



## International Dairy Week Sponsorship Application Form



**SUNDAY 15 – FRIDAY 20 JANUARY 2012**

Please fill out the following details and return to the IDW Event Manager  
EMAIL [info@internationaldairyweek.com.au](mailto:info@internationaldairyweek.com.au) or  
POST PO Box 563, Tullamarine VIC 3043

All enquiries to: ROBYN BARBER, Event Manager : PHONE (0418) 656 082

### Company details

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
City / Town: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

### Contact details

Title:  Mr.  Mrs.  Ms.  Miss.  
First name: \_\_\_\_\_ Surname: \_\_\_\_\_  
Phone: (\_\_\_\_) \_\_\_\_\_ Mobile: \_\_\_\_\_  
Email: \_\_\_\_\_

### Sponsorship levels

#### Deadline for Return of this Form: Wednesday 31 September 2011

Please tick your preferred level of sponsorship

- Platinum - \$3,850 (inc. GST)**  
This level entitles you to:
- A 6m x 6m display area situated **RINGSIDE** inside the complex
  - A full page mono (B&W) advertisement in the weeks program (colour will incur an additional charge)
  - Inclusion of your attendance in press release material, including IDW website
  - The naming of a major class in the show with a representative to present the ribbons
  - Two invitations to the IDW Cocktail Party held on the Monday night of the Show
  - Inclusion of IDW advert on your website for month of December
- Gold - \$1,650 (inc. GST)**  
This level entitles you to:
- A 3m x 6m display area situated **RINGSIDE** inside the complex
  - A half page mono (B&W) advertisement in the weeks program (full page is A4 size)
  - Inclusion of your attendance on IDW website
  - The naming of a class in the show with a representative to present the winning ribbons
  - 30 second PA announcements at the showgrounds throughout the duration of the event
  - Inclusion of IDW advert on your website for month of December
- Silver – \$825 (inc. GST)**  
This level entitles you to:
- A 3m x 3m display area situated **OFF RINGSIDE** inside the complex **OR** outside the complex
  - A half page mono (B&W) advertisement in the weeks program (full page is A4 size)
  - The naming of a class in the show with a representative to present the winning ribbons
  - 30 second PA announcements at the showgrounds throughout the duration of the event
  - Inclusion of IDW advert on your website for month of December
- Bronze - \$550 (inc. GST)**  
This level entitles you to:
- A quarter page mono (B&W) advertisement in the weeks program (full page is A4 size)
  - The naming of a class in the show with a representative to present the winning ribbons



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### Payment of Sponsorship

Sponsors shall receive an invoice from the IDW event manager once this sponsorship application form has been received. Payment is required by the due date or the display area location or advertising or both may be forfeited. International sponsors will also be subject to payment of appropriate bank debit charges if using foreign bank to transfer monies.

**Deadline: Wednesday 30 November 2011**

### Internet Promotion by Sponsors of IDW

All Sponsors shall receive an official advertisement from the IDW Event Manager for display on their website during the month of December welcoming customers and clients to IDW 2012. Advertisements to be placed from 1 December.

**Deadline: Thursday 1 December 2011**

### Advertisement in Program

A mono (B&W) advertisement is included in the sponsorship package. The size is dependant on the level of sponsorship selected (please refer to above sponsorship entitlements).

Advertisements **MUST** be sent directly to Willprint Shepparton.

An additional cost is applicable for upgrades to advertisements, including increased size and/or colour. The following costs apply to advertisement upgrades;

From	Upgrade to	Cost (inclusive of GST)
Quarter Page Mono	Half Page Mono	\$43.00
Quarter Page Mono	Quarter Page Spot Colour	\$38.00 per colour
Quarter Page Mono	Quarter Page Full Colour	\$108.00
Half Page Mono	Full Page Mono	\$85.00
Half Page Mono	Half Page Spot Colour	\$80.00 per colour
Half Page Mono	Half Page Full Colour	\$150.00
Full Page Mono	Full Page Spot Colour	\$125.00 per colour
Full Page Mono	Full Page Full	\$300.00

All enquiries phone IAN or KYM at WILLPRINT SHEPPARTON  
PHONE (03) 5831 6565 | FAX (03) 5821 2816 | EMAIL [ian@willprintshepparton.com.au](mailto:ian@willprintshepparton.com.au)

**Deadline: Thursday 1 December 2011**

### Equipment hire

The hire of display area equipment is NOT included in the sponsorship packages. Bourke Hire is responsible for sourcing and supplying all equipment for sponsors, including marquees, flooring, walls, carpet, tables, chairs, coolers, fridges, etc.

Sponsors **MUST** contact Bourke Hire directly to book their equipment requirements.

The display areas shall be constructed by Bourke Hire and setup by sponsors can be conducted on Sunday or Monday morning. Please notify the IDW office if setup is required outside these times. Cleanup can either be conducted on Thursday evening subject to a night sale being held or Friday morning.

All enquiries phone CHRIS KING at BOURKE HIRE : PHONE (03) 5872 1433 | MOBILE 0408 990 639 | EMAIL [info@bourkehire.com.au](mailto:info@bourkehire.com.au)

**Deadline: Friday 16 December 2011**



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### PA announcement

All sponsorship packages include a 30 second PA announcement about the products and services provided by the sponsor.

All announcements **MUST** be sent via email to the IDW office.

All enquiries phone ROBYN BARBER at IDW. PHONE 0418 656 082 | EMAIL [info@internationaldairyweek.com.au](mailto:info@internationaldairyweek.com.au)

**Deadline: Friday 6 January 2012**

### Presentation of ribbons and awards

Inclusive in the sponsorship packages is the naming of at least one class in the judging show. The sponsor shall be allocated a class(es) dependant on the level of sponsorship selected.

The sponsor is asked to have a representative available on that day of judging to present the show ribbons. The required day and estimated time of judging shall be provided to the sponsor prior to the event.

### Arena site map location

IDW has a 'first right of refusal' policy to sponsors who were involved in the event the previous year. Allocation of display areas within the judging arena shall not be allocated until confirmation as been received from the previous years' sponsors.

Display area locations are dependent on the level of sponsorship selected, however they can vary depending on the number of sponsors for that years' event. IDW organisers have the right to change display area locations, in accordance with the level of sponsorship, if required before the event.

### Terms and conditions

1. All sponsorship applications must be made on the prescribed form, stating the level of sponsorship, and signed by the applicant to comply with all the conditions of sponsorship.
2. Payment of sponsorship must be submitted with the allocated timeframe, no nominated display area will be confirmed until the payment has been received.
3. IDW organisers reserve the right to change display area locations, in accordance with the level of sponsorship, if required before the event.
4. Bourke Hire must be contacted directly to place equipment hire requirements.
5. Advertisements must be sent directly to Willprint Shepparton and upgrades notified to IDW organizers.
6. Sponsors must notify IDW organisers if setup outside of the allocated days is required.
7. Sponsors must hold their own public liability insurance and provide IDW with a copy of this upon request.
8. No smoking is permitted in any buildings, or cattle pavilions at the complex.
9. No signs or banners may be erected without consent of the IDW organisers or their designated officer.
10. Emergency exits must be kept clear and access to fire hose reels and extinguishes must be maintained.
11. Signage at the front of display stands will be provided by IDW in a consistent and standard format.

### Check list

- I have read the terms and conditions of sponsorship
- I have completed the sponsorship application form and sent to the IDW event manager
- I have paid the sponsorship to IDW
- I have contacted Bourke Hire to confirm my equipment hire requirements
- I have sent my advertisement to Willprint Shepparton
- I have emailed my 30 second PA announcement to the IDW office

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

Date: \_\_\_\_\_