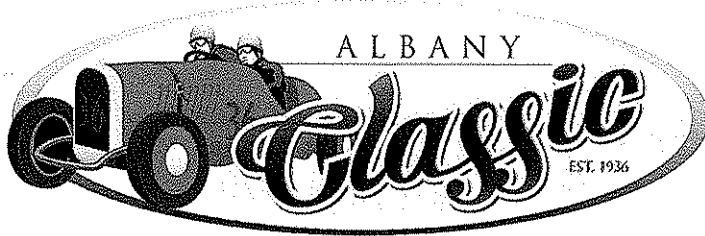
The Albany Classic Motor Event is just one regional example of "Event Tourism". The event attracts 10 000+ spectators and over 180 participants during an off peak season. The "Classic Tourist" is self

www.albanyclassic.com

ENQUIRIES: MOBILE 0417 2353 24 info@albanyclassic.com

MAILING ADDRESS: ALBANY CLASSIC, 7 HALIFAX ST

Attachment 9.4.7



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drive, travels in large groups, books in advance, has high disposable income, shows an appreciation for the finer things in life, including efficient service, fresh products, fine wine and small boutiques. This tourist wants to be recognised and returns to the region year after year, to holiday, participate in the event or to whittle the hours away on a Sunday drive.

This year our aim is to showcase regional diversity. The program is incomplete at this stage however it will include, a Great Southern Wine Producers Association Degustation Dinner, a children's film workshop with Simon Wearne documentary expert hosted by the Great Southern Factor Inc, a classic movie night, and a museum exhibition run in conjunction with the event. The Committee recognises the Great Southern region adds to the attraction of the event and this helps to retain a strong point of difference.

Albany's immediate surrounding shires benefit as a result of this event and as such, we are approaching those Shires for assistance. The longevity of the Albany Classic is dependant on the support of sponsors. We hope the Shire of Denmark will consider financial support to the value of \$5 000.00.

For further enquiries please contact Karen on 0417 2353 24 or info@albanyclassic.com

We look forward to an invitation to discuss in greater detail.

Regards

Albany Classic Organising Committee

www.albanyclassic.com

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