



# KING OF THE DESERT

JUNE 6-9 2025  
ALICE SPRINGS, NT



ADVERTISING KIT

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## AUSTRALIA'S ULTIMATE DESERT RACE



# AUSTRALIA'S ULTIMATE DESERT RACE

Welcome to Finke, **Australia's premier desert race** that ignites the spirit of adventure in every participant and spectator. This exhilarating two-day event spans 452 kilometres along the historic Old Ghan Railway route, from Alice Springs to the Aboriginal Community of Apatula, and back, through the unforgiving outback and crossing the world's oldest river - Finke.

Competitors face rugged terrain, including washouts, creek crossings, and gravity-defying whoops, as they push both human and machine to their limits.

Over the course of five intense days, Finke transforms into a high-octane spectacle featuring over 460 bike riders and 250 car competitors vying for \$100,000 in prizes.

With more than 2,500 crew members and 380 volunteers ensuring flawless execution, Finke is a collective adventure, celebrated by over 15,000 spectators who witness this heart-pounding display of skill and determination.

It's not just a race, it's a test of endurance and a testament to the indomitable spirit of the desert.





# OUR VISION AND OPPORTUNITY

- 01 Our Vision
- 02 The Opportunity
- 03 Official Race Program



# OUR VISION

The Finke Desert Race has seen **significant growth over the past five years**, attracting competitors from around the world, including Brazil, Germany, and the USA.

As we continue to expand our overseas market, we are focused on increasing participation from both competitors and spectators. For those who couldn't attend in person, the live feed has been a huge success, allowing fans to follow the race and inspiring them to participate in future events.

In 2023, we introduced the first-ever women's class, which saw all 20 competitors successfully complete the race. This class continued to grow in 2024, and we look forward to welcoming even more women and girls in the future.

As the race evolves, we remain committed to ensuring the safety of all participants, spectators, and volunteers and we deeply appreciate the support of our Finke Family in helping us improve safety measures for everyone involved. At the heart of our ambition lies the unwavering pursuit to establish ourselves as the indisputable must-do off-road events in Australia.

We envision Finke not merely as an event, but as a symbol, a pulsating force that resonates across the nation, capturing the imagination of thrill-seekers, motorsport enthusiasts, and adventure devotees alike.



# THE OPPORTUNITY

Businesses can advertise with the Finke Desert Race through various channels, including the official race program, competitor guides, live feed, and big screen.

This unique opportunity allows your product or service to be showcased to over 2,000 competitors, their crews, and the event volunteers, as well as more than 15,000 spectators in person and over 60,000 viewers online.

The advertising kit provides detailed information on the available opportunities and associated costs.





# OFFICIAL RACE PROGRAM

Each year, the Official Race Program features valuable information, maps, competitor listings and engaging editorials, making it a must-have keepsake for competitors, supporters, spectators, sponsors, and motorsport enthusiasts.

The official race program **continues to be a prized piece of race memorabilia**. A total of 3,000 programs will be printed in full colour and distributed to retail outlets across Alice Springs and throughout the event, as well as being included in the sign-on packs for all competitors and race officials.

Available for purchase up to two-weeks before race weekend and throughout the event, the program is considered an essential item for attendees. Advertising opportunities are available on the inside front and back covers, as well as throughout. You can help to support the event and showcase your products and services through advertising.





# OFFICIAL RACE PROGRAM

As there is a limit on the number of advertising space in the official program, businesses who act quickly or make their arrangements first will have the best chance of securing the best opportunities or placements.

Artwork must be received by email: (admin@finkedesertrace.com.au) by Monday 7 April 2025.

Any costs associated with artwork will be the responsibility of the advertiser.

We can provide a graphic design service if you require your an ad to be created. You will gain access to our professional design agency with 10 years experience and use of Finke Imagery. Pricing starts at \$280+GST\*.

## Advertising Artwork Specifications:

### Double Page Inside Front and Inside Back:

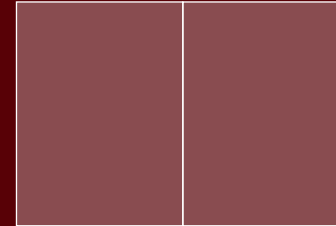
Width: 420mm / Height: 297mm / Bleed: 3mm / CMYK

### Full Page Colour:

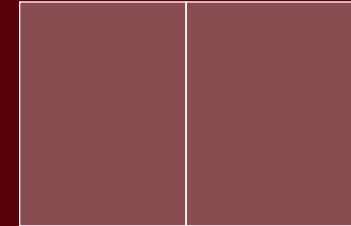
Width: 210mm / Height: 297mm / Bleed: 3mm / CMYK

### Half Page:

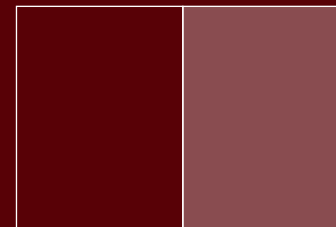
Width: 210mm / Height: 148.5mm / Bleed: 3mm / CMYK



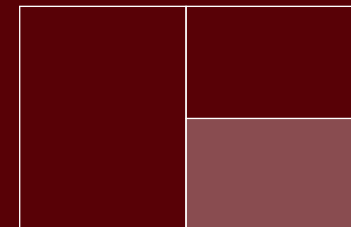
**Double Page**  
Inside Front Cover  
\$1,500 + GST  
(1 Available)



**Double Page**  
Inside Back Cover  
\$1,200 + GST  
(1 Available)



**Full Page**  
\$900 + GST  
(10 Available)



**Half Page**  
\$500 + GST  
(10 Available)

\*Final price will be determined upon receiving the client brief and content.



# ADVERTISING IMPACT

- 01 Competitor Guide
- 02 Live Feed & Big Screen Advertising

# COMPETITOR GUIDE

Each year, event organisers produce a comprehensive guide for all competitors to help them navigate through not only the race, but also the Central Australian region. A guide is given to each entrant in the event with over 700 guides printed.

Each guide is placed in the competitor packs which entrants receive when they complete their compulsory registration on the Monday to Thursday before race weekend.

## Information in the guide will include:

- Event specific information (scheduling and venue information).
- Places to eat.
- Things to do in Alice Springs.
- Locations of event specific businesses (i.e. bike shops, supermarkets, camping equipment etc).
- Map of Alice Springs.

We are inviting a limited number of advertising positions within the guide to allow businesses to advertise their product or service directly to competitors. Each ad is \$250 + GST. Only 10 ads are available for purchase.

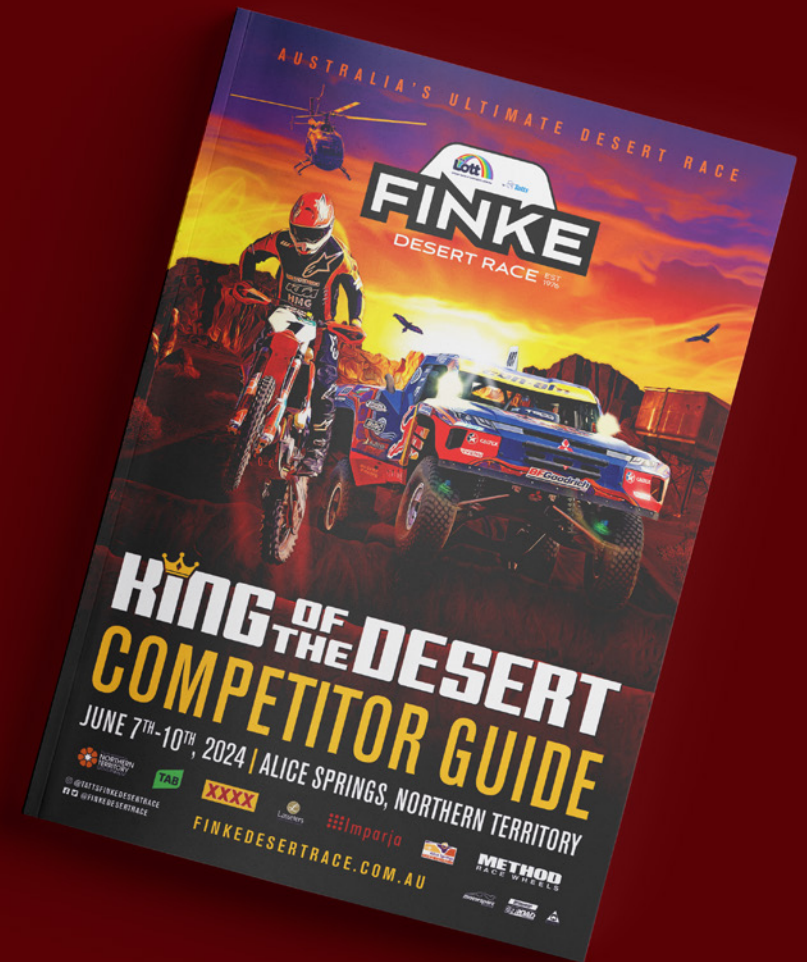
Each ad will be in black and white with sizing specifications as follows:  
145mm wide by 70mm high with no bleed.

Artwork must be received by email to [admin@finkedesertrace.com.au](mailto:admin@finkedesertrace.com.au) by Monday 7 April 2025.

Any costs associated with artwork will be the responsibility of the advertiser.

We can provide a graphic design service if you require your an ad to be created. You will gain access to our professional design agency with 10 years experience and use of Finke Imagery. Pricing starts at \$140+GST\*

\*Final price will be determined upon receiving the client brief and content.





# LIVE FEED AND BIG SCREEN ADVERTISING

Advertising packages are available to promote your products or services on the event's official live feed and big screens. This opportunity allows businesses to showcase their offerings to both event attendees and the online audience.

The packages are designed to suit various budgets, with options to adjust the number of ads shown each day across the event weekend (Friday to Monday), allowing for greater flexibility in exposure.

## PACKAGES:

### Gold Package - \$4,000 + GST (3 Available)

30 second TVCs played five times each day (Friday to Monday)

### Silver Package - \$3,000 + GST (5 Available)

30 second TVCs played three times each day (Friday to Monday)

### Bronze Package - \$2,000 + GST (7 Available)

30 second TVCs played two times each day (Friday to Monday)

