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AORC to capitalise on TV success with Nexus MG

Excitement is building for the 2010 Australian Off Road Championship (AORC), with the Off Road Racing Commercial Development Inc. (ORRinc) busy working behind the scenes. ORRinc has been working with key stakeholders in the sport to build on the successful 2009 season televised by ONE which featured the ground breaking episode format.

In order to continue to grow television audiences and competitor numbers ORRinc has appointed sports management agency, Nexus MG, to promote off road racing to the sponsorship market.

Nexus MG has a broad and successful record managing sponsorship rights and is involved with Basketball Australia; V8 race team, Triple 8; and rugby union team, the Queensland Reds.

“After much searching, Nexus MG has been chosen to assist ORRinc increase both the level of awareness and sponsorship value of off road racing in Australia, and is a great fit with our broadcast partner, ONE,” said ORRinc Chairman Kevin Moore.

Nexus MG founder and Director Luke Jenkinson said, “Having now spent time researching the sport we are impressed by the increasing professionalism of the off road racing community. Nexus MG is pleased to be involved with a sport that is so unique, extreme and spectacular to watch.”

The ORRinc Board has been busy over the Christmas break discussing a number of opportunities and will soon be rolling out a number of initiatives to promote the sport. One of these is the re-appointment of Sportzprint as the official supplier of the AORC apparel.

Sportzprint Managing Director Anthony Telfer said, “I am proud to be involved with the sport and continue to work with teams, sponsors and promoters in developing unique designs for this season’s apparel.”

Network Ten Program Manager - Sport, Gus Seebeck said off road racing and its unique program format resonated throughout 2009 with the network’s motor sport audience.

“It offers exciting and well-produced programming that complements our other motor sport franchises. We look forward to working more closely with the sport and its producers throughout 2010 to grow off road racing and take it to the widest possible audience,” Seebeck said.

ORRinc, in conjunction with Nexus MG, is exploring a number of opportunities to enhance the very successful 2009 television coverage afforded from the partnership with ONE.

To learn more, visit:

www.nexusmg.com.au

www.sportzprint.com.au

About ORRinc

Off Road Racing Commercial Development Inc. (ORRinc) is responsible for the commercial aspects of the Australian Off Road Championship (AORC) and will manage TV, media, PR and sponsorship issues and other related matters. ORRinc has been appointed by the Confederation of Australian Motor Sport (CAMS) to fulfill this role. The Australian Off Road Commission (AORCom) has been appointed by CAMS to manage the sport of off road in Australia.

For further information contact:

Sara Lettieri
CAMS Media & Communications Co-ordinator
+61 418 801 766