



HEREFORDS

Australia

**59TH HEREFORDS AUSTRALIA NATIONAL SHOW & SALE
(WODONGA)**

15 AND 16 MAY 2024

SPONSORSHIP PROSPECTUS





ABOUT THE HEREFORDS AUSTRALIA NATIONAL SHOW & SALE IWODONGAI

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For more than five decades the Herefords National Show and Sale at Wodonga has drawn breeders, buyers, agents and spectators from around Australia and internationally to enjoy one of the largest multi-vendor sales in southern Australia.

The occasion has proven a great meeting place, chance for a social catch-up and networking opportunity for breed and cattle industry enthusiasts alike.

The event, which will run Wednesday 15 and Thursday 16 May 2024, is anticipated to draw a large crowd ringside again to enjoy the show classes. There is a sit-down dinner that is held on the Wednesday evening at a venue to be confirmed, followed by the highly anticipated sale that commences at 9am on Thursday 16 May 2024.

BOOST YOUR BRAND AND BUSINESS AS A SPONSOR OF THE 2024 HEREFORDS AUSTRALIA NATIONAL SHOW AND SALE IWODONGAI

The Herefords Australia National Show & Sale (Wodonga) Committee presents the following sponsorship opportunities for your consideration.

Investment in the 2024 Herefords Australia National Show & Sale (Wodonga) will potentially provide your business with:

- Exposure to a target audience of cattle industry enthusiasts, industry professionals, commercial and stud stock producers.
- 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 vendors, other industry relevant professionals, farm businesses and other service industries in attendance.
- Increased networks for your business amongst the growing representation of the Herefords cattle industry.

Your support of the Show and Sale allows us to keep entry prices accessible to all members. Be they large or small, established or emerging Hereford breeders.

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

SPONSORSHIP CLOSING DATE: 29 MARCH 2024



SPONSORSHIP APPLICATION

Fill out the below PDF and return to us via email: wodonga@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 Rights Sponsor	<input type="checkbox"/>	Reserve Champion Sponsor
<input type="checkbox"/>	Events Sponsor	<input type="checkbox"/>	Class Sponsor
<input type="checkbox"/>	Dinner Sponsor		
<input type="checkbox"/>	Champion 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:	
Questions:	
Please indicate your interest in providing a trade site/table at the event.	<input type="checkbox"/> Yes <input type="checkbox"/> No
If able, please indicate how many people will accompany you to attend the event and assist with the trade site.	
Please note your intention to supply the following:	
Sponsor Material	<input type="checkbox"/> Yes, I wish to provide a banner/flags to display at the event
Please note your advertising requirements:	
Booklet Advertisement	<input type="checkbox"/> Yes <input type="checkbox"/> No
Other	<input type="checkbox"/> Yes <input type="checkbox"/> No Please specify:

THE PROGRAM

Wednesday 15 May 2024

9.30am: Judging

6.30pm: Event Dinner & Hereford Youth Auction (ticketed event)

Vendors and guests are invited to attend the dinner function to be held following the completion of the show.

Venue TBC

The evening will feature award presentations and a Herefords Australia National Youth auction.

Thursday 16 May 2024

9.00am: An open-cry auction conducted by Elders and Nutrien. The sale will be interfaced with Auctions Plus.

THE LOCATION & VENUE

Wodonga Showgrounds, Hamilton Smith Drive, Wodonga VIC 3690

The Wodonga Showgrounds Wodonga is located in North Eastern Victoria.

The showgrounds are surrounded by the Wodonga Racing Club and conveniently located only 10 minutes' drive from the centre of Wodonga.



HEREFORDS AUSTRALIA NATIONAL SHOW & SALE WODONGA, VICTORIA



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AUSTRALIA

✉ wodongaherefords@gmail.com

PARTNERSHIP OPPORTUNITIES

IN-KIND SPONSORSHIP

All GST inclusive	Naming Rights \$5,000 (1)	Event Sponsor \$2,000 (3)	Dinner Sponsor \$2,000 (1)	Champion Sponsor \$500 (3)	Reserve Champion Sponsor \$300 (3)	Class Sponsor \$150 (15)	In-kind Sponsor	Coffee Cart (1)	Prize Donation (unlimited)
HAL Website Advertising	12 wks display ad over 12 month period	4 wks display ad month prior to Show & Sale	4 wks display ad month prior to Show & Sale	N/A	N/A	N/A	Catalogue Advertising	Half Page	N/A
Wodonga Hereford Facebook Page	✓	✓	✓	✓	✓	✓	Catalogue Logo Page	✓	✓
Print and Online Catalogues	Name and Logo on front pg/full pg ad	Listed on credits pg/half pg ad	Listed on credits pg/half pg ad	Listed on credits pg/ad purchase option	Listed on credits pg/ad purchase option	Listed on credits page	Logo and Name post on Facebook pg	✓	✓
Vendor and HAL Newsletters	✓	✓	✓	✓	✓	N/A	Speaking Opportunity	N/A	N/A
Winners announcement & Presentations	✓	✓	N/A	✓	✓	✓	Vendor & HAL Newsletter mention	✓	✓
Own signage and Trade stand	✓	✓	✓	N/A	N/A	N/A	Company Banner	✓	✓
Media Release	✓	✓	✓	N/A	N/A	N/A	Dinner Tickets	1	1
Dinner Tickets	4	2	2	N/A	N/A	N/A	Herefords Happy Hour	✓	✓
Daily Recognition at Event	✓	✓	✓	✓	✓	✓	Daily Recognition at Event	✓	✓



HEREFORDS
Australia

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.

Coordinator Herefords Australia National Show and Sale (Wodonga)

E: wodonga@herefordsaustralia.com.au

RETURNING SPONSORSHIP APPLICATIONS

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

Email: wodonga@herefordsaustralia.com.au

Post: Herefords Australia National Show & Sale (Wodonga) – 16 Uralla Road, Locked bag 7, Armidale, NSW 2350

