



Sponsorship PROPOSAL

Cessnock Motocross Club Inc





About Us

Cessnock Motocross Club is a very proud, professional and family orientated club based at Keith Allen Motorsport Park. Our members provide a welcoming environment for all enthusiasts, of all ages from not only within the Cessnock local community but from across the Hunter district and NSW. Established in 1972, our club has built a proud legacy as one of the region's most respected motocross communities. From the very beginning, we've been dedicated to fostering junior riders—providing a safe, supportive environment where young talent can grow, learn, and thrive in the sport.

The Cessnock Motocross Club riders were well represented in 2025 in the NSW State Team and at the MXGP in Darwin and had a number of our riders, coaches and officials nominated for awards at the Motorcycling NSW Annual Awards with Aaron Parker receiving Senior Male rider of the year..

Our club values the people and businesses that support us. Donations play a vital role in keeping a local sporting club running, and every contribution is sincerely appreciated. However, our sponsorship packages provide outstanding value, unique opportunities, and excellent business exposure. We also welcome smaller sponsorships—whether financial, goods for raffles, or services that help with the day-to-day operation of the club.



Meet

Our Team

Bringing a diverse range of experience to the club, Cessnock Motorcross Club committee is cohesive and well functioning, resulting in a strong participation growth in 2025 and our team is committed to leading Cessnock Motocross Club with a secure future.

Each member is passionate about the sport of Motorcycling and our motorcycling community and it's this passion that has ignited a healthy sense of excitement from our members and invigorated a renewed support for our club across the wider Hunter community



Gavin Lobban
Chair



Justin Hanson
Deputy Chair



Grace Sharp
Partnerships



Alicia Ryan
Secretary



Claire Beech
Treasurer



Sheridan Watters
Public Relations



Bronson Dewar
Coaching Co-ordinator



Jason Humbles
Venue Co-ordinator



What We Do

Cessnock Motocross Club will be hosting multiple major events in 2026, with the Keith Allen Classic on the 6th & 7th June and then the Finals for the Motorcycling NSW State Titles on the weekend of the 27th & 28th June, both at the Keith Allen Motorsport Park. Our club will host a 5 round club championship season as well as co-ordinating an interclub challenge with our sister club Dubbo Dirt Bikes and also Macarthur and Narrabri Clubs.





Our Packages

Platinum Package

\$ 2500

- Naming rights for CMC Club Championship series for the year
- Invitation to presentation day with speaking opportunity.
- Premium signage placement on Keith Allen Hill 4.8m x 1.2m
- Acknowledgement at riders briefing at every club series event
- Opportunity to assist with award presentation with speaking opportunity.
- Temporary track signage at events (tear drops, banners)
- Inclusion in annual member survey.
- Premium Logo placement on CMC series shirts
- Logo displayed on club website
- Social media collaboration opportunities
- Advertising on Cessnock MX Stack Team App
- Advertising in all 4 issues Cessnock Sprocket (quarterly club newsletter)
- Feature article in Cessnock Sprocket
- Trade Alley space at open events 6 x 3 m
- Guest passes to VIP area at open events
- Advertising in event programs where Cessnock MX is the promoter
- Audio acknowledgment and advertising by MC at open events

Gold

Package

\$ 1500

- Invitation to presentation day and assist with award presentations
- Single round named support including Nippers presentation and thanks at rider's briefing
- Signage placement on Keith Allen Hill 2.4m x 1.2m
- Temporary track signage at events (tear drops, banners)
- Logo placement on CMC series shirts
- Logo displayed on club website
- Social media collaboration opportunities
- Advertising on Cessnock MX Stack Team App
- Advertising in 2 issues of Cessnock Sprocket (quarterly club newsletter)
- Trade Alley space at open events 3 x 3 m
- Guest passes to VIP area at open events
- Advertising in event programs where Cessnock MX is the promoter
- Audio acknowledgment and advertising by MC at open events

Silver

Package

\$ 500

- Invitation to presentation day and assist with award presentations
- Signage placement on Keith Allen Hill 2.4m x 1.2m
- Logo placement on CMC series shirts
- Advertising on Cessnock MX Stack Team App
- Logo displayed on club website
- Advertising in 1 issue of Cessnock Sprocket (quarterly club newsletter)



About Our Discipline Series



Our club prides itself in running great events that are enjoyed by riders, their families and friends. Located 5 minutes from the heart of Cessnock CBD, events are open to the public and spectators are welcome to come along and enjoy the racing! Our home track at Keith Allen Motorsport Park really has some of the best natural terrain and man made obstacles in NSW!

With 5 events in the 2026 series, there is ample opportunity for your organisation to gain generous exposure. Averaging 240 participants at each event in 2025 and expected growth in 2026, we regularly see attendees in excess of 1200 people from predominantly within the Hunter region however we are seeing expanded growth in our membership with significant numbers now coming from across all NSW regions.

Cessnock Motocross Club

Highlights

Our club strongly believes in our people. It is because of this value that we regularly look for opportunities to provide access to on going training and development opportunities for not only our riders but also our volunteers and volunteer officials. We are proud 2024 will see the expansion of our weekly club coaching programs.



Junior Development

Cessnock MX has a strong team of coaches with a focus on junior development and creating pathways for our riders to progress in our sport



Volunteer & Official Development

Cessnock MX supports the training pathways for our volunteers through Junior participation regular involvement with Motorcycling NSW's training seminars



Female Participation

A huge growth opportunity for our sport, Cessnock MX is committed to equality in Motorcycle Sport and engaging our female participants to make sure their goals are able to be achieved!

Contact Us For More Information



Grace Sharp



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THANK YOU