



ENCOURAGING THE NEXT GENERATION TO ENGAGE IN THE CATTLE INDUSTRY BY PROMOTING OPPORTUNITY, UNDERSTANDING AND KNOWLEDGE.

SPONSORSHIP PROSPECTUS



ABOUT THE HEREFORDS AUSTRALIA NATIONAL YOUTH EXPO

The Herefords Australia National Youth Expo is an annual event that is held every year in July School holidays. The event is held across NSW and VIC & QLD, alternating between locations to allow a greater breadth of audience and participation. We are pleased to announce, the 2024 expo will be held in Cootamundra, NSW.

Herefords Australia has a long and proud history. **Our future is just as important.**

A dedicated Youth Committee, in conjunction with the Herefords Australia Corporate team and Board, develop and execute the expo which aims to educate, encourage and inspire our youth members who are the future advocates for the breed. *The Committee is run by youth, for youth.*

The Expo is designed to give young people the opportunity to build their knowledge and understanding of the beef industry, in a safe and welcoming environment.

Participants range from 6 years to 25 years. Activities are designed to target each age bracket with more tactile activities and experiences for the peewees and juniors to focusing on educational and professional activities for our Intermediate and Senior youth groups. There are public speaking opportunities, a buddy program, demonstrations, carcass breakdowns and educational forums set out across the 3-day event. A dinner and auction, with a guest speaker is one of the many highlights which is to be held at the Cootamundra Ex-Services Club. Experience varies from beginners across each age category, to the more experienced show folk.

The event is largely driven by the parents, families, volunteers and existing members of Herefords Australia.

BE PART OF THE FUTURE OF HEREFORDS AUSTRALIA INDUSTRY BY SPONSORING THE 2024 NATIONAL HEREFORDS AUSTRALIA YOUTH EXPO

The Herefords Australia Youth Committee is again seeking funds to support a successful year of operations and to assist in reducing the cost to participants. Having industry involvement in the event will ensure a high standard of session content and credibility. The National Herefords Australia Youth Expo presents the following sponsorship opportunities for your consideration. A detailed account of the benefits for each sponsorship level can be seen on page 3 of this prospectus.

Investment in the 2024 National Herefords Australia Youth Expo will potentially provide your business with:

- Exposure to a target audience of young cattle industry enthusiasts, teachers and farming parents.
- Increased brand recognition for your business through involvement in the event and support of the Australian Herefords industry.
- Increased knowledge and information about your products and services among young participants, teachers, farm businesses and service industries in attendance.
- Increased networks for your business amongst the next generation of the cattle industry. We also welcome your opinions on our sponsorship packages and are willing to work with individual sponsors to ensure you are happy with your investment.

We will endeavour to limit sponsor likeness; however, we can't guarantee commercial exclusivity across our sponsorship packages.

SPONSORSHIP CLOSING DATE: 6TH MAY, 2024



2024 HEREFORDS AUSTRALIA NATIONAL YOUTH EXPO COOTAMUNDRA, NEW SOUTH WALES							
 info@herefordsaustralia.com.au 							
	PARTNERSHIP OPPORTUNITIES						
All GST inclusive	Naming Sponsor \$12,000 (1)	HAL Youth Member Sponsor \$125 Unlimited	Dinner Sponsor \$3,000 (2)	Gold Sponsor \$2,000 (3)	Silver Sponsor \$1,000 (5)	Bronze Sponsor \$500 (10)	Show Sponsor \$250 Unlimited
Catalogue Advertising	Full Page	Business Card Size	Half Page	Third Page	Third Page	Business Card Size	Business Card Size
Trade Display	✓	N/A	✓	✓	N/A	N/A	N/A
Logo on Vest	✓	N/A	✓	✓	✓	N/A	N/A
Speaking Opportunity	✓	✓ Careers Panel	At Dinner	N/A	N/A	N/A	N/A
Class Naming Rights & Award Presentations	✓	N/A	✓	✓	✓	N/A	N/A
Company Banner	✓	Judging Ring	Dining Area, Judging Ring Dinner	Dining Area, Judging Ring	Judging Ring	Judging Ring	Judging Ring
Dinner Tickets	4	1	2	2	1	1	1
Satchel Items	4	1	2	2	1	1	1
Sponsor Thanks *	✓	✓	✓	✓	✓	✓	✓

2024 HEREFORDS AUSTRALIA NATIONAL YOUTH EXPO COOTAMUNDRA, NEW SOUTH WALES						
 info@herefordsaustralia.com.au 						
	IN-KIND SPONSORSHIP					
	Meal Partner (1)	Ballot Animal Provider (unlimited)	Auction Item (unlimited)	Prize (unlimited)	Media Partner (3)	Most Potential Breeder (Heifer)
Catalogue Advertising	Half Page	Half Page	N/A	N/A	N/A	Half Page
Logo on Vest	N/A	N/A	N/A	N/A	N/A	✓
Ringside Sponsorship Announcement	✓	✓	✓	✓	✓	NO LONGER
Speaking Opportunity	✓	N/A	N/A	N/A	N/A	
Class Naming Rights & Award Presentations	✓	✓	✓	✓	✓	
Company Banner	✓	✓	✓	✓	✓	
Dinner Tickets	2	1	1	1	1	2
Satchel Items	2	2	N/A	N/A	N/A	2
Sponsor Thanks *	✓	✓	✓	✓	✓	✓

*Sponsor thanks through social media posts pre, post and during event. Daily announcements during event.



[APPLY ONLINE HERE](#)

Or fill out the below PDF and return to us via email: info@herefordsaustralia.com.au

Please note this application form is an expression of interest only and does not secure sponsorship rights. Once your application has been processed, we will be in touch to confirm your sponsorship level and detail.

A Tax Invoice will be issued to you once your sponsorship level is confirmed, please do not send payment with this form.

COMPANY INFORMATION

Company Name (As it should appear on all documentation)	
Contact First Name	Surname
Job Title	
Postal Address	
Phone	Email
ABN	Website

SPONSORSHIP APPLICATION

The Sponsorship package we would like to invest in (shown GST inclusive below). Please number your preference/s.

<input type="checkbox"/>	Naming Sponsor	<input type="checkbox"/>	Silver Sponsor
<input type="checkbox"/>	HAL Youth Member Sponsor	<input type="checkbox"/>	Bronze Sponsor
<input type="checkbox"/>	Gold Sponsor	<input type="checkbox"/>	Show Sponsor
<input type="checkbox"/>	Dinner Sponsor		

For Product/Service sponsorship, please list details and approximate value of sponsorship:	
For Trade Space selections, please indicate the type of goods/material you wish to display:	
Breed society questions:	
Please indicate your willingness to be able to supply cattle for young handlers and a breed display	<input type="checkbox"/> Yes <input type="checkbox"/> No
If able, please supply member/stud names of likely studs who may assist	
Please note your intention to supply the following:	
Sponsor Material	<input type="checkbox"/> Yes, I wish to provide material for inclusion in participant satchels.
Please note your satchel item to be provided:	
Booklet Advertisement	<input type="checkbox"/> Yes <input type="checkbox"/> No
Other	<input type="checkbox"/> Yes <input type="checkbox"/> No Please specify:

THE PROGRAM

The National Herefords Australia Youth Expo will be held over three days during the first week of the July school holidays, 11-14 July 2024 and is designed for school age participants, tertiary students and young agricultural professionals. All participants will stay in Cootamundra for the four days and participate in a program specifically designed to suit each age group category – 6 to 10 years (Peewees); 10 to 14 years (Juniors); 15 to 17 years (Intermediates); and 18 to 25 years (Seniors). The Hereford beef cattle industry will be represented within the program, with a range of sessions to be delivered by reputable industry specialists. The education program aims to cover both skills and technologies now available to run successful and sustainable stud and commercial enterprises. An example of topics to be covered include breeding, nutrition, marketing, animal health, objective measurement, genetic evaluation, judging and handling. Participants will also be introduced to the governance of our industry where they will gain an understanding about the roles of Meat & Livestock Australia and other cattle industry bodies. The program will include hands-on sessions, presentations and tutorials from leading industry experts. Participants will also be able to compete in age groups to maximise learning outcomes and benefit from sponsored learning experiences. During the Expo students will be exposed to numerous career pathways and employment opportunities that are currently available in the industry.

THE LOCATION / VENUE

Cootamundra Showground, 47 Pinkerton Road Cootamundra NSW 2590

There are camping sites available that can be booked through council by contacting 1300 459 689. Flat level sites, \$20.00 per night with power and water. Non powered sites are \$15.00 per night. Plenty of space, suitable for big rigs to tents. Toilets and showers available. Friendly and helpful caretaker comes around in the afternoon to collect camping fees.





SPONSORSHIP COORDINATORS

Please do not hesitate to contact the Sponsorship Coordinators at any time if you have questions regarding the event or our sponsorship opportunities.

Nikki Martin – Youth Coordinator Herefords Australia

P: 0428 950 858

E: youth@herefordsaustralia.com.au

Olivia Pearce – Marketing & Communications Coordinator

P: 0473 515 655

E: opearce@herefordsaustralia.com.au

HEREFORDS AUSTRALIA NATIONAL YOUTH COMMITTEE

The National Herefords Australia Youth Expo organising committee consists of the following youth members

Cassie Bush
Taylah Brunt
Grace Elsom
Emily Taylor

Mitchell Taylor
Tabby Cross
Aleacea Nixon
Grace Collins

RETURNING SPONSORSHIP APPLICATIONS

All application forms can be returned by email or post to:

Email: info@herefordsaustralia.com.au

Post: Herefords Australia National Youth Expo – 16 Uralla Road, Locked bag 7, Armidale, NSW 2350

