

Dragster AUSTRALIA

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DIAL • IN

with GEOFF CRISP

“ *The quality of the facility and the vehicle presentation certainly has a lot to do with attracting a sponsor but if you look at a bigger picture you see a sport that is fan friendly, children friendly, sponsor friendly and has a level of excitement that cannot be matched.* ”

So McDonalds has entered the world of ANDRA Championship Drag Racing by investing in Top Fuel racer Phil Read as an ambassador for McDonalds Drive Throughs in Western Sydney.

After speaking with Phil he is really excited with where the McDonalds support will go and is naturally hopefully that one day a McDonalds Top Fuel Dragster will be on the cards, however that is Phil's dream right now.

It is interesting to note that this deal is not a National or even a State deal but a localised Western Sydney deal which, according to Phil has been well over 12 months in the making.

And already the partnership has been making inroads into the McDonalds Management. Before the recent Perth Top Fuel second round Phil contacted some McDonalds franchisees in Perth to see if they wanted to come to the Drags and see the McDonalds Dragster perform, even though there was no obligation for Phil, or the McDonalds staff to attend.

And attend they did and from all reports the staff who attended were blown away by the event, the facility and the racing but from a pure McDonalds sales point of view they were stunned by the family atmosphere that abounded at Kwinana, and as we are all aware that family atmosphere is also at Sydney Dragway and Willowbank along with the many regional facilities all around the country.

Now McDonalds aren't the only company who have "discovered" Drag Racing in the last few years. If you look at the ANDRA Pro Series and the amount of corporate sponsors that have come on board you will see a genuine belief that the ANDRA Pro Series and ANDRA Championship Drag Racing is a value for money sponsorship that fits with many and various marketing partners within motorsport, ONE HD and the ANDRA Pro Series.

But what has also become clear is the amount of corporate partners who have joined in by supporting the Sportsman Racers, even though the Television Opportunity is almost non-existent.

The quality of the facility and the vehicle presentation certainly has a lot to do with attracting a sponsor but if you look at a bigger picture you see a sport that is fan friendly, children friendly, sponsor friendly and has a level of excitement that cannot be matched.

A spectator has the opportunity to enjoy at least eight hours of excitement if he so wishes or, he can arrive at six PM and leave at ten having seen a full elimination style event, no other sport can offer what Drag Racing offers and we must never lose sight of that.

As I stated at the very start of this editorial the good folk at McDonalds become involved with Phil Read and the ANDRA Pro Series Drag racing because it was a good fit for them, and there is no doubt that McDonalds is acutely aware of the difference between good and bad publicity so if McDonalds have become involved in Drag Racing who's next?

So feel confident in going out and approaching sponsors because if Phil Read can partner up with McDonalds, who can you partner up with?