

TARGA

NEWFOUNDLAND

DUEMILA · ROTOURA · BAMBINA



PARTNER WITH US FOR THE 2024 TARGA NEWFOUNDLAND
THE TARGA LEGEND CONTINUES...



North America's only Tarmac Rally.

Held on the Island of Newfoundland on seaside roadways and through quaint villages, the Targa Newfoundland is motorsport's ultimate road rally, a thrilling challenge to test your skills and abilities. Nowhere else will you get to race through towns and villages at full speed; nowhere else will you enjoy the people, the culture and the hospitality of one of North America's most beautiful destinations.



The Bucketlist Adventure.

Experience the thrill of a lifetime with Targa Newfoundland, North America's premier tarmac rally since 2002.

Immerse yourself in the breathtaking scenery as you take on the challenge of our one-of-a-kind adventure. With scenic-paved roads and an unmatched sense of excitement, Targa Newfoundland offers a driving experience like no other.

Don't just take our word for it – join the privileged teams and competitors who have already experienced the rush and make your mark on the road. It's time to unleash your inner adventurer with Targa Newfoundland.



2022 Motorsports Hall of Fame Inductee.

We're thrilled to announce that Robert Giannou, creator and owner of Targa Newfoundland was inducted has been inducted into the Canadian Motorsport Hall of Fame Class of 2022! Robert joins the ranks of the finest 262 members who have made their mark on the Canadian racing scene.

In 2002, Robert was the mastermind behind the first-ever Targa Newfoundland. And as if that wasn't enough, in 2010, he teamed up with Janet Brake to create a safety protocol that elevated Targa Newfoundland to new heights. Thanks to their tireless efforts, Targa Newfoundland is now widely recognized as the safest of the three main Targa events, attracting racers from every corner of the globe.



One Targa. Two Epic Rallies.

TARGA
NEWFOUNDLAND
BAMBINA

A two-day, two division, introduction to competition

TARGA
NEWFOUNDLAND
DUEMILA

A six-day, all division, full-on competition

The adventures begin on September 12 through to September 20, 2024.



Twenty One Years of Targa success.

- 25 Targa events
- 900+ competitive stages
- 1700+ competitors since 2002
- 200+ volunteers from North America
- \$1,700,000 raised for Targa supported charities (Easter Seals, Autism and Pancreatic Cancer)
- Supported 2000+ service crews and families from around the world
- Hosted by more than 120 Newfoundland and Labrador communities!
- Biggest and best group of annual events in Atlantic Canada
- Put safety as our #1 priority by preparing 600+ drivers/navigators

Economic Development and Impact.

\$75,000,000 total cash activity generated
Provincial Department of Tourism Study 2009

\$108,000,000 total economic activity created
Hard cash expenditure

30% companion spending with a **27%** provincial and regional purchasing coefficient (MUN School of Business study 2007)

\$31,000,000 total Gross Domestic Product (47% of cash generated)
Provincial Government study 2011

Benefits Newfoundland and Labrador tourism
Brand and product launch/promotion
Local communities, towns and villages

Promoting Newfoundland to international, national and local audiences





Targa Sponsorship Opportunities.

Brand/Product Exposure

- On-site brand activation
- Sponsored autograph sessions
- Team product/service promotion
- Evening car show sponsorship

Relationship Development

- Meet and greet with Targa teams & partners
- Award ceremony prize presentation
- Connect to fans via social media promotion

Behind the scenes experiences

- Connect with service crews/team support
- Be part of competitor tech inspections
- Stage setup, course close/open

Elevate Brand Positioning

- Title sponsor
- Official sponsor
- Press releases/Media Coverage
- Align with complimentary partners



Audience: Competitors + Spectators

Competitor teams: 400 (estimated based on a 50% return)
each team averages 5 people

(2 competitors 3 service)

Spectators

- 50.000 (estimated) based on community population including
- Roadside Spectators
 - Evening car shows during Targa
 - Participation in Canadian events:
 - CIAS (Canadian International Auto Show)
 - Toronto Motorama,
 - Montreal, Vancouver Autoshow
 - Participation in US automotive events
 - SEMA, New York Autoshow, Detroit Autoshow
 - TV Exposure:
 - TSN/RDS
 - B Sky B throughout Europe

Road, Course and Public Safety.

Targa Newfoundland boasts an exceptional safety track record, setting it apart from international Targa events. The event's rigorous safety measures encompass both the course and public areas, ensuring the well-being of participants and spectators.

This commitment to safety has earned Targa Newfoundland a stellar reputation, with no major incidents in 2023. By aligning your brand with our event, you'll be associated with a world-class competition that prioritizes the safety of all involved, a testament to our dedication to excellence and responsibility.



A black and red Ford Focus RS rally car is shown from a rear three-quarter view, driving on a paved road that curves to the left. The car features prominent red lightning bolt graphics on its rear fenders and a rear spoiler. The license plate reads 'HVV 9321'. Below the license plate, there are two stickers: a Ford Performance logo and a 'MT. WASHINGTON' event sticker. In the background, another rally car is visible further down the road, and the landscape is filled with tall evergreen trees under a cloudy sky.

Join the Targa community.

Website – completely rebuilt in 2023/e-store launching soon

Facebook – +12k followers and growing
– a monthly reach of + 30,000

Instagram – +1800 followers, relaunched in 2023

WhatsApp – team/drivers group launched in 2023 competition communications, news and updates



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