



PARTNERSHIP PROPOSAL · 2026 / 27

PUT YOUR BRAND ABOVE THE SMOKE.

New Zealand's premier and fastest-accelerating motorsport. A 7.9M-view footprint, national and trans-Tasman TV, packed stadiums and a global stage from 2027.

WHY D1NZ

23 YEARS. STILL THE LOUDEST SHOW IN KIWISPORT.

For over **23 years** D1NZ has carried New Zealand drifting from grassroots paddocks to the global stage. Door-to-door battles, tyre-shredding entries and a packed-stadium spectacle you feel in your chest.

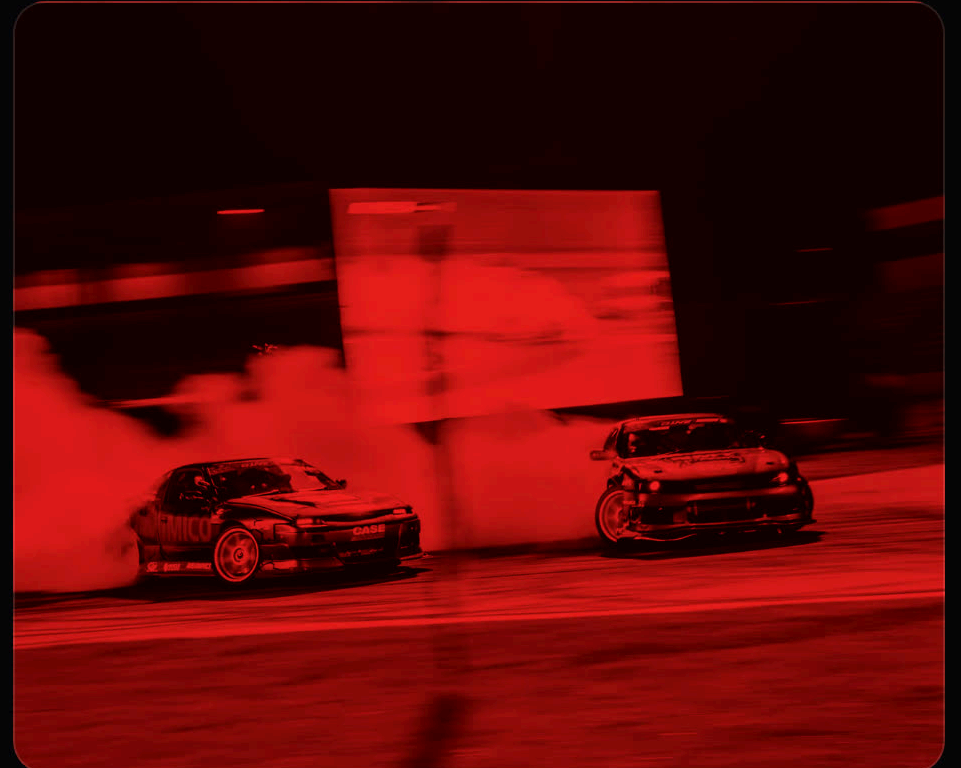
It is high-performance, high-risk and high-energy: the fastest-accelerating, most watchable discipline in Kiwi motorsport. We partner with purpose, developing drivers, strengthening brands and exporting Kiwi motorsport to the world.

NATIONAL + TRANS-TASMAN TV

PACKED STADIUMS

SIX ROUNDS

GOING GLOBAL · 2027



AUDIENCE + REACH

THE NUMBERS DON'T LIE.

Across owned channels, paid social and national broadcast, D1NZ delivered serious cut-through over the 2026 season.

7.9M+

CROSS-PLATFORM VIEWS

334K+

CROSS-PLATFORM SUBSCRIBERS

12.6M

FACEBOOK ORGANIC VIEWS

9.6M

INSTAGRAM VIEWS

694K

YOUTUBE VIEWS · 2026

2.1M

PAID SOCIAL VIEWS

88.2%

MALE AUDIENCE

25-34

CORE AGE GROUP

217.2K

FACEBOOK FOLLOWERS

51.3K

INSTAGRAM FOLLOWERS

73K+

YOUTUBE SUBSCRIBERS

40.7K

TIKTOK FOLLOWERS

2026 D1NZ season figures across owned and paid social. All digital figures verified via Meta and YouTube native analytics.

WHO YOU REACH

A HIGH-SPEND AUDIENCE MONEY CAN'T EASILY BUY.

D1NZ's audience is **young, fiercely loyal and deep in the categories that matter**: automotive, energy, tools and trades, tech and apparel.

This is a hard-to-reach demographic that tunes out traditional advertising, but turns up, leans in and buys at the track. **6,500 fans a round**, brand in hand, event after event.

AUTOMOTIVE

ENERGY & FMCG

TOOLS & TRADES

TECH & GAMING

APPAREL



TV + BROADCAST

WE DON'T RENT OUR BROADCAST. WE OWN IT.

Most properties hand their coverage to a third party and hope for the best. D1NZ doesn't. We own the **production truck** and **Rebel Broadcast**, so your brand is built into the show, not bolted on: naming, segments, live reads, branded graphics and replays across Sky TV, Fox Sports, Kayo and free-to-air.

307K+

HOURS CONSUMED

285K+

LIVE VIEWERS

307

TV HOURS · AUS & NZ

\$900K

MEDIA VALUE · TV NAMING

\$110K in. \$900K out.

AN 8X RETURN ON TV-NAMING, THE KIND OF VALUE ONLY AN OWNED BROADCAST CAN DELIVER.

AS BROADCAST ON

skySPORT



Kayo
SPORTS

RBL
REBEL BROADCAST

PROOF · BRANDS WIN HERE

BRAND EVERYWHERE. THE MONSTER PLAYBOOK.

As **Presenting Partner**, Monster Energy didn't just sponsor the championship, they ran through every layer of it: a branded archway on arrival, green theatrics in the crowd, sampling brand-in-hand, ambassadors front and centre, trackside signage in every TV cut and an Arrive & Drive car on the grid.

"D1NZ is a branding powerhouse, and we're excited to go bigger and better for 2027."

AJAY PATEL · NZ MARKETING MANAGER, MONSTER ENERGY



STANDALONE GLOBAL EVENT · 2027

YOUR BRAND, ON THE WORLD STAGE.

The **Drift GP by D1NZ** is a standalone event on its own day, where the **Top 8 of D1NZ go head-to-head with 8 of the world's best**. It launched in 2026 and is back bigger for 2027, drawing talent and broadcast from the USA, Europe, Japan, Australia, China and New Caledonia.

Partners who come on board now ride that growth from the ground floor, their brand carried into new territories as Kiwi drifting goes worldwide.

USA

EUROPE

JAPAN

AUSTRALIA

CHINA

NEW CALEDONIA

VIRTUAL D1 · TECH MEETS REALITY

WHERE SIM DRIFTERS BECOME REAL DRIVERS.

Virtual D1 is our Virtual Drifting esports championship: **200+ entries** battling online for the ultimate prize, an arrive-and-drive seat in the real VD1 Supra at a D1NZ event. And it is not just screens, **hundreds tried the sims** trackside at Pukekohe and Baypark.

A first-party, tech-native audience tech brands fight to reach. **Naming rights open for 2027.**

SIM-TO-TRACK PATHWAY

FIRST-PARTY AUDIENCE

NAMING RIGHTS · 2027

200+

ONLINE ENTRIES

100s

TRIED THE SIMS ON-SITE

A80.9

ARRIVE & DRIVE PRIZE CAR

7.9M

D1NZ PLATFORM BEHIND IT

PARTNERSHIP OPPORTUNITIES

PICK YOUR ALTITUDE.

Real rate-card levels. Every package is tailored around your goals, mix, match, go regional or own the series.

D1NZ TITLE / NAMING RIGHTS	Own the D1NZ Championship · 1 per season	POA
DRIFT GP TITLE / NAMING RIGHTS	Own the standalone global event · 2027	POA
TV BROADCAST NAMING	"Coverage brought to you by..." · \$900K media value	\$110K
FULL SEASON · GOLD	Tier Two · five series partners	\$90K
OFFICIAL QUALIFYING SPONSOR	Own qualifying day · one per season	\$60K
FULL SEASON · BRONZE	Tier Three · get in the game	\$25K
CONTROL TYRE SUPPLIER	Sell to the whole grid	\$15K

LET'S TALK DRIFT

PUT YOUR BRAND IN THE SMOKE.

Come on board now and be named alongside the calendar, the broadcast and the global 2027 Drift GP. No hard sell, just drift. Let's tailor something around your goals.

PARTNERSHIPS

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EXPLORE

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