



An

Media Partner **THE LAND**

## Become a Sponsor/Event Partner

### 2017 AGL Nyngan Ag Expo Saturday 5<sup>th</sup> August 2017

Each year, the AGL Nyngan Ag expo receives generous support from a range of corporate sponsors and is a major source of revenue for the volunteer committee to coordinate one of the most successful events held in the western area of NSW. We are delighted to have the Land Newspaper join us again as our media partner – they will produce 40,000 copies of the programme booklet to be inserted into The Land prior to Ag Expo.

We thank all our past sponsors for their support and community spirit. Your involvement has made a huge difference to the community groups and associations the Nyngan Ag Expo Committee financially supports and we invite you to again support our event in 2017.

This is an important opportunity for you to align your business with our event. By taking up one of our sponsorships/Event Partnerships, you will maximise your visibility with the thousands of visitors expected at this important rural and regional farming region and in return we will promote your company/organisation within our comprehensive regional advertising and promotional campaign.

In 2016 some 4000 people attended this 1 day event and in excess of 380 companies and organisation were represented. This combined with a strong advertising and promotional program put together by the committee, creates the ideal opportunity for your company to showcase the best in Australian farming, from services to the farming community, animal health and husbandry, farm machinery, tools and equipment or services that make provisions for those looking for lifestyle changes.



With our commitment to ***“inform, educate and promote”*** we encourage any new and innovative products that will assist in making the day to day living of both the farmer and the community at large an easier lifestyle.

The 2017 AGL Nyngan Ag Expo will celebrate 25 years as an event for the community beginning with 4 exhibitors in 1992; the growth rate particularly in the past 7 years has been exceptional, growing from 70 exhibitors in 2008 to in excess of 380 in 2016.

All funds raised by our dedicated volunteer committee are distributed back into community groups of the Bogan Shire, the ongoing success of our event and the further development of the “Max Tremain – Nyngan Country Education Foundation Scholarships”.

The organising committee is asking for your commitment for sponsorship to be received no later than the 1<sup>st</sup> December 2016 to allow us to commence our advertising and promotional program.

Upon your commitment you will immediately be added to our website, advertising and promotional program which ensures, in excess of 12 months promotion for your company

I have enclosed the benefits available to our sponsors for your consideration, should you have any further queries please contact me on 0428 376 068.

Yours Sincerely

Robyn Harris  
Administrator/Event Organiser



## Major Sponsor/Event Partner Benefits

### Platinum Event Partner - \$5000 + GST

|  |
|--|
| ➤ High profile Site Allocation, with 12m (frontage) x 9 m in allocated Sponsors area or your preference a within the grounds                           |
| ➤ Major placement of your company logo on the booklet produced by the Land newspaper and inserted in 40,000 copies of the Land for distribution in NSW |
| ➤ On the day - outside broadcast radio interview on Radio 2WEB   |
| ➤ Sponsor naming - 8 x 15 sec allocated adverts on Radio 2WEB  |
| ➤ Option to hold demonstrations/seminars   |
| ➤ Positioning of large company banners, etc at entry gates and throughout the grounds  |
| ➤ Your company logo to appear on banners erected at the 3 major entry roads to Nyngan  |
| ➤ Your company logo will appear on <b>all</b> print media /Logo to appear on media advertising   |
| ➤ Logo to appear on 'coversheet' that accompanies all Ag Expo correspondence   |
| ➤ Link on expo web site to your website  |
| ➤ Major positioning of logo on television advertising  |
| ➤ Logo to appear on Information Flyers   |
| ➤ Logo placement on 2017 AGL Ag Expo advertisements in the Land Newspaper  |
| ➤ Inclusion in all media releases distributed/accompanied by supplied editorial media release  |
| ➤ Company mention and inclusion in all media releases distributed  |



### **Gold Sponsor/Event Partner - \$3500 + GST**

- 10 m (frontage) x 9 m site allocation in Sponsors area
- Your company logo on the booklet produced by the Land newspaper and inserted in 40,000 copies of the Land for distribution in NSW
- Outside broadcast radio interview on the day
- Sponsor naming - 5 x 15 sec allocated adverts on Radio 2WEB
- Your logo will appear on **all** print media
- Logo to appear on media advertising
- Logo to appear on 'coversheet' that accompanies correspondence
- Link on expo web site to your website
- Business name to be listed on 'coversheet' that accompanies all correspondence
- Positioning of logo on television advertising
- Logo positioned throughout Nyngan Ag Expo website
- Logo to appear on Information Flyer
- Logo placement on 2017 AGL Ag Expo advertisements in the Land Newspaper



### **Silver Sponsor/Event Partner - \$2000 + GST**

- Limited to 6 m (frontage) x 9 m site allocation in Sponsors area
- Your company logo on the booklet produced by the Land newspaper and inserted in 40,000 copies of the Land for distribution in NSW
- Your logo will appear on **all** print media
- Link on expo web site to your website
- Logo to appear on media advertising
- Logo to appear on 'coversheet' that accompanies correspondence
- Minor placement of logo on Television advertising
- Logo to appear on Information Flyer
- Logo placement on 2017 AGL Ag Expo advertisements in the Land Newspaper
- Outside broadcast radio interview on the day
- Sponsor naming - 3 x 15 sec allocated adverts on Radio 2WEB



**Bronze/Minor - Event Partnership - \$1500 + GST**

- Limited to 6 m (frontage) x 6 m site allocation in Sponsors area
- Your company name on the booklet produced by the Land newspaper and inserted in 40,000 copies of the Land for distribution in NSW
- Your company name will appear on **all** print media
- Company name to appear on Ag Expo media advertising
- Company name to appear on 'coversheet' that accompanies correspondence
- Company name to appear on Information Flyer
- Company name listed on 2017 AGL Ag Expo advertisements in the Land Newspaper
- Outside broadcast radio interview on the day



## 2017 AGL Energy Nyngan Ag Expo

### Sponsorship/Event Partner Agreement

**CLOSING DATE – 1<sup>st</sup> December 2016**

We, the undersigned agree to undertake sponsorship of the AGL Energy Nyngan Ag Expo for the year 2017

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

Postal Address: \_\_\_\_\_ City: \_\_\_\_\_ P/C: \_\_\_\_\_

Tel: \_\_\_\_\_ Mob: \_\_\_\_\_

Email: \_\_\_\_\_

Website: www. \_\_\_\_\_

#### With the following Sponsorship/Event Partner package (Please tick)

- |                          |  |                 |                |
|--------------------------|--|-----------------|----------------|
| <input type="checkbox"/> | Platinum sponsor/Event Partner                             | \$5000.00 + GST |                |
| <input type="checkbox"/> | Gold Sponsor/Event Partner                                 | \$3500.00+ GST  |                |
| <input type="checkbox"/> | Silver Sponsor/Event Partner                               | \$2000.00+ GST  |                |
| <input type="checkbox"/> | Bronze Sponsor/Event Partner                               | \$ 1500.00+ GST |                |
| <input type="checkbox"/> | Donation to the "Max Tremain" Country Education Foundation |                 | Value \$ _____ |

In return for Sponsorship, the Nyngan Ag Expo Committee agrees to follow the package guidelines of the above sponsorship.

We (the sponsor) also agree to pay all amounts owing for our Sponsorship immediately, upon receipt of a Tax Invoice from the Nyngan Ag Expo.

- I have enclosed a copy of my Public Liability insurance policy and advertising

We (the Sponsor) agree that it is our responsibility, as a sponsor to email to: [nynganagexpo@bigpond.com](mailto:nynganagexpo@bigpond.com) - a 'print ready' copy of our current company logo for use in advertising and promotional campaigns

Print Name: \_\_\_\_\_ Dated: \_\_\_\_\_

Signed: \_\_\_\_\_ Position: \_\_\_\_\_

Please fax to (02) 6832 2539, email to [nynganagexpo@bigpond.com](mailto:nynganagexpo@bigpond.com) or post to PO Box 115, Nyngan NSW 2825