

Community Opportunity



The Ultimate Road Race

A global promotion opportunity 20 years in the making



Targa is New Zealand's largest tarmac rally and New Zealand's most watched motorsport event. It is also the longest closed road motorsport event in Australasia.



Community Involvement

- Over 2,500 beds are booked during Targa NZ events.
- Over 1,500 volunteers give up their time to get involved during the events.
- Targa NZ's charity of choice from 2013 is Kids in Cars, Kids in Cars brings a travelling road show to each event. A "Fun Zone" is set up at each overnight stop for the public to come and enjoy.
- Targa NZ's charity of choice was Cure Kids from 2002 to 2012, during this time more than \$500,000.00 was raised for the charity.
- Local community involvement is part and parcel of Targa NZs event
- Community clubs, schools and service groups are used for lunches, marshalling and other fundraising opportunities.
- The economic impact report compiled in 2007 advised that the Targa NZ event generated over 7.5 million dollars to the local economy.



The Events

Targa New Zealand is renowned as a unique motorsport event and since its inception in 1995 it has grown from a 74 car entry list to around 200 entries annually and from one event to three events per year.

The 2014 Format:

- Ecolight Targa Sprint, 1 day event, based in South Auckland, Sunday March 2nd
- Targa North Island, 3 day event, Auckland, Coromandel, Rotorua, 16th - 18th May
- Targa South Island, 6 day event, Christchurch – Timaru – Dunedin – Invercargill – Cromwell – Queenstown
27th of October - 2nd November

Targa New Zealand provides a variety of competitions to allow Historic, Classic and Modern cars to compete on a level playing field. There is also the Targa Tour which allows for a non competitive element to enjoy these events.

Targa has become New Zealand's longest competitive rally series and the largest closed road motorsport event in Australasia.



Targa NZ's 20th Anniversary October 2014

Talk about once in a lifetime! Targa New Zealand will only turn 20 once, and to celebrate we are putting on an event for the first time in the South Island. Targa New Zealand will start from Christchurch and finish in Queenstown, the adventure capital of the world!! This is a prime opportunity to expose the variety of adventures on offer to the wider Targa family.

Targa's strong community focus recognises the importance of building relationships. We are a travelling entourage of approximately 2000 people in which your products and services can take advantage of. If you wish to be involved please contact Targa NZ, info@targa.co.nz or 0800 827427.



Our Sponsors

- VTNZ- *"Vehicle Testing, Where safety comes first"*
- Metalman- *"Pays top \$\$ for scrap"*
- Trackit- *"GPS Tracking"*
- Federal- *"Motorsport Competition Control Tyre"*
- Ecolight- *"LED Lighting Solutions"*
- Instra Corporation- *"Global provider of Domain names and technologies"*
- Woolrest Biomag- *"Drug free pain relief"*
- Team Talk- *"Trunk link Radio Network"*
- NZ Classic Car Magazine- *"Classic and Historic Cars"*



Television

A one hour documentary feature program screened post event on multiple television channels in New Zealand.

Print

Monthly updates and the official programme published in NZ Classic Car magazine.

Other NZ magazines include Petrolhead, Classic Driver, Autocar, NZ V8, Tarmac, Overdrive, Radiator, and NZ Performance Car. We also have periodic articles in international magazines such as Road and Track.

More than 350 news items, event reviews and features appear throughout New Zealand print media annually.

New Zealand Herald- Driven Magazine features regular articles and carries event specific information..



Web

Full event information on the new Targa website, www.targa.co.nz,

Targa launched a new website over 50200 views in the first month of

Daily updates, videos, live streaming of the event.

Over 2,500 likes on the Targa NZ Facebook page: www.facebook.com/TargaNZ

Twitter: www.twitter.com/TargaNZ

During the 15th Targa Event the website received more than 600,000 hits within four hours





'The Ultimate Road Race'



**Murphy-Smythe
Targa Bambina
2011**

WWW.TARGA.CO.NZ

Marketing Opportunities

- Get your business logo and sponsored car on our official Targa calendar or get your own specific Targa NZ Pull Up Banner created for memorabilia, see example left hand side.
- Targa NZ banners are used on every event as well as other promotional exhibitions. They are seen by 10,000 people per event as well as featuring in our general marketing literature both online and print. This is a great opportunity to expose your sponsors.
- There are multiple marketing opportunities such as calendars or advertorials in the Classic Car Targa annual programs.
- For pricing information please contact info@targa.co.nz or 09 298 8322.



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WWW.TARGA.CO.NZ

**A SPECIAL THANKS
TO ALL OUR SPONSORS**