



# CANNONBALL NEWSLETTER NO. 4

20 October 1993

## CANNONBALLERS!

With just seven months to go until the green flag drops on the first legal Cannonball Event in the world, many Cannonballers are in the process of launching their drive for sponsorship.

In order to assist your efforts, we have included in this newsletter a Sponsor's Kit which includes a sample of recent press and magazine articles, a descriptive of the event and its history and a package of colour leaflets. The Kit can be utilised by combining it with your own photographs and information about your entry into a folio of your own design.

Some Cannonballers have sought information about media coverage for inclusion in their presentation to sponsors. We can confirm involvement in the event by all three commercial Television Networks and that most motoring writers from around Australia will accompany the event, however, we advise against basing your sponsorship proposals on a guarantee that your entry will receive coverage in the national media. In an event such as this, with many vehicles competing, some entries inevitably receive only a flash of exposure in the media. We recommend, however, that you draw up a sponsor's programme which ensures your sponsor's exposure in your local area over the next six months. Any national exposure can be considered a bonus. Gaining support from your local suburban newspaper, radio or television station will ensure coverage over a long period and should satisfy your sponsor. In addition, your local hotel may agree to staging a Cannonball Night which will feature your sponsor, and local Shopping Centres may allow you to display your Cannonball car as a Shopping Centre Promotion. This too, will provide exposure for your sponsor.

The Cannonball office is happy to assist with press releases, etc. and if you need further advice contact Doug Fraser from Maxiview Promotions on 074 451 850. Doug is assisting the Cannonball office on such matters.

## **WELCOME TOSHIBA**

While negotiations are nearing completion on the official naming rights sponsor for the Cannonball, it gives us great pleasure to announce that Toshiba have confirmed their position as an associate sponsor. Toshiba are proving to be enthusiastic supporters of the Event through their National Manager, Government and Major Accounts, Jack Koetsier and Anthony Bell, Victorian State Retail Manager. Jack and Anthony will be driving car No. 100, a Lotus Esprit and reckon they'll be hard to catch on the Cannonball. By the way, if you're in business or otherwise and are in the market for a computer, printer, photocopier, fax machine, etc. please give Toshiba some consideration - we really appreciate their support.

## **ENTRY LIMIT**

The initial brief for the Cannonball Run was to limit competitive vehicles in the event to a total of 250. However, over the past few months, with route surveys and logistics reports being finalised, officials have voiced concerns that for the safe and efficient operation of the event, entries should be limited to a total of approximately 150.

Allan Moffat, as Chief Executive, has concurred with this view and a decision will be taken early in November. As a result the thumbscrews have really been tightened on the Selection Committee to accept only the best Cannonball vehicles on offer. We regret that the Selection Committee have had to reject quite a number of new entries in the past fortnight. Those competitors, already having secured their entry positions, have become part of a most exclusive club of Cannonballers. As there are now over 100 entries confirmed in the event, the remaining positions are prized. If you know of anyone with the right car intending to enter, please advise them to sign on soon.

## **VEHICLE MODIFICATIONS**

Many thanks to all those Cannonballers who visited us at our information exhibit at the Tooheys 1000 in Bathurst and the Sydney Motor Show. One of the most often asked questions was "What modifications to our vehicles are permitted?" The answer is simple and leaves competitors with considerable scope. As long as the vehicle meets the relevant Rules, Regulations and Standards of the relevant Civil Authorities (ie. Motor Registry) in your State or Territory, then it will continue to be eligible to compete. Any modification designed to improve the vehicle's driving performance, handling and safety will be encouraged. Competitors will be requested to provide Cannonball officials with details of any modifications to their vehicles prior to scrutineering. Motor Registry Officials will assist CAMS officials during scrutineering.

**INFORMATION REQUIRED:**

Cannonball Organisers are currently striking a special rate with a vehicle freighting company to transport Cannonball vehicles from any State Capital in Australia to Darwin and return. Vehicles will be stored in a covered security compound free of charge awaiting the arrival of your team. Cannonballers wishing to take advantage of this offer are requested to advise the office by the 31st October with confirmation required January 1994.

A special Cannonball rate is also currently being negotiated with one of our major airlines. The rate will be available from any Australian capital city to Darwin, return. Could you please advise the Cannonball Office if you wish to utilise the Cannonball Rate and if so, how many persons you will require tickets for. Please advise by October 31st with confirmation not required until February 1994.

\*\*\*\*\*