



The Trust's International Soap Box Derby 2010



**Organized by the
Rotary Club of
Waitakere City**



An ideal opportunity to bring businesses and schools together, with an element of fun and education, to the benefit of the local community



The Event

On Sunday 21st March 2010 the Rotary Club of Waitakere City, together with The Licensing Trusts, are holding their 7th annual West Auckland Soap Box Derby.



- ❑ Once again racing will take place along Westgate Drive with the Waitakere City Council assisting with road closure and crowd control.
- ❑ Waitakere City Rotary organizes the event, owns the cars and supplies any required spare parts. Schools, with the help of sponsors, pay an entry fee to enter the event
- ❑ Sponsors work in partnership with their nominated local school - a number of our sponsors have developed a mutually beneficial on-going partnership with their school.
- ❑ The students assemble the car, paint it in the sponsors and/or school colours and logos, and race it on behalf of the sponsor.
- ❑ Sites are available on race day for both schools and sponsors for displays and school fund raising stalls
- ❑ Sponsors receive ongoing acknowledgement of their support through all media releases prior to and on the race day, together with advertising space on one of the road barriers
- ❑ Once the races are complete the sponsor has use of the car till December for promotional purposes
- ❑ The profit from the event is returned to the community through Rotary programs





How It Works

- ❑ The schools supply teams of 8 students, aged between 10 and 16. Each team consists of four drivers and four pit crew
- ❑ A car kit is delivered to the school and the students assemble it under the supervision of a staff member or parent
- ❑ The team works with their sponsor to decorate it in the sponsor's colours and design
- ❑ The students learn to build, maintain and drive the soapbox car
- ❑ On race day all the drivers compete in races to determine the fastest West Auckland drivers
- ❑ The top drivers from West Auckland then compete in the NZ National Soapbox Derby Finals in March/April
- ❑ The winner of the NZ Finals will travel to the US to compete in international section of The All American Soap Box Derby at Akron, Ohio, U.S.A.



Rangeview parent supporting his team



Pomaria School Pit Crew at work under the watchful eyes of a Rotarian





Sponsors Tasks

- ❑ Nominate your chosen school from West Auckland. Once the partnership has been confirmed, you will be provided with contact details of the school coordinator, to ensure that sponsors and schools maintain direct communications.
- ❑ Paint/sign-write the soapbox car. If this is not possible for sponsors, we have in the past had some schools take on this responsibility. For those partnerships where neither the sponsor nor the school is able to get the car painted, the Rotary Club of Waitakere City may be able to help.
- ❑ Provide a brief resume regarding your company. This information will be used for advertising both prior to race day, and on the day itself by the commentator as your car races down Westgate Drive.
- ❑ Provide a sign (details to be advised) to be attached to a road barrier. This needs to be provided prior to race day and will be returned after race day.
- ❑ Sign and return the Heads of Agreement form, and include sponsorship payment of \$3000 plus GST (per full car) to the Rotary Club of Waitakere City.



Airfoam Insulation, Taupaki School Sponsor, taking a thoroughly enjoyable, although entirely optional, active part in the practice days and event

OPTIONAL

Provide a trackside stand with products/information regarding your company on race day. This stand could also be coordinated between the sponsor and their nominated school.

At previous derby events the number of spectators were estimated at several thousand!



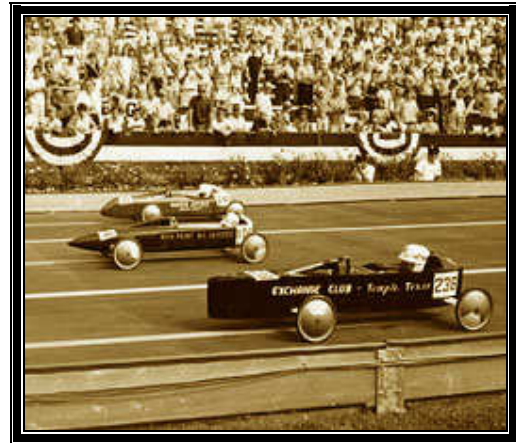


Where did Soap Box Derby originate?

The Soap Box Derby is a youth racing program that has run nationally in The States since 1934. World Championship finals are held each July at Derby Downs in Akron, Ohio.

The idea of the Soap Box Derby grew out of a photographic assignment of Dayton, Ohio, newsman Myron Scott. He covered a race of boy-built cars in his home community and was so impressed with this event that he acquired a copyright for the idea and began development of a similar program on a national scale.

Each year since, with the exception of during World War II, youngsters from throughout the United States and several foreign countries have come to Akron with the racers they have built and driven to victory in their home communities.



The goals of the Soap Box Derby program have not changed since it began in 1934. They are to teach youngsters some of the basic skills of workmanship, the spirit of competition and the perseverance to continue a project once it has begun.





Previous S.B.D. Funding Recipients

- ❑ Alternative Education Trust
- ❑ Community Action on Youth and Drugs (CAYAD) (in keeping with our support of anti-drug projects)
- ❑ Junior Breakers “The Saints” basketball program
- ❑ Literacy Programs
- ❑ Local Scout and Guide Groups
- ❑ Outward Bound
- ❑ Police Youth Development Trust
- ❑ Police Bluelight camps
- ❑ School Camps
- ❑ Spirit of New Zealand
- ❑ West Auckland Hospice House
- ❑ West Auckland Truancy Trust
 - Improving Schools Attendance Trust (anti-truancy)
- ❑ West Auckland Youth Projects
- ❑ Youth Development Trust



A real learning experience – interviewed for National TV





Sponsorship 2009

PLATINUM SPONSOR:



GOLD SPONSORS:



Westgate IMF

SILVER SPONSORS:



Airfoam



DARE



Douglas Pharmaceuticals





Metro Roofing



Ritchies Coachlines



Air Conditioning Services (NZ)



Waitakere City Council



Western Leader



Westfield Westcity

BRONZE SPONSORS:



Angland Ceilings;



Kumeu Taxation Services



Lewins Electrical
Tass Print
The Web Company;
Waitakere Enterprise;



Lincoln Aluminium;
Redwood Panel and Paint



Massey Community Board;
Waitakere Vehicle Testing
Station



Bearing supplies (NZ);
Nachi



West City Holden



CRASH BARRIER SPONSORS:

Auckland Sports Photography
Westfield Westcity

The Community Trusts

McDonalds Westgate
Westgate Shopping Centre

PARTICIPATING SCHOOLS

- Bruce McLaren Intermediate
- Henderson Intermediate School
- Hobsonville Primary School
- Kelston Boys' High School
- Lincoln Heights School
- Liston College
- Massey High School (2 entries)
- Pomaria Primary School
- Rangeview Intermediate School
- Riverhead School
- Rutherford College
- Sunderland School
- Sunderland College
- Swanson Primary School
- Taupaki School (2 entries)
- Whenuapai School



SUPPORTERS

Auckland Sports Photography

Sunnyfield Amusements

PRIZES DONATED BY

Bunnings
Panasonic
Swimsation Swim School

Mitre 10
Raven Hair Studio - Swanson

Monique's Euro Tattoo
RepcO
Westgate Tenpin Bowling

RACE DAY ORGANISERS

The Rotary Club of Waitakere City (Event organisers)
Marday Enterprises (Sound system)
St John Ambulance (Emergency services)





Contact Details

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For additional information:

Waitakere City Rotary:
www.rotarywaitakere.org.nz

All-American Soap Box Derby:
www.aasbd.org

For all Rotary Club enquiries please phone
Kerry McMillan 832-3229





Information Request

YES! I WOULD LIKE TO

TICK

Become a Major Sponsor

Have full sponsorship of a car @ \$3000 + GST

Have half sponsorship of a car @ \$1500 + GST

Have part sponsorship of a car @ \$1000 + GST

Advertise on barriers @ \$ 300 + GST (per set of 3)

MY PREFERRED SCHOOL _____

YES! I WOULD LIKE TO

Have a sponsors tent

Have a trackside stall

Enter in fun races between heats

CONTACT NAME: _____

COMPANY: _____

PHONE (Business): _____ (Mobile): _____





Optional Advertising

Here is your chance to *really* get noticed at the 2010 Soap Box Derby

In addition to car sponsoring, we can offer a chance to secure barriers for advertising purposes. Both sides of the course are lined with barriers consisting of individual units capable of displaying signs.

The barrier advertising cost is \$300 + GST per 3 units. You are required to provide your own sign prior to race day; however we are pleased to be able to offer the production of signage. Please contact us for more details.

Rotary volunteers will attach the signs to the barriers on the day itself, and they will be returned to you after race day.

YES! I would like to book _____ units at a total cost of \$ _____

CONTACT NAME: _____

COMPANY: _____

PHONE (Business) _____ (Mobile) _____



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