



Media Release
1 June, 2021

RECORD PRIZE MONEY ON OFFER AT 2021 TATTS FINKE DESERT RACE

The countdown is on to the 2021 Tatts Finke Desert Race with this year's event returning with the biggest prize money on offer thanks to new and existing partners.

In just over a week's time, over 750 competitors will touch down in Alice Springs to compete in the Territory's biggest annual sporting event, which today is excited to announce and welcome loyal new partners.

Celebrating their twenty second year supporting the event, The Lotts by Tatts is once again the naming rights partner with new partners Method Wheels, Red Bull and Sportsnet Holidays all on board for 2021 and beyond.

The event welcomes Method Wheels as Prologue Day Naming sponsor for 2021, 2022 and 2023 - the Tatts Finke Desert Race's first ever official wheel partner. As part of the partnership, Method Race Wheels Prologue will be live streamed including interviews with Drivers and Riders and they will offer \$7,500 in prize money for Prologue winners plus a set of Method Wheels for their vehicles.

Brian Godfrey, Chief Marketing Officer at Custom Wheel House (Method Race Wheels) is delighted to come on board, the first naming partner of Prologue Day in over a decade.

"The soul of Method Race Wheels is in off-road desert racing. It is our intentions to support off-road desert racers everywhere they race. We are proud to be working with the Finke organisers and its racers, along with our exclusive Australian Distributor, Race Wheels Australia, for this year's and future Finke Desert Races," Godfrey said.

Sportsnet Holidays will partner with Finke Desert Race for the next three events, creating and offering competitors, their support crew and spectators packages to enjoy the unique event, with all sold out for 2021.

Red Bull will continue their ongoing support of the Tatts Finke Desert Race at the



Finke Street Party & Night Markets on Thursday night in Todd Mall.

In a new addition to event week, long-time sponsor Lasseters will host the official State of Origin screening on the eve of the event, welcoming all to a special function to celebrate one of Australia’s biggest sporting rivalries when the NSW Blues take on the QLD Maroons.

The Finke Desert Race Committee President Antony Yoffa is delighted to welcome sponsors and partners back to this year’s event, following the cancellation of 2020.

“Without these valued partners, our event wouldn’t be possible. The Committee thanks Tatts for once again being our loyal naming rights partner and we welcome Method Wheels, Sportsnet and Red Bull on board as partners of this iconic event,” Yoffa said.

Event Schedule

DATE	TIME	ACTIVITY	LOCATION
Wednesday 9 th June	6.00pm	State of Origin Screening	Lasseters Casino
Thursday 10 th June	5.00pm	Finke Street Party & Night Markets	Todd Mall
Friday 11 th June	4.00pm	Scrutineering	Start/Finish Line Precinct
Saturday 12 th June	7.30am	Method Wheels Prologue	Start/Finish Line Precinct
Sunday 13 th June	7.00am	Race Day 1	Start/Finish Line Precinct
Monday 14 th June	7.30am	Race Day 2	Start/Finish Line Precinct

Method Wheels Prize Money

- Outright Prologue Winner - \$5000
- Outright UTV Prologue Winner - \$2500
- Outright Bike Prologue Winner – Set of Methods for their vehicle
- Outright Quad Prologue Winner – Set of Methods for their vehicle
- Each of the four winners will also receive a Method Race Wheels Trophy

Held on Queens Birthday Long Weekend (June 11 – June 14, 2021) the 2021 Tatts Finke Desert Race is an off road, multi terrain two-day race for bikes, cars, buggies



and quads through desert country from Alice Springs to the small Aputula (Finke) community.

Finke Desert Race event organisers are working with Northern Territory health officials and monitoring the current situation in Victoria. We acknowledge the incredible importance of ensuring the health and safety of the public. At this stage, the event is proceeding as planned.

For information and details on travel to NT please visit <https://coronavirus.nt.gov.au/>

For more information and details on the event please visit: <https://www.finkedesertrace.com.au/>

- ENDS -

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