



## **RACV Motoring Interests Program Guidelines**

The RACV Motoring Interests Program plays an important role in promoting Victoria's social and motoring history. The program provides sponsorship to the historic vehicle movement with the objective to connect communities, particularly in regional and rural Victoria with much needed local investment.

### **General**

RACV prefers 3-6 months lead time between sponsorship proposal and the event or activity.

Preference is given to sponsorships that provide appeal, accessibility, and benefit to local communities.

Supported events must be Victorian based.

### **Criteria for support**

#### **Should include opportunity for:**

- RACV member benefit
- community investment with a focus in regional Victoria
- promotion of Victoria's historic vehicle movement

#### **Other**

- RACV's financial support must be entirely acquitted within the event's administration
- naming or major sponsorship rights should be considered where relevant
- requests must be received via the online application form

### **Exclusions**

Events that:

- are sponsored by a direct RACV product competitor
- discriminate against individuals or groups
- are political or religious in nature
- are a hazard to the community
- promote tobacco or alcohol
- promote speed or dangerous driving
- support third party programs and events, including charities and foundations

### **Application process**

Requests must be made via the online link:

- <https://events.racv.com.au/survey.php?sid=26241&name=racv-motoring-interests-program>