



Dear Sir/ Madam

Re; Sponsorship

I am writing to you regarding the 'Herefords Australia National Youth Expo' to be held in Parkes, NSW on the 5th – 7th of July 2019.

Herefords Australia Youth has over 250 members and is growing every year. We are a national youth organisation with the aim to aid likeminded people with the vital tools, experience and contacts to further their endeavours within the agricultural industry.

As an event that is held annually, it is our hope as a committee to make the Herefords Australia National Youth Expo bigger and better than any previous. We anticipate a minimum of 150 participants from multiple states across the country. Although it is not without the extraordinary continued support and donations of our trusted business' that we are able to conduct the necessary planning to schedule educational events, which allows us to reward the competitors for their enthusiasm, commitment and devotion towards the agricultural industry.

As a business, we strongly believe this is a prime opportunity for you to showcase your products, present your brand and display your operation, to gain you significant exposure and recognition as an organisation committed to rural youth.

Therefore, we would like to offer your business the opportunity to feature as a sponsor for the Herefords Australia National Youth Expo 2019 event.

Below is a table of possible sponsoring opportunities and some of the benefits your business will receive in return.

Thank you for taking the time to consider our sponsorship, if you have any questions concerning event details, please do not hesitate to contact me.

Kind Regards,

Nikki Martin

0428 950 858

2019 Herefords Australia Youth Expo, Parkes

Sponsorship Opportunities												
<i>GST inclusive</i>	Naming Partner \$8,000	Diamond Partner \$5000	Most Potential Breeder Partner	Dinner Partner \$3,000	Hat partner \$2,500	Pearl partner \$2000	Gold Partner \$1,500	Silver Partner \$750	Team Partner \$500	Bronze Partner \$250	Star Partner Suppliers of ballot animals	Donation Partner \$100
Positions Available	1	Unlimited		3	1	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Trade Stand	Yes	Yes		Yes	Yes	Yes	Yes					
Advertising (All sponsors acknowledged via social media)	Acknowledged in all event promotion in same manner as Herefords Australia Youth	Acknowledged in all event advertising with name moderately sized	Acknowledged in all award promotion	Acknowledged in event coverage	Acknowledged in event coverage Logo on hats	Acknowledged in event coverage						
Uniforms	Large logo on back and front	Logo on back	Logo on Back	Logo on back	Logo on back	Logo on back	Name on back	Name on back	Name on back	Name on back	Name on back	
Presentations	Presentation during event	Presentation during event		Dinner Presentation								
Awards	Major Awards (Champions)	Major Awards (Champions)	Presentation of this award	Presentation at Dinner		Major Awards (Champions)	Major Reserve Awards	Major Reserve Awards	Major Reserve Awards	Class Naming and Presentation	Class Naming and Presentation	Class Naming and Presentation
Catalogue Advertisement	1 full page ad	1 full page ad	1 half page ad	1 half page ad	1 half page Ad	1 half page ad	1 half page ad	1 third page ad	1 quarter page ad	1 quarter page ad		
Signage and Promotion	All prominent areas at event (Cattle Shed, ringside, dining hall, dinner)	Dining area, judging ring and cattle shed	Dining area, judging ring and cattle shed	Dinner, dining areas and judging ring	Hats	Judging ring and dining areas	Judging ring and dining areas	Judging ring	Judging ring	Judging ring	Judging ring	
Logo in Catalogue	Prominent on Front Cover and inside cover	Large inside front cover	Logo on page featuring this award	Dinner menus and large inside cover	Inside cover	Inside cover	Inside Cover	Inside Cover	Inside Cover	Inside Cover	Inside Cover	Inside Cover
Promotional Items in Participant Bags	Up to 5 items	Up to 4 items	Up to 2 items	Up to 2 items	Hat	Up to 2 items	Up to 2 items	1 item	1 item			
Dinner Tickets	5	3	2	2	2	2	2	1			1 per 2 head	