



THE TRUSTS
INTERNATIONAL
SOAP BOX DERBY

ORGANIZED BY
THE ROTARY CLUB OF WAITAKERE



2012

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 18th March 2012 The Rotary Club of Waitakere, together with The Licensing Trusts, are holding their 9th annual West Auckland Soap Box Derby.

- ❑ Once again racing will take place along Westgate Drive.
- ❑ Waitakere 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 until December for promotional purposes
- ❑ The profit from the event is returned to the community through Rotary programs



NZ 2011 Champion
Aaron Kinge
Waitakere Primary School



NZ Trophy





HOW IT WORKS



West Auckland Champion
Reece Cook
Riverhead School



Police Bluelight / DARE team
checking speeds



3rd Place NZ Finals
John Tulloch
Riverhead School

- ❑ 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 travels in July to compete in international section of The All American Soap Box Derby at Akron, Ohio, U.S.A.



Cheerleaders, Police working with the kids, plenty of involvement for all





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 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.



Start



Finish

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 was estimated at several thousand!





WHERE DID THE SOAPBOX 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.



NZ SBD 2010 Champion
Henry Dyer
Riverhead School
2nd place in the International Race



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.





GOLD, SILVER & BRONZE SPONSORS 2011



Avondale Blasting & Coatings
Harkins House Haulage
North Auckland Caravans



Fumacare
Kumeu Indoor Sports
Sheewee



Kiwi Sport
St Michel
TTL Pacific
Westpac Mussels
Wiltex



**Air Conditioning Services
Toshiba Heat Pumps**



DARE



**"Hairy Lemon"
Douglas Pharmaceuticals**



Future Cuisine



Air Conditioning Services





GOLD, SILVER & BRONZE SPONSORS 2011



MD Aluminium



Ritchies



Western Leader



The Web Company



- First National
- Kumeu Computer Services
- Pirtek
- Power Forklifts
- Treehouse Print
- Sean Quinn Barrister
- Smith and Partners
- Swanson Medical Centre
- Waitakere Residents and Ratepayers



- Massey Birdwood & Early Settlers Assoc
- Pinepac



Panasonic



- Bearing Supplies NZ Ltd
- Nachi



West City Holden





PLATINUM SPONSOR AND SCHOOLS 2011



PARTICIPATING SCHOOLS

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

HELPERS

- Kelston Boys Volleyball Team
- Police Bluelight / DARE Team
- Massey Scouts
- St John Ambulance
- Truancy Services Team
- West Harbour Rotary





PRIZES & PRIZE SPONSORS 2011

1 st Place Winner	Riverhead School Reece "Hawk" Cook	Trophy Gold Medal Noel Leeming Portable Play Station
2 nd Place	Waitakere Primary Carlos Clarke	Silver Medal Farmers Hotdog maker and Flip it
3 rd Place =	Riverhead School John Tulloch	Bronze Medal Hunting & Fishing shirt
3 rd Place =	Waitakere Primary Aaron Kinge	Bronze Medal Hunting & Fishing shirt
Most Impressive School	Hobsonville Primary	PINS 10 pin bowling vouchers
Technology Prize – both entries included in the video on our website	Hobsonville Primary Waitakere Primary	Digital Camera PINS 10 pin bowling vouchers donated by The Web Company Digital Camera U-Lead video software donated by Vivid Computers
Other Prizes		PINS 10 pin bowling vouchers Westwave Swim vouchers Hells Pizza vouchers Local Liquor caps Auckland Council Rugby world cup badges etc for the team to take to America





2010 WAITAKERE ROTARY FUNDING RECIPIENTS



- ❑ Bluelight – Hine Toa Camp
- ❑ DARE
- ❑ Hospice West Auckland
- ❑ Motor Neuron Disease donation
- ❑ Outward Bound
- ❑ Summer Reading Program
- ❑ Trees for Survival
- ❑ Vanuatu School Earthquake Repair
- ❑ WONS donation
- ❑ Youth Projects Sponsorship

Rotary Projects:

- ❑ Rotary Challenge Camp
- ❑ Rotary Dictionaries for 9 year olds
- ❑ Rotary Emergency Response Kits
- ❑ Rotary International Foundation
- ❑ Rotary International Youth Exchange
- ❑ Rotary puddings for Greymouth
- ❑ Rotary ROMAC
- ❑ Rotary Summer Science Forum

Scholarships:

- ❑ Massey High: John Ritchie Memorial Scholarship
- ❑ Rutherford College: Alistair Morton Memorial Scholarship





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 sponsor's tent

Have a trackside stall

Enter in fun races between heats

CONTACT NAME: _____

COMPANY: _____

PHONE (Business): _____ (Mobile): _____

EMAIL: _____



Working for you





OPTIONAL ADVERTISING

Here is your chance to *really* get noticed at the 2012 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) _____





CONTACT DETAILS

Administration

Heather Pattison

info@soapboxderby.co.nz

Bus/Res: 810-9589

Mobile: 027-471-9569

Race Director

Kerry McMillan

clanmcmillan@xtra.co.nz

Bus/Res: 832-3229

Mobile: 021-416 777

For additional information:

Waitakere Rotary:

www.soapboxderby.co.nz

All-American Soap Box Derby:

www.aasbd.org

For all Rotary Club enquiries please phone

Kerry McMillan 832-3229



Brochure Front Cover Design:

Lauren Williams, Elam School of Fine Arts

www.soapboxderby.co.nz

Website hosted and sponsored by:

The Web Company

www.thewebco.co.nz

For all your website needs including design, development, e-commerce, social media, hosting, domain names and more please contact the friendly team at The Web Company on 0800 444 000

