



2023 CORPORATE PROPOSAL

222 Offshore is an Australian based powerboat racing team that competes both nationally and internationally. The team operates 3 powerboats:

	AMERICA EXTREME SUPERBOAT	AUSTRALIA CLASS ONE SUPERBOAT	EUROPE / MIDDLE EAST / ASIA XCAT (EXTREME CATAMARAN)
LENGTH	15m	12m	9.422m
WIDTH	3.75m	3.2m	2.97m
WEIGHT	4960 kg (including engines)	4200kg (including engines)	2215kg (including engines)
ENGINES	2 x 1100HP Mercury Inboards	2 x 790HP JB Automotive Custom Built Inboards	2 x 400HP Mercury Race Engines (outboards)
HULL	Carbon	Fibreglass composite	Carbon
DESIGNER	Victory UAE	Michael Peters	Victory UAE
FUEL CAPACITY	1100 litres	500 litres	2 x 130 litres
PROPELLERS	Hering 5 blade	Hering 5 blade	Hering 5 blade
TOP SPEED	260 km/hr	220 km/hr +	193 km/hr +

222 Offshore competes internationally in the American Offshore Powerboat Series in the Class One Championship. As the only Australian owned and run team competing in the States, 222 Offshore operates a racing crew consisting of Darren Nicholson, Peter McGrath and Giovanni Carpitella along with a support mechanical, engineering and marketing team.

The XCAT division of 222 Offshore competes in the World Championships across Europe, the Middle East and Asia. Despite the smaller size and engine capacity, the boat is capable of speeds in excess of 190km/hr. Darren Nicholson is the driver of the XCAT and partners with Italian throttleman, Giovanni Carpitella.

In Australia, 222 Offshore competes in the Australian Offshore Superboat Championships, which consists of 4 rounds in 2023.

2023 RACING CALENDAR

2023 CALENDAR AUSTRALIA

25 & 26 FEB WYNDHAM HARBOUR, VIC

18 & 19 MAR GEELONG, VIC

24 & 25 JUNE HERVEY BAY, QLD

14 & 15 OCT LAKE MAC, NSW



2023 CALENDAR AMERICA

19 - 21 MAY COCOA BEACH, FL

30 JUN - 2 JUL SARASOTA, FL

4 - 6 AUG MICHIGAN CITY, IN

11 - 13 AUG SHEBOYGAN, WI

1 - 3 SEP ST. PETERSBERG, FL

5 - 12 NOV KEY WEST, FL



222 OFFSHORE
Australia



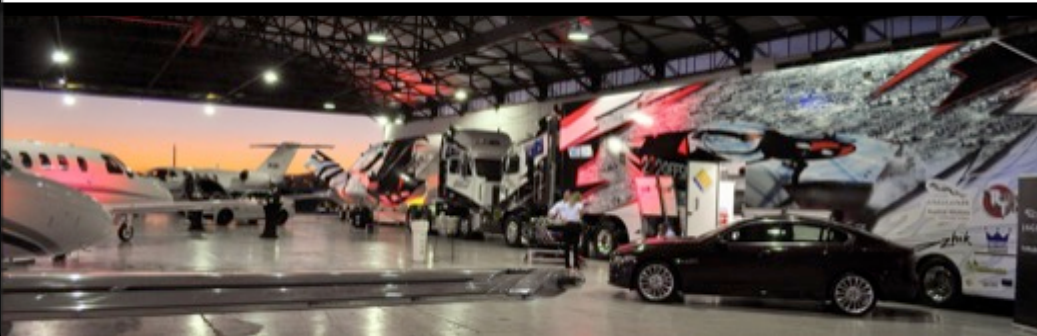
MARKETING & ACTIVATION

B2B OPPORTUNITIES

- Through the extensive and dynamic group of contacts and clients of 222 Offshore, your business will become part of a mutually beneficial network of companies.
- 222 Offshore will facilitate introductions with a view to creating business opportunities for companies within the network.

ACTIVATION

- Social Media activation – utilise social media platforms to promote the alliance between your company and the assets of 222 Offshore.
- Static displays at selected events including giveaways, flyers, product display, promotional staff.
- Access to assets including the 222 Offshore transporter and Superboat for product launches, company functions, corporate events or promotional purposes (subject to approval and racing schedules).
- Access to race imagery for cross promotional purposes on your website, social media and marketing platforms.
- On-site activations on race weekends displaying your product(s) and/or services.



GLOBAL MEDIA COVERAGE



GLOBAL REACH IN EXCESS OF 229,000,000 HOMES

1 x 47 minute fully produced programme (delayed tx)

All races livestreamed globally

The 2023 TV coverage is expected to expand on the 2022 footprint.



222 Offshore prides itself on its professionalism and provides its sponsors and clients with a high degree of exposure across various media platforms.

Some of the media benefits provided by 222 Offshore:

- ✓ Race related media – interviews for the produced TV / Livestreaming program in addition to local media interviews;
- ✓ Sponsor activations, public and private, which create interest across social media platforms;
- ✓ Privately commissioned promotional pieces for YouTube and social media highlighting the team and its assets;
- ✓ Working with brand ambassadors, which creates global media interest and unprecedented exposure for your brand.

A partnership with 222 Offshore aligns your company with nationally recognised brands and a network of highly professional individuals with a common goal of maximising its ROI.

Some of the 222 Offshore current partners are:



Michael Clarke, Australian Cricketer



Jennifer Hawkins, Supermodel



SPONSORSHIP

222 Offshore has a number of sponsorship opportunities available for its racing campaigns across the globe. Our team will work with your team to build a partnership that centres around your marketing goals and creates valuable brand exposure for your business.

MAJOR BENEFITS AVAILABLE

Your brand on the side panels of the 222 Offshore Superboat.

Your brand on both sides of the 222 Offshore Transporter.

Your brand on the 222 Offshore Team Poster to be distributed at the races.

Your brand on the 222 Offshore Team Shirts.

On-site activations at races.

Social media tagging and sharing of content.

Free of copyright imagery from all races.

Access to all racing assets (subject to availability) for promotional purposes.





SUMMYT

SPORTS MARKETING

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