



Bringing Air Racing to Paradise





RED BULL AIR RACE

- ✚ The new dimension of motorsport
- ✚ World-class championship events
- ✚ Millions of fans
- ✚ Globally recognisable brand
- ✚ Safest and fastest motorsport in the world



THE WHITSUNDAYS

- ✚ Home of the Great Barrier Reef and 74 island wonders
- ✚ Stunning tropical backdrop for the Red Bull Racing series
- ✚ A tourism mecca and a 'must-see' travel destination
- ✚ Conveniently connected to major service centres in Airlie Beach, Proserpine and Mackay

AIR RACING IN PARADISE

- ✈ Red Bull Racing want a championship event in Australia
- ✈ The Whitsundays is one of Australia's most desired travel destinations
- ✈ Australians already have a deep love-affair with motorsport and Red Bull Racing is the future of racing

53%

of Australians have heard of Red Bull Racing (12.8m Australians)



24%

of Australians are interested in Red Bull Racing (5.8m Australians)



25%

would attend a Red Bull Air Race (6m Australians)



Assumptions 24.13m population of Australia

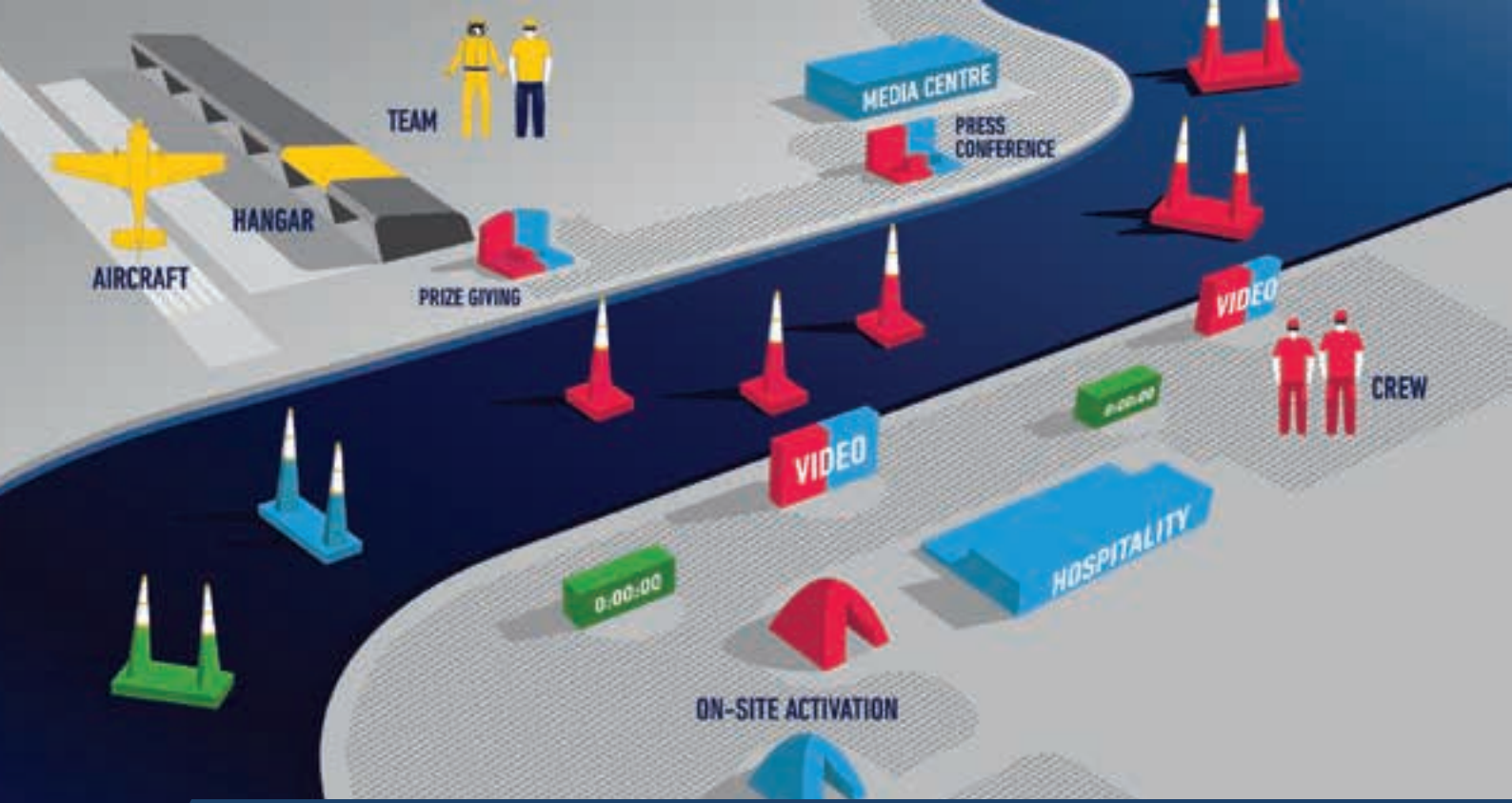
QUEENSLAND IN THE SPOTLIGHT

- ✈ Global exposure for Queensland and Australia
- ✈ Association with the Red Bull Air Race brand
- ✈ Media coverage in 131 countries
- ✈ Sponsorship and partnership deals
 - 3 x National Presenting Partner opportunities
 - 100% net sponsorship is retained by host city
- ✈ Other revenue opportunities
 - Sponsorship
 - Ticketing
 - Hospitality
 - Concession
 - Merchandise sales
 - Share of broadcast rights



Australian Pilot Matt Hall is one of the 14 Master Class Pilots and is a big draw card in his home country.





World class event – idyllic location

PLAYING HOST

Event facilities available:

- ✈ Whitsunday Airport, Shute Harbour
- ✈ Pioneer Bay, Airlie Beach