



Partnerships and Professional Events



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WHO ARE G-FORCE EVENT MANAGEMENT



Lead by motorsport champion Greg Woodrow.

The G-Force group of experts are dedicated to customer satisfaction with an innovative approach to corporate training, entertainment & team building.

- **Greg Woodrow – Managing Director**

- Racing career began in 1979 in karts – winning every major meeting
- Holden champion in 92/93 - Rookie driver of the year award
- M.I.K.C. Driver of the Year 96/97
- Formula Ford in 98 – 4th Bathurst and Australian F1 GP
- Mygale Formula Ford Factory owner 2000 and team mate to Australian Champion Luke Youlden
- 2004/05 – Vice champion NSW



- **Mark Zellner – Event Manager**

- Team manager in motorsport for twenty years
- Full time manager of both G-Force Events and Mygale

- **Wendy Clark – Sales, Admin, Organisation**

- Manages the administration and the day to day activities of G-Force Event Management

- **Katia Leonaite – Sales and Marketing**

- Katia has an M.B.A. in Operations, running G-Force's Australia wide marketing program
- Responsible for managing corporate relations with some of Australia's largest companies

- **Caitlin Williams – Event Assistant**

- Caitlin has an Advanced Diploma in Event Management, as well as a Bachelors Degree in Business
- Supports both the marketing and events for G-Force Event Management and Mygale



EXPERTS IN DRIVE EVENTS

Over 10 Years experience in running Professional drive programs and events for a cross section of Australian companies such as:

- Australian Unity
- Daimler Chrysler Australia – ‘Mercedes Benz’
- Phillip Morris Group of Companies
- Volkswagen Group Australia
- Skoda Australia
- Retravisio
- Holden
- CSR
- Mazda
- Sportscover Australia
- Total Risc Technologies

Diverse programs that are flexible and adaptable

- Sales Training
- Team building
- Driver training
- Product & Vehicle launch

Australian Idols of Motorsport partnerships:

- John Bowe – V8 Supercar Champion and Bathurst winner
- Luke Youlden – FPR V8 Supercar driver with Mark Winterbottom
- Steve Owen – V8 Supercar driver with Paul Morris
- Greg Woodrow – Formula Ford champion
- Tim Blanchard – Formula Ford Champion and Fujitsu V8 Driver

Many more available!!

Australia's most professional drive day company, with Australia's most professional & experienced instructors

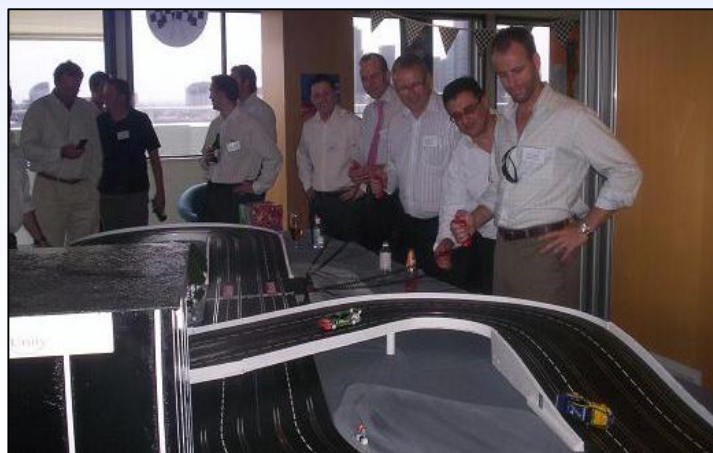


Race Cars on Display



G-Force Event Management offer real race cars and motorsport theme's for in house and external display

- Race cars for foyer display during events such as the Australian Formula One GP
- Race cars sign written in your company's corporate theme
- Authentic motorsport theme's for your corporate event
- Motorsport Simulators for a competitive edge to your event
- Four lane slot cars in City Scape with your company's corporate theme



Overview - Vehicle Launch Programs



Volkswagen Commercial Vehicles Amarok Launch, Torquay 2011

- Commercial Vehicle dealership sales staff and corporate education program for head office

Our role:

- Integrated education & drive program highlighting performance and drivability
- 4 wheel drive event to showcase the safety features
- Full preparation, daily detailing and comprehensive reports on all Vehicles
- All logistics involving the drive and education program by G-Force Event Management
- Seamless organisation and attention to detail by G-Force Event Management staff

Other recent Launch Programs include:

- *New Passat and Golf Blue Motion – road drive through Tweed heads hinterland*
- *Touareg – road drive, on track and 4 wheel drive track*
- *Golf R, GTD – on track*



Overview – Product Launch and New Product events



G-Force Product Launch events include:

- Fully theme your company launch/dinner
 - Motorsport theme
 - Party theme
 - Company colours
 - Intelligent lighting displays
- Professional and celebrity speakers
- Race cars on display in your company colours
- Professional MC for your event



Take the work out of sourcing everything you need for your next company event.

A corporate event like no other!



Using the race team to gain market share and loyalty

Mygale - Australian and World Championship Formula Ford race teams:

A history of success!

1st Australian Champion – 2009 – Nick Percat – now driving in the V8 Supercar Fujitsu Development Series in 2011

1st New Zealand Champion – 2009 – Richie Stanaway – currently competing in the German Formula 3 Championship

1st: Australian Champion – 2007 – Tim Blanchard – now driving in the V8 Supercar Fujitsu Development Series in 2011

1st: Australian Champion – 2000 – Luke Youlden – Now driving for FPR V8 Supercar

1st: Australian Champion – 1999 – Greg Ritter – now driving for Valvoline V8 Supercar

1st: Victorian Champion – 2003 and 2004

1st South Australian champion 2006

1st: World Champion – Jensen Button – Now driving Formula 1 for McLaren.

1st: Brands Hatch Festival winner – Anthony Davidson – Now driving Formula 1.

The Mygale race team completes a platform for our partner marketing program:

- Full race team and transporter – racing in partner theme
- Access to personal partnerships with Australia's top young race drivers
- Television and paper media blanket coverage at Australia's most exciting motorsport events
- Seamless corporate drive programs through G-Force Event Management
- Product launch events combining the race team and G-Force corporate expertise



Mygale Alliance Program

Put your Business On The Map



The Mygale Alliance Program (MAP) offers an elite group of companies the chance to become involved with some of Australia's most professional young athletes.

The program is designed to offer excellent marketing value for the alliance partners who receive not only free to air 7Sport television coverage, hundreds of thousands of spectators Australia wide, but also a complete customer/employee loyalty program and fantastic networking opportunities with like minded companies and their executives.

MAP is designed to assist the next generation of motorsport champions through career categories such as Formula Ford.

MAP offers your company a unique opportunity to take advantage of marketing and branding events that only motorsport can bring.

MAP is a complete marketing program that targets both your most important customers and top performing employees as well as offering national brand exposure.

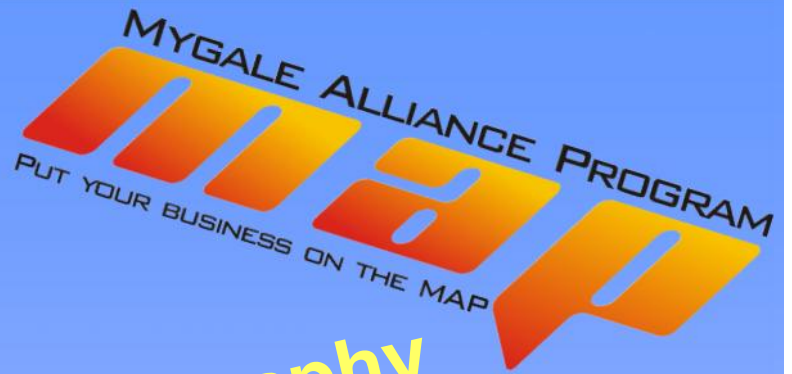


MAP partners receive:

- *Your own team and driver for the racing season*
- *Web site – Newsletter*
- *Race Day events*
- *Drive Day event for your VIP customers and best performing staff*
- *The Annual Gala Dinner Event featuring legends of motorsport as well as your driver*
- *Media coverage in newspaper advertising & editorials*
- *Signage and marketing material at event & launch parties*
- *Logos on all marketing material*
- *Quarterly updates emailed over for you to email to your own database*
- *Website coverage*



MAP – What's on offer?



Professional Photography

Annual Gala Dinner

Drive Days

Signage on cars

Discounts

E-Newsletters

Merchandise

Motorsport Superstars



Corporate Drive Programs



ITINERARY

Instruction in the VIP room

Learn about the secrets of 'Safe' driving in the G-Force classroom.

Group splits into three
- Complete first program

Lunch supplied

Complete three rotations of groups during the day

Trophy's presentation / end

Drive to Survive

Driving – The most dangerous thing you do, and you and your team drive every day!

The Drive to Survive defensive drive program reduces lost work time due to motor vehicle accidents.

- 10 to 20 participant program
- Use participants own cars
- Rotating programs teach:
 - emergency brake
 - Vision
 - Panic vehicle control
- Theory and practical course



Drive the V8 Superchallenge

The most exciting corporate event available. Put yourself in the drivers seat.

"Absolutely blows the golf day out the window!"

"We have clients in our industry calling us just to get on the drive day!"

- 12 + participant program
- Everything supplied
- Theory and practical course
- Great for sales incentives



ITINERARY

Learn about the secrets of 'Race Car' driving in the G-Force classroom.

Lunch – Supplied

Drive V8 Cars:
Session 1 - 10 Minute Session

Drive V8 Cars:
Session 2 - 10 Minute Session

Ride each in V8 Super Challenge Car

Photo certificates / trophy presentation / end



Our Mission

Our aim is always to work closely with our clients to clearly establish and deliver all objectives of our events. Should you feel there are any areas within our presentation that are not clearly explained, please do not hesitate to contact us.

Summary:

G-Force Event Management is committed to providing high quality, fully managed events that are both cost efficient and professionally presented. Participants receive a memorable experience whilst always ensuring safety remains the top priority. Our days are specifically designed to suit your organisation's requirements and we work hand in hand with yourselves to ensure all your expected outcomes are achieved.

We thank you for taking the time to look through our product guide, and would be most excited to assist in the presentation of your program should we be successful. Should you require any further information or assistance, please do not hesitate to contact us.



Testimonial



G-Force Event Management
Managing Director, Greg Woodrow

Dear Greg

On behalf of Volkswagen Group Australia I wish to pass on my sincere gratitude to you and your team for the dedication displayed by G-Force during our recent Golf Track Training Program for our Dealership staff.

From the onset you demonstrated initiative by designing an appropriate multi-dimensional track Program that clearly demonstrated the technological innovations and standard Volkswagen features of our new Golf range. I was particularly impressed with your attention to detail as the planning of the three-state Golf Track Program developed, where you and your team were able to identify and offer logistical back-up services to complement those already in place.

The manner in which you and your team of instructors presented yourselves and delivered the Golf Track Program on the six training days was also exemplary. You were happy to participate in the introduction and concluding phases, and still attend to the various logistical details necessary to deliver the Program in both the morning and afternoon sessions of each day.

As discussed with you in our Program follow-up, all our Dealership staff rated the Golf Track Program component of the Golf Product Training Program at a consistently high level – this session has received the highest overall ranking of all the Product / Sales Training Programs we have conducted at Volkswagen Group Australia this year. Such a ranking is indeed a credit to the overall professionalism and high standards displayed by you and your team of instructors!

I look forward to working with you and your G-Force team again in the future.

Yours sincerely
Susan Crawford,
Manager, Training



Das Auto.



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The G-Force Group of Companies

