

**How
visible
is your
current brand
advertising?**





**Do you want
to align your
brand with
the current
TA2NZ
Champion
Striving for
national and
international
success**

**Images of Caleb
Byers Motorsport
and the #33 SP
Tools Chevrolet
Camaro powered by
ACDelco were
viewed 1.4m times
during the
2025/2026 New
Zealand TA2
Championship**



BRAND EXPOSURE AND MEDIA COVERAGE

- **Traditional TV advertising in New Zealand can cost between \$10,000 and \$30,000 for one 30-second prime-time placement.**
- **A motorsport partnership can deliver more than 70 hours of brand and product exposure across TV, social media, and live fan engagement for a similar investment.**
- **Across multiple media platforms more than 70 hours of coverage to more than 1.4 million people.**
- **Media platforms include NexGen, SKY TV, FOX TV, Kayo, Facebook, Instagram, and published media content.**
- **My social media platforms @calebbyersmotorsport on Facebook and @calebbyers33 on Instagram — generate more than 120,000 additional interactions per month.**
- **During a race weekend, my personal social media channels typically receive between 10,000 and 18,000 interactions, helping sponsor messages reach engaged fans in real time when interest is highest.**
- **My SP Tools SUMO toolbox product video received more than 4,000 views, demonstrating how sponsor-backed content can also support product awareness and direct audience engagement.**
- **Through signing sessions in New Zealand and Australia, the Chevrolet Racing/Team 18/ACDelco Ruapuna fan engagement evening, and TA2 media activities during the 2025/2026 season, I personally connected with more than 1,000 people — giving sponsor partners face-to-face visibility as well as digital and television exposure.**
- **The TA2NZ 2025/2026 Championship is now the premier Motorsport class in New Zealand. This will be raced over six rounds throughout New Zealand north and south, Televised by NexGen/ SKY TV at every round**

THE 2025/2026 #33 TA2 LIVERY AVAILABILITY



RACE CAR BRANDING OPPORTUNITIES

Brand advertising on the race car delivers some of the strongest exposure available. These positions are highly valuable and offer exceptional visibility both on and off the track. This season, my car was referred to during broadcasts as the SP Tools Chevrolet Camaro, reinforcing sponsor recognition with every mention. Motorsport is expensive, and to date my family has been the primary support behind my pursuit of reaching the top. Without the backing of loyal partners, my dream of racing in NASCAR or Supercars is simply not possible. When I reach that next level, will your brand be part of the journey? In motorsport, whether I am winning poles and races or dealing with setbacks and race weekend drama, it is all captured on TV — and **“every moment is premium exposure for your brand and message”**.



Branding Opportunity #1

The premium branding opportunity on the car is the most valuable but also the most visible, this package owns the naming rights to the car and becomes the tag line in media and tv exposure (for example the #33 SP Tools Chevrolet Camaro convincingly takes the pole cheque again here at the Taupo Supercars)

- Race Car - Major Branding of the car, livery theme, naming rights,
- Race suit - Theme of race suit and main visible brand
- Media & Merchandise - Your brand colours will be the main theme of the car, race suit, media and team merchandise
- Livery - Bonnet
- Livery - Both sides of car
- Livery - Rear pillars for main branding or sub branding of your business

BRAND PACKAGE #1 – I WOULD LOVE TO MEET IN PERSON TO DISCUSS THE VALUE OF THESE OPTIONS



"I was privileged to have SP Tools as the primary sponsor on the car for 2025/2026, I was proud to support my partners and showcase their brand"

Branding Opportunity #2

The premium secondary branding opportunity on the car, valuable and visible, this package would be included with media and tv exposure (for example the #33 SP Tools Chevrolet Camaro, Powered by ACDelco convincingly takes the pole cheque again here at the Taupo Supercars)

- Race Car - Secondary major branding of the car
- Race Suit – Secondary branding on suit
- Media & Merchandise – Secondary sponsor exposure in media and secondary sponsor on all team merchandise
- Livery - Sides of car (rear guards)
- Livery - Rear spoiler/wing
- Livery - Front and rear number plate areas

BRAND PACKAGE #2 - I WOULD LOVE TO MEET IN PERSON TO DISCUSS THE VALUE OF THESE OPTIONS



"ACDelco was my secondary sponsor for 2025/26, I was proud to carry the ACDelco brand for the season and the support from the team was awesome"

Branding Opportunity #3

The number #3 branding opportunity on the car is smaller but located on the front bumper of the car is still very visible in TV/ still pictures and video, this package would be included with all media and is a popular angle for photographers. Multiple locations available, doubles or singles possible

- Race Car – Frontal bumper branding of the car
- Race Suit – Sleeve branding on suit
- Media & Merchandise – All media – Sleeves on all merchandise
- Livery - Sides of front bumper/front guard

BRAND PACKAGE - I WOULD LOVE TO MEET IN PERSON TO DISCUSS THE VALUE OF THESE OPTIONS



"To have Porter Hire onboard with all year was super cool, they are excellent partners who understood exactly what we needed"

Branding Opportunity #4

The number #4 branding opportunity on the car is located on the rear guard/ rear bumper of the car is still very visible in TV/ still pictures and video, this package would be included with all media. Multiple locations available, doubles or singles possible

- Race Car – Rear branding of the car
- Race Suit – Sleeve branding on suit
- Media & Merchandise - All media – Sleeves on all merchandise
- Livery - Sides of rear bumper/rear guard

BRAND PACKAGE - I WOULD LOVE TO MEET IN PERSON TO DISCUSS THE VALUE OF THESE OPTIONS



"Tyre Power Hornby partnered with me for 2025/2026, I was proud to support the team that changed all of my tires for every round"

RACE SUIT BRANDING LOCATIONS

Designed for maximum exposure, my race suit is seen around the racetrack and across television coverage during post-race interviews and press engagements, making it another highly valuable branding opportunity. Locations of branding on the race suit is related to the brand partner package.



MERCHANDISE BRANDING OPPORTUNITIES

We produced these T-shirts for our team, loyal sponsors, and fans. For approximately \$75 each tee shirt, your brand and message can gain additional exposure. The fans loved the shirts, and the visibility they created — both at the racetrack and in the locations, we visited — was excellent.



“These tee shirts were extremely popular, if we had printed 1000 I’m confident we would have sold them all.”



CONTACT

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"I can't wait to be a part of the 2026/2027 TA2NZ series, It would be great to have you along for the ride."



NEXTGEN
CHAMPIONSHIP
Repsol

1st

NEXTGEN
CHAMPIONSHIP
Pennington Park
International
23-25 Jan 2016