



Hot **Hi-Tec Oils®**
IMPORT
NIGHTS
A U S T R A L I A

THE BIGGEST CONSUMER-CENTRIC AUTOMOTIVE LIFESTYLE BRAND IN THE WORLD

The event that is reviving the Australian automotive lifestyle scene

CARS | MOTORCYCLES | FASHION | INFLUENCERS | MODELS | MUSIC | GAMING | TECHNOLOGY | LIFESTYLE | FOOD | SPORTING

A group of people are gathered at a night event. In the foreground, two young boys are looking at a small card held by one of them. The boy on the left is wearing a grey hoodie, and the boy on the right is wearing a blue and white jacket. In the background, a woman is holding a red smartphone, and another person is wearing a blue cap with "NAVY UNITED STATES" written on it. The background is filled with blurred lights and structures, suggesting an outdoor night setting.

***“YOUR CHANCE
TO TAP INTO A
HIGHLY ENGAGING,
LOYAL AUDIENCE
THAT WILL HELP
YOU ACHIEVE
MARKETING AND
SALES OBJECTIVES
PLUS GROW YOUR
BRAND”***

The background of the slide is a composite image. On the left, a woman with long blonde hair is shown in profile, smiling, with her hand near her face. The rest of the background is a large, dense crowd of people at a night event, possibly a concert or festival, with stage lights visible in the distance. A red diagonal line runs from the top left towards the center.

THE OPPORTUNITY

HOT IMPORT NIGHTS AUSTRALIA CAN DELIVER THE RIGHT AUDIENCE TO YOUR BRAND

- An abundance of fans aged 18-35
- An opportunity to market and sell to the growing automotive aftermarket segment, currently \$40 billion strong and growing annually
- A fan base that relies on often high demand aftermarket products to customise their vehicles and lifestyle
- A group of consumers that are YET to be introduced to your brand
- Be part of a revolution, help revive and create the future of the scene
- Capitalise on the year on year growth in the female enthusiasts and high net worth individuals ethnic demographics

ACCOLADES



WHAT PEOPLE ARE SAYING ABOUT THE HOT IMPORT NIGHTS BRAND:

“

HIN continues to provide a successful platform for GM to reach a highly targeted group of young car enthusiasts. Display attendance is among the best of any youth related event we are involved in, and our web traffic back to gmtunersource.com has tripled this year.

Todd Christensen, National Promotion Manager,
General Motors

“

This was really what the car scene needed. It felt like the old school days of Auto Salon and really brought so much of the car scene back together.

Domestic Mango

“

Nothing like a good car event to make you want to spend more money on your car. Live
Fast Australia

“

Hot Import Nights showcases a variety of young-adult relevant content, including import tuner cars, music, and fashion in an action-packed, entertainment-driven environment. And the Big Mac Challenge enables enthusiasts to participate by voting for their favorite car using mobile technology. Through our sponsorship of Hot Import Nights, we are able to connect Big Mac and the McDonald's brand with an important demographic group in a unique environment.

Douglas Freeland, Director of Brand/Entertainment
Strategy, McDonald's Corporation

“

Since the demise of Auto Salon in Australia, almost a decade ago, there's been a void in the modified car community nationally and it's been felt in the scene, especially amongst the rising generation. This void goes far beyond and carries a greater significance than the show itself; as it's events like this that fuel our small ecosystem here in Australia.

low-down.com, biggest automotive lifestyle
media in australia

“

What I didn't expect was the overall friendly and enthusiastic vibe of the whole event. The organisers had clearly gone above and beyond to try and give the thousands of aficionados an experience that they would never forget, and hopefully come back for again and again.

Life Without Andy

“

The best car show in the last 10 years. HIN 2017 allowed me to experience that intimate and familiar feeling that I have lost for the last 15 years, the passion and the competitive nature of the scene, looking forward to HIN 2018!

Australian Oz Mover Club

PROVEN RECORD

HOT IMPORT NIGHTS AUSTRALIA CURRENT SPONSORS AND SUPPORTERS:

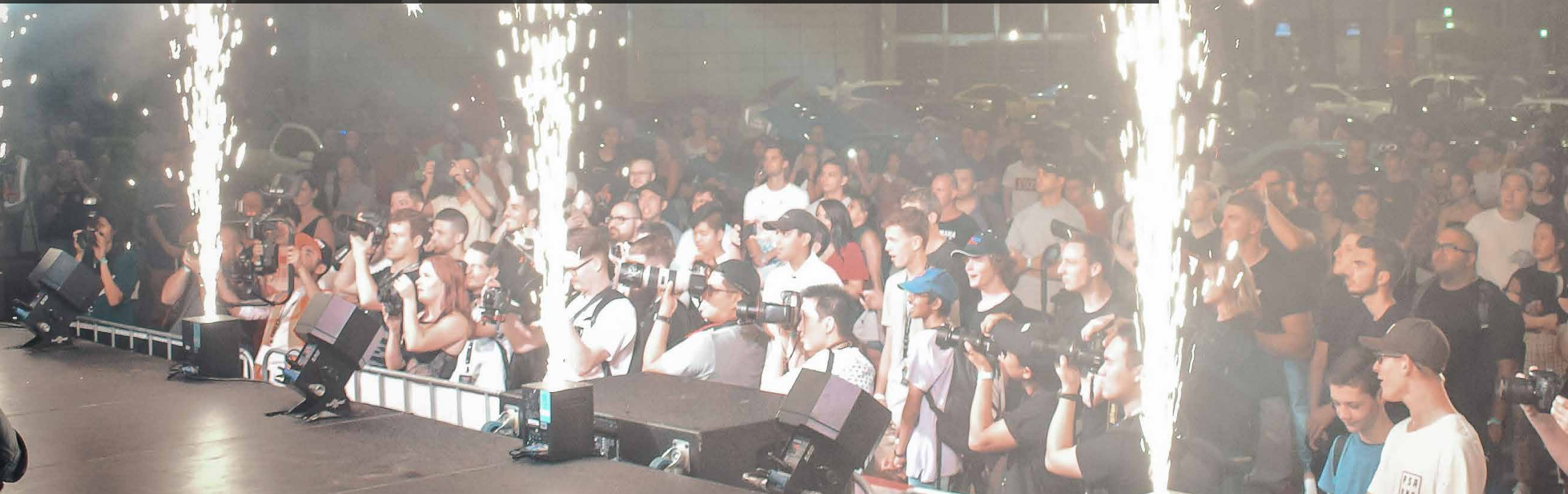


HOT IMPORT NIGHTS USA PAST AND PRESENT SPONSORS AND SUPPORTERS:



SUCCESS STORIES

- **Fast & The Furious** - Sourced the movie cars and provided authenticity for the scenes with background cast, cars, visuals, that were all derived off of the HIN platform
- **Juiced 2 HIN** - Game generated 60 million in global revenue off of the HIN community world wide
- **NOS** - helped provided the national marketing presence and expansion of the energy drink to lead up to the acquisition by Coca-Cola Corporation
- **EA's Need for Speed Underground** - Developed the logo and aided in core gaming features based on the tuner culture to make this a category leader among racing games
- **Scion** - helped develop the "community" around Scion owners thus catapulting this start up brand to be one of the most successful sport compact car launches of this generation

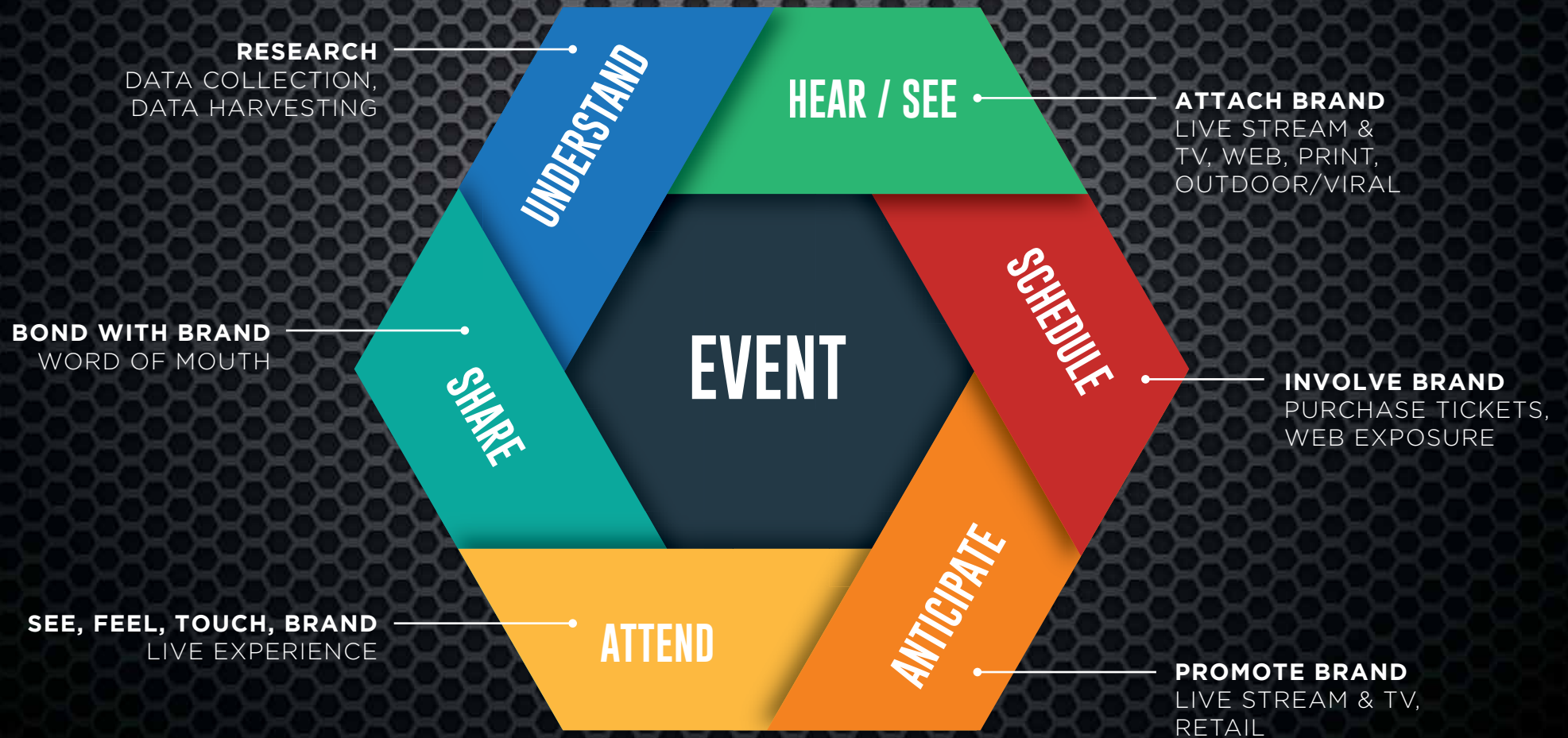


IN THE PRESS

The collage features a variety of automotive magazines. At the top left is the **PASMAG Supercar Special Issue** featuring a black and white photo of a car. To its right is **MAXIM** magazine with a woman on the cover. Further right is **SUPER STREET** magazine featuring a white Toyota Supra. Below these are **IMPORT Tuner**, **FHM**, and **Fast Fours & Rotaries**. The bottom row includes **HOT4C**, **Supra Model**, **PASMAG Opus**, and another **MAXIM** issue featuring Ruby Rose. A large red diagonal banner with the text "IN THE PRESS" is overlaid on the collage.

HOW YOU ARE INVOLVED

360° MARKETING STRATEGY





DEMOGRAPHICS

**HIN'S CAPTIVE AUDIENCE
(18 TO 35 KEY & VALUABLE AGE DEMO)**

- Trend & Tech Savvy Consumers
- Taste Makers
- Hypebeasts
- Social Media Savvy Attendees
- Lifestyle Influencers
- Gatekeepers to their circles
- Key Opinion Leaders
- 80% Male, 20% Female (growing)*

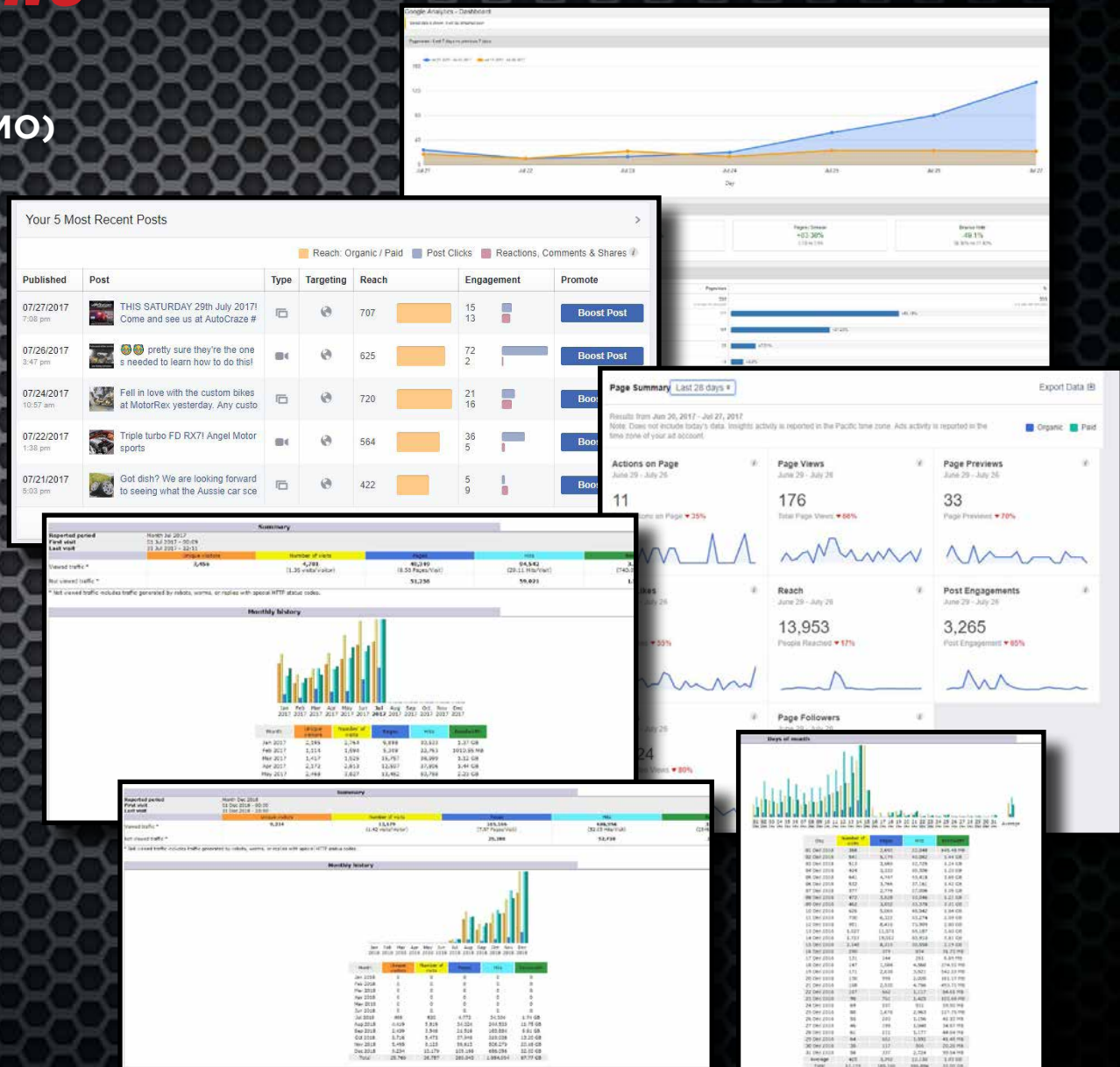
*Gender split per Facebook social media engagement results in 2018.



INTERNET MARKETING

HIN'S CAPTIVE AUDIENCE (18 TO 35 KEY & VALUABLE AGE DEMO)

- How would you like to reach 3 million automotive lifestyle fans just within our Facebook network weekly (Oceania, Asia and US reach)
- Have access to thousands of community users at our HIN website database
- Get over 20,000 impressions within 24 hours just on one post by Official HIN social media
- Increase your Facebook fans by the passionate following of our online followers
- Get your brand message across to every relevant BLOG, E-Zine and FORUM in this space
- HIN generates over 50MM impressions online per event
- Our content is the most sought after in this space





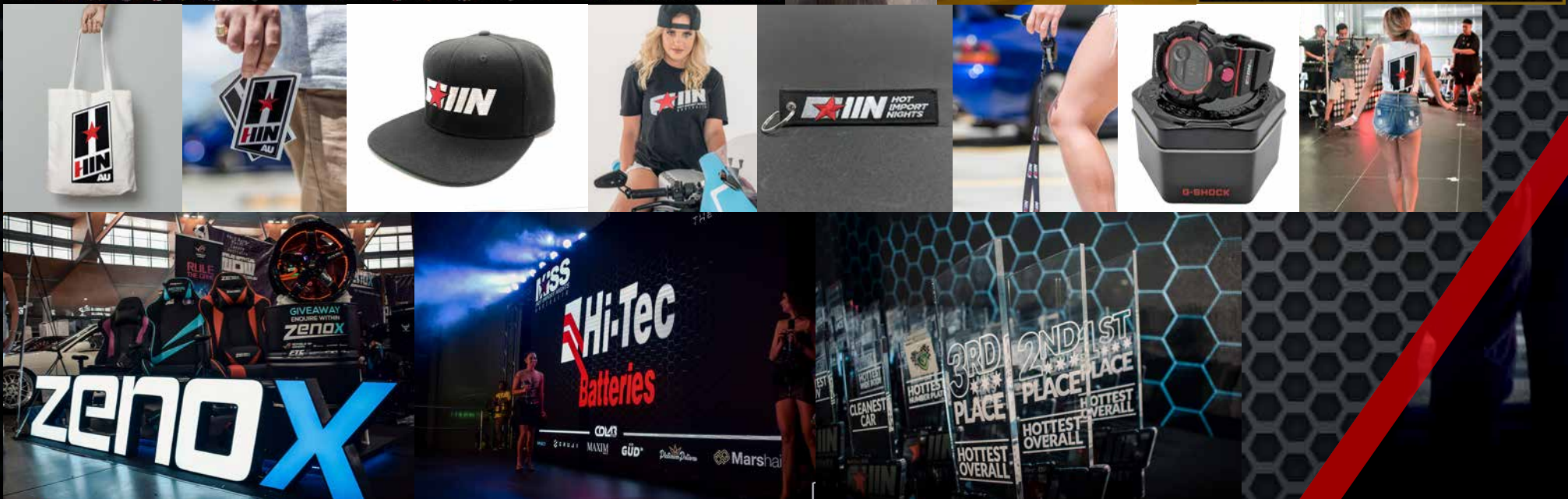
INTERNET MARKETING

SOCIAL MEDIA ASSETS

Facebook members / HIN models and influencers with fans in the hundreds of thousands each, can promote HIN event flyers (with your brand) on their social media channels, capture audiences LIVE, and albums virally reaching mass targeted impressions to an influential audience ranging between 16 to 35.

PROMOTION SAMPLES

- Tens of thousands of physical and digital event flyers circulated virally
- Your brand and/or product incorporated into the look and feel of the designs
- We will work closely with your marketing team to plan on all activations and strategies





***TSURU FOOD TRUCK SOLD OUT
OF THEIR FOOD AT OUR 2017
SYDNEY MAIN EVENT***

RIDE THE FUTURE

WHAT MAKES HIM EVEN MORE
RELEVANT TODAY?

- Social Media Connection
- Hundreds of Content Creators
- Unique Content
- Posted, Shared, and Liked
- Virtual & Augmented Reality
- Hundreds of Bloggers
- Thousands of Fans
- Reach in the Millions
- Instant and LIVE!

***INSTANTLY SHARE
YOUR BRAND OR
PRODUCT IN THE
DIGITAL SPACE
OVER MULTIPLE
PLATFORMS BY
FEATURING AT THE
LIVE EVENTS***



HISTORY OF HIN

1998

*HIN launches
in the
streets of
Long Beach,
California,
USA*

2000

- Mazda signs on as HIN's first OEM car manufacturer sponsor.
- With only six staff members, HIN travels beyond its home state of California to New Jersey, Chicago and Ft. Lauderdale.

2002

- The HIN footprint continues to grow, rolling into New Orleans, Houston and Orlando.
- Pepsi signs on as the first consumer brand sponsor.
- Hired by SEMA to host the International Auto Salon.

2004

- The first international HIN is held in London, England.
- Attendance grows by 30 percent.
- HIN attracts celebrities such as MTV's Wee-Man, Playboy's Playmate of the Year Carmella DeCesare and 50th Anniversary Playmate Colleen Shannon, Tera Patrick, Good Charlotte and Brande Roderick from "Baywatch".
- Focused on luxury and exotic vehicles, VIP Auto Fashion created due to high demand, Dupont Registry serves as presenting sponsor.

1999

- HIN signs major sponsors such as Meguiar's.
- Expands to 4 shows, including the first Northern California event.
- To accommodate the first ever indoor, lights-out automotive nightclub event.
- Hot Import DAZE, the outdoor sister event series, is born.

2001

- Valvoline comes aboard as presenting sponsor.
- The HIN movement gains tremendous momentum and expands to 12 cities, including Dallas and Seattle.

2003

- The hottest and most talented up-and-coming artists are found on the "Pepsi Urban Stage", which becomes a key attraction of the show.
- The innovative "Ride and Drive" program is developed in partnership with Skip Barber Racing and BFGoodrich Tires.
- Mazda Club stage features the biggest club DJs of the year, including Donald Glaude, Charles Feelgood and Christopher Lawrence.

HISTORY OF HIN

2005

- HIN's new title sponsor, XM Satellite Radio, brings live music performances to every event, as well as McDonald's.
- D Force releases HIN Edition Hot Wheels to major retailers like Target and Wal-Mart.
- HIN adds the Electronic Gaming Zone with 70 gaming kiosks and competitions.
- HIN's modelling program attracts girls from the pages of Maxim, FHM and Stuff magazines.

2007

- Boost Mobile signs on as title sponsor.
- NOS Energy Drink becomes the official energy drink of HIN and Nightshift events.
- Nightshift attendees complete in the Mazda Challenge behind the wheel of identical Mazda3 cars using Dunlop Tires and instruction by Skip Barber Racing.
- NOS tours with a mobile studio to photography contestants for a NOS spokesmodel and poster girl.
- Mazda main stage performances by E-40, Sean Kingston, Even and Miri Ben Ari among others.
- National Guards G35 Fallen Soldier Tribute car by Nick Ashby goes on HIN tour and featured in national magazines.
- THQ launches "Juiced 2: Hot Import Nights" on four popular game consoles. The international press introduction is held at the Nightshift San Diego event.

2006

- Mazda main stage features headline acts from Cassie, Pitbull, Tami Chynn, Chamillionaire, Twista and other popular rap, hip-hop and R&B artists.
- 1,000+ Nightshift attendees experience autocross competition behind the wheel of the supercharged Chevrolet Cobalt SS cars in the Skip Barber Racing and BF Goodrich "Kick ASSphalt" Tour.

2008

- Valvoline Dyno Challenge at Nightshift events take horsepower competition to a new level with Valvoline's mobile dynamometer.
- The Hot Import Nights and Nightshift tour expands to 22 events.
- Erin McKinnon, Maxim Magazine's 2007 Hometown Hottie winner, joins the HIN Tour as a featured model.
- Nightshift events incorporate XDL Sportbike Freestyle Championships.
- SPEED Channel launches "Hot Import Nights" and captures the action from 10 segments of the HIN Tour.

2009/10

- HIN/NOPI gives the National series a run.

2011

- Started Global Expansion - First HIN Philippines starts in Manila.

2013

- Second HIN Philippines show - The only HIN show that spans for 2 days.

2015

- HIN Canada starts with shows in Vancouver and Calgary.
- Negotiations with Poland to hold HIN Poland in August 2016.
- HIN Philippines expands to another Philippine city - Davao another 2 day show.

2012

- HIN's 2012 tour consists of Nightshift and XDC events.
- HIN to produce a 14-city tour, including 12 U.S. and two international locations, with additional U.S. markets to be added throughout the year.
- Sylvania Automotive joins as a major sponsor of the HIN Tour and presents the "Hottest Lighting Award" and additionally increasing the prize purse for the coveted HIN Car Competition.
- HIN teams up with Digital Artists to blend live events with the virtual world focusing on mobility and experiential screens.
- HIN plans to expand internationally into emerging markets that share similar ecosystems and platforms.

2014

- Aside from the mainland USA shows it continue a successful international run in Philippines still continuing it's 2 day format of shows.

2016

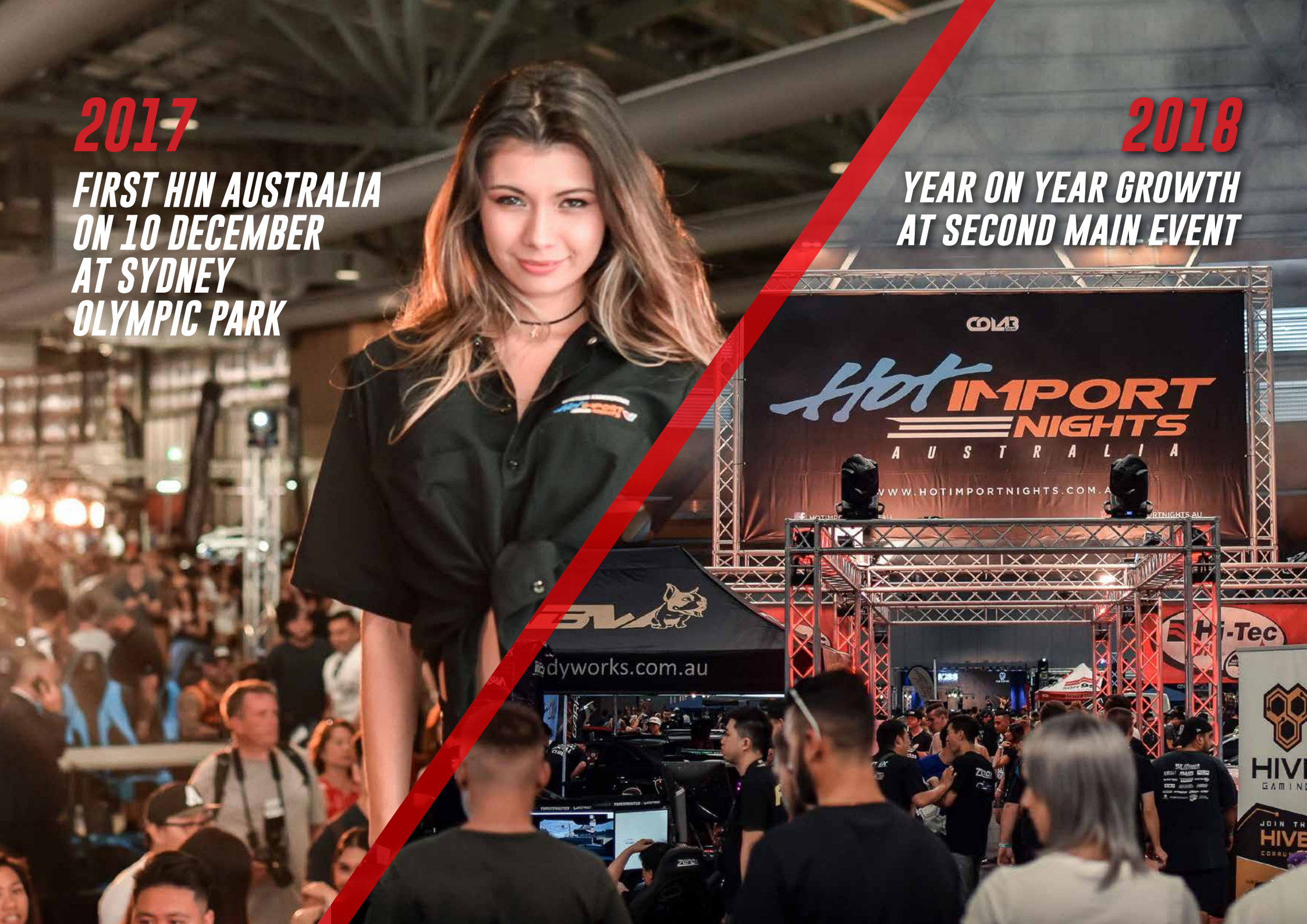
- First HIN Poland on August 20 2016 at Krakow Expansion to the rest of Asia commences.
- Australia confirmed to hold HIN Australia in 2017 and beyond.

2017

**FIRST HIN AUSTRALIA
ON 10 DECEMBER
AT SYDNEY
OLYMPIC PARK**

2018

**YEAR ON YEAR GROWTH
AT SECOND MAIN EVENT**



RECENT DEVELOPMENT

OFFICIAL HIN TOUR SCHEDULE – GET READY FOR A HIN NEAR YOU!

• February 17th:	San Pedro, CA (Port of Los Angeles, Waterfront)	HIN Season Opener
• March 30th:	Los Angeles, CA (Los Angeles Memorial Coliseum)	HIN Season Opener
• April 6th:	Dallas, TX (Market Hall)	Hot Import Nights + Fanboys Comic-con
• April 20th:	Honolulu, HI (Blaisdell Exhibition Center)	Hot Import Nights
• May 4th-5th:	Manila, PI (Metrowalk Tent & Open Grounds)	HIN International
• June 8th:	Phoenix, AZ (Westworld)	Hot Import Nights + Power 98.3 Summer Concert
• June 22nd:	Seattle, WA (Angel of the Winds Arena)	Hot Import Nights
• June 29th:	Denver, CO (National Western Complex)	Hot Import Nights
• July 6th:	Kansas City, MO (Arrowhead Stadium)	Hot Import Nights + 4th of July Weekend Festival
• July 27th:	Minneapolis, MN (Canterbury Park)	Hot Import Nights
• August TBA:	San Jose, CA (Santa Clara County Fairgrounds)	Hot Import Nights + SJ Fair
• August 24th:	Loudon, NH (New Hampshire Motor Speedway)	HIN + DASH + RALLY + DRIFT
• September 7th:	Des Moines, IA (Bel Air)	Hot Import Nights + Music Festival
• September 14th:	Atlanta, GA (Turner Field)	Hot Import Nights + Clean Culture Meet
• September 21st:	Orlando, FL (Venue TBA)	Hot Import Nights
• October 12th:	Portland, OR (Portland Expo Center)	Hot Import Nights
• November TBA:	Auckland, New Zealand (Venue TBD)	HIN International
• November TBA:	Sydney, AU (Sydney Olympic Hall)	HIN International
• December TBA:	Houston, TX (George R. Brown Convention Center)	Hot Import Nights
• London, UK	(Venue TBD)	HIN International
• Montreal, Canada	(Venue TBD)	HIN International
• Amsterdam, Netherlands	(Venue TBD)	HIN International
• Las Vegas, NV	(Venue TBD)	Speed & Offset

* additional events to be added throughout the season. ** venues subject to change

MARKETING + PUBLIC RELATION OPPORTUNITIES



DISPLAY AND BRANDING SPACE

- Size ranges from 3mx3m to 6mx18m areas

HIN PRESENTS YOUR ATTRACTION

- Ancillary section of show for added entertainment that is exclusively branded with your product
- Your brand presenting different sections of show; models, technology, main stage, fashion, talents, contests

EVENT SIGNAGE

- Miscellaneous traditional signage in event lobby, entrance areas, etc. (where applicable)

STEP & REPEAT BACKDROP

- Signage for Photo Ops

PROMOTIONAL PIECES

- Logo inclusion on all flyers to promote the events

COMPANY NAME RECOGNITION

- Numerous P.A. announcements and on-stage giveaways throughout the event

TROPHY SPONSORSHIP

- Your brand presenting different categories of our highly sought after and publicised awards

WEB

- Logo inclusion in mass e-mail campaigns
- Logo inclusion and hot-link via company logo on the Hot Import Nights Social Pages
- Logo inclusion in HIN video series
- Logo inclusion in live stream sessions

ONSITE DATA RESEARCH

- Opportunity for digital expo vendors to do data research with new products, market surveys, opinion gathering (Opportunities vary and are unique to every market)
- Additional costs incurred

CROSS PROMOTIONAL OPPORTUNITIES

- Option to customized cross-promotional campaigns designed to generate sales (Opportunities vary and are unique to every market)
 - » HIN official promo car project where the public decides how it is modified
 - » Media launch party, pre party and after party
 - » Official and unofficial car meets leading up to the event
 - » DJ and model search contests leading up to the event



PRIZES FOR MODELS AND CAR CREWS

- Opportunity to give prizes to winners of selected competition categories such as Miss HIN Search and Best of Show Car Winner (for example)
- Opportunity to give prizes to HIN DJ Competition

STAGE GIVEAWAYS OF SPONSORED ITEMS

- Various companies participating at HIN can give away merchandise on stage

EVENT TICKETS

- Logo on all ticketing
- Complimentary tickets for your team and access to VIP areas in all events leading up and during the main event

RIGHT FOR REFUSAL

- For future HIN events nationally and in Asia



WELCOME TO





LET'S CHAT!

WE ARE ALWAYS LOOKING TO COLLABORATE WITH BRANDS AND BUSINESSES, WHETHER IT IS A SHORT TERM OR A LONG TERM ENGAGEMENT.

BELOW ARE THE WAYS YOU CAN ENGAGE US:

- Exhibitors
- Event Sponsorship including Naming Sponsorship
- Award / Categories Sponsorship
- Event Section Sponsorship E.g. Model Lounge, Fashion, Technology
- HIN Project Vehicle Sponsorship
- Media Partners
- Models, Influencers and Talents
- Promoters
- Journalists, Videographers and Photographers

**FOR MORE INFORMATION VISIT HOTIMPORTNIGHTS.COM.AU
OR EMAIL: INFO@HOTIMPORTNIGHTS.COM.AU**



***WELCOME TO THE WORLD'S LARGEST
AUTOMOTIVE LIFESTYLE FESTIVAL***

BROUGHT TO YOU BY

COLB
team