

PARTNERSHIP OPPORTUNITIES

Partner with Behind the Sport.

We broadcast grassroots circuit racing in Western Australia. Live coverage, driver stories, digital content — before, during and after every event at MotorMall Wanneroo Raceway.

We're looking for partners who want their brand in front of an audience that's genuinely engaged with the racing.

behindthesport.tv



THE OPPORTUNITY

The big-league treatment, for the racing in our own backyard.

State circuit racing in WA is full of passionate people — hundreds of competitors every season, their crews and families, and the brands that already back them on the cars, the signage and the trackside boards.

Behind the Sport gives it the broadcast it deserves: multi-camera coverage, real presenters, proper graphics and driver stories — carrying the racing, and the partners who make it happen, to an audience well beyond the fence.

That's what we do.



WHO WE ARE

Behind the Sport TV.

Western Australia's grassroots motorsport broadcast platform.

We film the racing, interview the people, and publish everything across our own website and social channels. Coverage runs before, during and after each round — not just on race day.



LIVE

Multi-camera race coverage from MotorMall Wanneroo Raceway

DIGITAL

Facebook, YouTube, Instagram, TikTok

STORIES

Driver features, category profiles, interviews

COMMUNITY

Built by people who love the sport

THE ROADMAP

Where we are now. Where we're going.

Partners who come in now take pole position on a platform that expands every year.

2026

REMAINDER OF YEAR

Content production and digital coverage through to 31 Dec 2026.

State circuit racing at MotorMall Wanneroo Raceway. Partner integration across broadcasts, content and digital platforms.

2027

MOTORMALL WANNEROO – FULL SEASON

Full season live broadcast coverage at MotorMall Wanneroo Raceway.

Expanded content programme. Larger audience. Deeper partner activations across every round.

2028

COLLIE MOTORPLEX ADDED

Collie Motorplex rounds added to the broadcast calendar.

Two venues. More events. Broader WA reach. More ways for partners to be involved.

WHY PARTNER WITH US

The audience already trusts the content. Your brand rides inside it.

This is a community where sponsorship is personal. Competitors and fans know who supports their racing, and they go out of their way to return the favour. That's not a marketing claim — ask anyone in a pit lane.

YOUR BRAND, INSIDE THE RACING

Your brand sits inside the content people came for — the driver story, the race call, the highlight reel. They're watching the racing, and you're in it with them, not waiting in an ad break.

THE GOODWILL IS ALREADY EARNED

BTS shows up for this community every round — filming, interviewing, promoting the people and the brands who make it happen. Partners step into that goodwill rather than buying their way past it.

SEEN EVERYWHERE THAT MATTERS

On screen, at the track and across social. Hospitality, billboard signage, podium moments, presenter mentions and branded content — your brand woven through the whole day, then living on afterwards.

THE ATTENTION WE'VE EARNED · PAST 12 MONTHS

What showing up, round after round, has built.

800K–900K

Unique content views in the past 12 months

169K

People choosing to visit the website this year

7

Live broadcast days a season, every round covered

5

Major race events captured across the season

1,400–2,100+

People at the track per season your brand reaches in person

5+

Platforms we publish on — we go where the attention is

Everything here was built in the past 12 months — and it keeps compounding. Motorsport content has a long tail: highlights and features keep earning views weeks and months after each round. Partners step straight into that.



MOTORMALL WANNEROO RACEWAY · WESTERN AUSTRALIA · BEHIND THE SPORT TV

PARTNERSHIP TIERS

Four tiers. Pick the one that fits your budget and your goals.

NAMING RIGHTS PARTNER

Your brand leads the platform.

- Homepage hero placement
- Watch Live page branding
- Site-wide footer
- Top of Partner Wall
- Broadcast graphics + presenter mentions
- Branded content segment *
- Pre-race logo roll *
- Video ad placement
- Trackside hospitality (first preference)
- Billboard logo (lead position)
- Branded social content
- Performance reporting

MAJOR PARTNER

Strong presence across broadcast and digital.

- Watch Live page branding
- Site-wide footer
- Featured on Partner Wall
- Broadcast graphics + presenter mentions
- Branded content segment *
- Pre-race logo roll *
- Trackside hospitality (second preference)
- Billboard logo (one of five)
- Branded social content
- Performance reporting

COMMUNITY PARTNER

Steady visibility across broadcast, website and social.

- Site-wide footer
- Listed on Partner Wall
- Broadcast graphics + presenter mentions
- Branded content segment *
- Trackside hospitality *
- Category article integration
- In-article phrase linking
- Branded social content
- Performance reporting

TECHNOLOGY PARTNER

Website and broadcast presence for technology and service providers.

- Site-wide footer
- Listed on Partner Wall (Technology tier)
- Broadcast graphics
- Branded content segment *
- Trackside hospitality *
- Category article integration
- In-article phrase linking
- Branded social content

** Branded content segment, pre-race logo roll and (for Community / Technology) the hospitality suite are available subject to discussion and scheduling. See the comparison table for detail.*

NAMING RIGHTS PARTNER

Lead the platform. Own the moment.

The top tier puts your brand at the front of everything we do — on screen, on the website, and physically at the track every round.

YOUR BRAND OUT FRONT

- Homepage hero and site-wide presence
- Top position on the Partner Wall
- Broadcast graphics, presenter mentions and the pre-race logo roll
- Your own branded content segment in the coverage
- Your own 15–30 sec video ad in the broadcast
- Branded social content and full performance reporting

PLUS THE TRACK ITSELF



Trackside billboard — one board, six logos, your brand in the lead position. Seen by everyone at the circuit and picked up by the broadcast cameras.

Trackside hospitality suite — first call on the suite each round to host clients, meet people in the paddock and take in the racing up close.

WHAT'S INCLUDED

Asset comparison by tier.

ASSET	NAMING RIGHTS	MAJOR	COMMUNITY	TECHNOLOGY
Homepage hero placement	✓			
Watch Live page branding	✓	✓		
Site-wide footer	✓	✓	✓	✓
Partner Wall — top position	✓			
Partner Wall — featured / listed	✓	✓	✓	✓
Broadcast overlays + graphics	✓	✓	✓	✓
Presenter mentions (on-air)	✓	✓	✓	
Branded content segment	✓*	✓*	✓*	✓*
Pre-race logo roll	✓*	✓*	✓*	✓*
Video ad placement	✓			
Trackside hospitality suite	✓	✓	✓*	✓*
Billboard logo (6 max: NR + 5 Major)	✓	✓		
Category article integration	✓	✓	✓	✓
In-article phrase linking	✓	✓	✓	✓
Branded social media content	✓	✓	✓	✓
Social media mentions	✓	✓	✓	
Performance reporting	✓	✓	✓	

* Branded content segment (e.g. driver of the day, a garage feature or a technical segment) is available to discuss across all tiers and can form part of a package. Pre-race logo roll runs when a category isn't separately covered or there's airtime to fill. Hospitality suite is offered to Community and Technology partners when space is available.

BROADCAST INTEGRATION

How partner brands appear on race day.

Brands are part of the broadcast — woven into the coverage, mentioned by presenters, visible in graphics and present trackside, all the way through the day.



Example: race-winner lower-third, partner-branded

ON-AIR

- Broadcast graphics + overlays
- Branded content segment
- Pre-race sponsor logo roll
- Presenter mentions
- 15–30 sec video ad spots

ON-SITE

- Trackside brand presence
- Podium presentations
- Competitor recognition
- Hospitality suite access

ONLINE

- Co-branded social content
- Highlight reels and clips
- Post-event features
- Community campaigns



THE EXCEL CUP

DATE 2025 5679

TO **POLE POSITION WINNER** \$ **100.00**

ONE HUNDRED DOLLARS

SIGNED Revolution Racegear

REVOLUTION RACEGEAR

#325760408# 0031921: 0583 42

REVOLUTION RACEGEAR

WA EXCEL CUP
POLE POSITION

\$100.00

WEBSITE PLACEMENTS

Where partners appear on behindthesport.tv.

All placements sit alongside editorial content. Which ones you get depends on your tier.

HOME PAGE HERO

Logo next to the 'Next Live Broadcast' section. First thing visitors see on site.

WATCH LIVE

Logo on the Watch Live page and stream entry points. Pre-broadcast.

PARTNER WALL

Dedicated partners page. Tiered logo placement. Naming Rights at the top.

CATEGORY PARTNERS

Logo on category archive and article pages. Own a category like Saloon Cars.

IN-ARTICLE LINKS

Brand phrases in article text link to your site with full tracking.

SITE FOOTER

Logo in the footer on every page, every visit, for the length of the deal.

WHAT'S ON OFFER

Real positions. Real broadcasts. Here's what your brand gets.

Everything on the following pages is live inventory from real BTS broadcasts and events.

ON SCREEN · BROADCAST POSITIONS

Your logo lives in the broadcast.

Timing tower, category banners, driver lower-thirds and full-screen panels — each one is a sponsor position that runs live on air.



Timing tower — sponsor lock-up, top & bottom



Category banner — 'Now On Track' sponsor



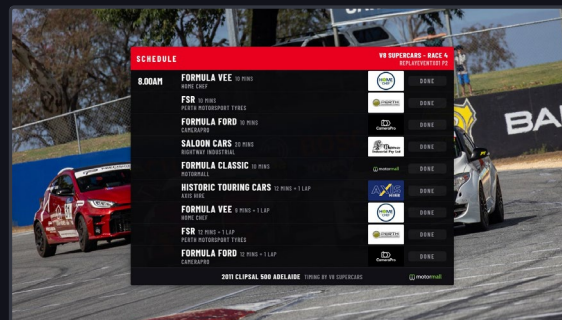
Championship sponsor — top-right corner bug



Broadcast partner — bottom-right rotation



Race-winner lower-third



Full-screen schedule — logo per session



Track-info panel — naming-rights treatment



Championship standings panel

AT THE TRACK • PHYSICAL PRESENCE

Seen in the flesh, every round.



Trackside billboard — one board, six logos: Naming Rights partner plus five Major Partners.



Commentary team in partner-branded gear, on air all day.



Sponsor-funded prize moments, photographed and shared.

IN THE CONTENT · ON AIR & ONLINE

Your brand in the production, not just beside it.



Branded presenters interviewing drivers — your logo on camera.



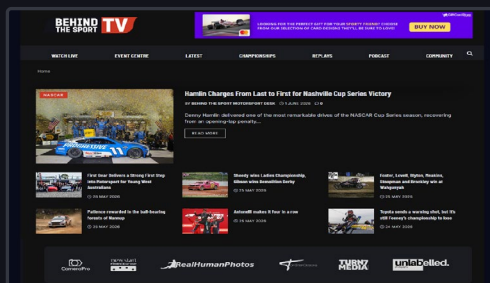
Partner-branded beanies and shirts on the grid, every round.



Pre-race logo roll — a clean branded slate per partner.



15-30 sec video ad spots — your own commercial, in-stream.



Online: the website carries it through

Leaderboard banner above the fold, category tags on article cards, and a tiered Partner Wall in the footer of every page — running between events, not just on race day.

LET'S TALK

Interested? Get in touch.

Grassroots motorsport — pre-race, live, and after the flag, every round of the season. Your brand belongs here. Let's talk.

Shane Lawrie

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#BecauseWeLoveMotorsport

