



# INTERNATIONAL DAIRY WEEK

## SPONSORSHIP KIT

Sunday 18<sup>th</sup> – Friday 23<sup>rd</sup> January 2009



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# INTRODUCTION

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International Dairy Week (IDW) is the largest annual dairy cattle show and sale in the Southern Hemisphere and is amongst the top five shows in the world.

It is indisputably the most prestigious event in the dairy industry, showcasing the best quality dairy cattle to over 6,000 visitors from every state in Australia and over 20 countries internationally. The event showcases the best from Australia's dairy breeds including Holstein, Jersey, Illawarra, Brown Swiss, Ayrshire and Guernsey.

IDW is extremely proud to promote the dairy industry to the world, an activity which provides an invaluable opportunity to highlight the magnitude of the industry internationally, and showcase the array of quality cattle that is unprecedented by any other event in Australia.

## THE VENUE

The event is held in Tatura, Victoria in the heart of Australia's dairying area and is located two hours drive from Melbourne International Airport. The state-of-the-art undercover facilities were developed by local and state government support. The Tatura showgrounds provide a fitting environment for the event.

Within the 80 meter long and 40 meter wide 'Blackmore & Leslie Events Complex', wonderful display areas are set up along side the showing ring to exhibit the latest genetics, farming tools, innovations and industry experts. The exhibits all add colour and atmosphere to the event, with many local and international visitors able to watch the judging from these display areas.

## SHOWING & SALES

IDW provides a promotional showcase of Australia's best quality dairy cattle, including Holstein, Jersey, Illawarra, Brown Swiss, Guernsey and Ayrshire. Spectators are exposed to the highest quality cattle unprecedented by any other event in Australia. The top awards are fiercely coveted and provide breeders with a benchmark for excellence in the industry.

IDW is proud to have Australia's most successful auctioneer Brian Leslie wielding the hammer at four major night-time auctions. Sales include the Proteins Breeds (Tuesday 7:00pm), the Semex Holstein Spectacular (Wednesday 7:30pm), the Elite Holstein Sale hosted by 21st Century Genetics (Thursday 7:30pm) and, the Summer Selection Sale hosted by Elders (Friday 11:30pm at Shepparton Selling Centre).

## ORGANISING COMMITTEE

IDW was developed by industry leaders Brian Leslie and David Blackmore. In partnership, the co-directors have brought specific expertise that has led to the success and growth of the event.

David Blackmore has drawn from over 40 years of business marketing experience in the cattle industry to secure sponsorship and business partnerships and build relations with local government and community groups.

Brian Leslie, as Australia's leading auctioneer and judge and a noted breeder of Holsteins, has enforced a strict standard of quality that has created a high standard of competition. Brian is responsible for planning, organizing and conducting the record breaking sales held at IDW each year.

# PROGRAM

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## SUNDAY January 18

- 10:00 am Non-denominational Church Service
- 11:30 am Youth Clinic

## MONDAY January 19

- 8:00 am Elders/ABS Australia All Breeds National Youth Show  
Judge:
- 2:00 pm Judges on Parade
- 2:30 pm Youth Showmanship Classes
- 3:00 pm Holstein Australia Victoria Youth Challenge Trials

## TUESDAY January 20

- 9:00 am Illawarra Judging  
Judge:  
Ayrshire Judging  
Judge:
- 1:00 pm Guernsey Judging  
Judge:  
Brown Swiss Judging  
Judge:
- 7:00 pm International Dairy Week Coloured Breeds Sale  
Selling Brown Swiss, Illawarra and Jersey Cattle
- 8:00 pm NHIA International Dinner –Bookings Essential  
Sara Merckel: (03) 9329 1688, sara@nhia.org.au

## WEDNESDAY January 21

- 8:30 am Jersey Judging – class 1 to 7  
Judge:
- 11:00 am Lunch Break
- 1:00 pm Jersey Judging – begin class 8
- 7:30 pm International Dairy Week Holstein Spectacular Sale  
Hosted by Semex at Tatura Showgrounds

## THURSDAY January 22

- 7:00 am Victorian Branch of Holstein Australian Breakfast Forum
- 8:00 am Holstein Judging – class 1 to 8  
Judge:
- 11:00 am Lunch Break
- 1:00 pm Holstein Judging – begin class 9
- 5:00 pm Presentations
- 7:00 pm International Dairy Week Elite Holstein Sale  
Hosted by 21<sup>st</sup> Century Genetics at Tatura Showgrounds

## FRIDAY January 23

- 11:30 am International Dairy Week Summer Selection Sale  
Hosted by Elders at Shepparton Selling Centre

# SPONSORSHIP LEVELS

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IDW offers five levels of sponsorship, which differentiate in size, placement, cost and entitlements.

**SPONSORSHIP LEVELS DO NOT INCLUDE THE COST OF DISPLAY AREA EQUIPMENT HIRE (SEE BELOW).**

## ***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 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
- Numerous 30 second PA announcements at the showgrounds throughout the duration of the event

## ***Gold - \$1,650 (inc. GST)***

This level entitles you to:

- A 3m x 3m display area situated RINGSIDE inside the complex
- A half page mono 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
- Numerous 30 second PA announcements at the showgrounds throughout the duration of the event

## ***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 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
- Numerous 30 second PA announcements at the showgrounds throughout the duration of the event

## ***Bronze - \$550 (inc. GST)***

This level entitles you to:

- A quarter page mono 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
- Numerous 30 second PA announcements at the showgrounds throughout the duration of the event

## **DISPLAY AREA EQUIPMENT HIRE**

IDW contracts the setting up of the display areas and the hire of equipment, which is NOT included in sponsorship level, to Bourke Hire. Setup is usually conducted on the Sunday (18<sup>th</sup> Jan) and cleanup can either be conducted Thursday (22<sup>nd</sup> Jan) evening after the sale or Friday (23<sup>rd</sup> Jan) morning. For sponsors situated inside the complex, hard-wood flooring must be laid. Please view the equipment hire information for further details.

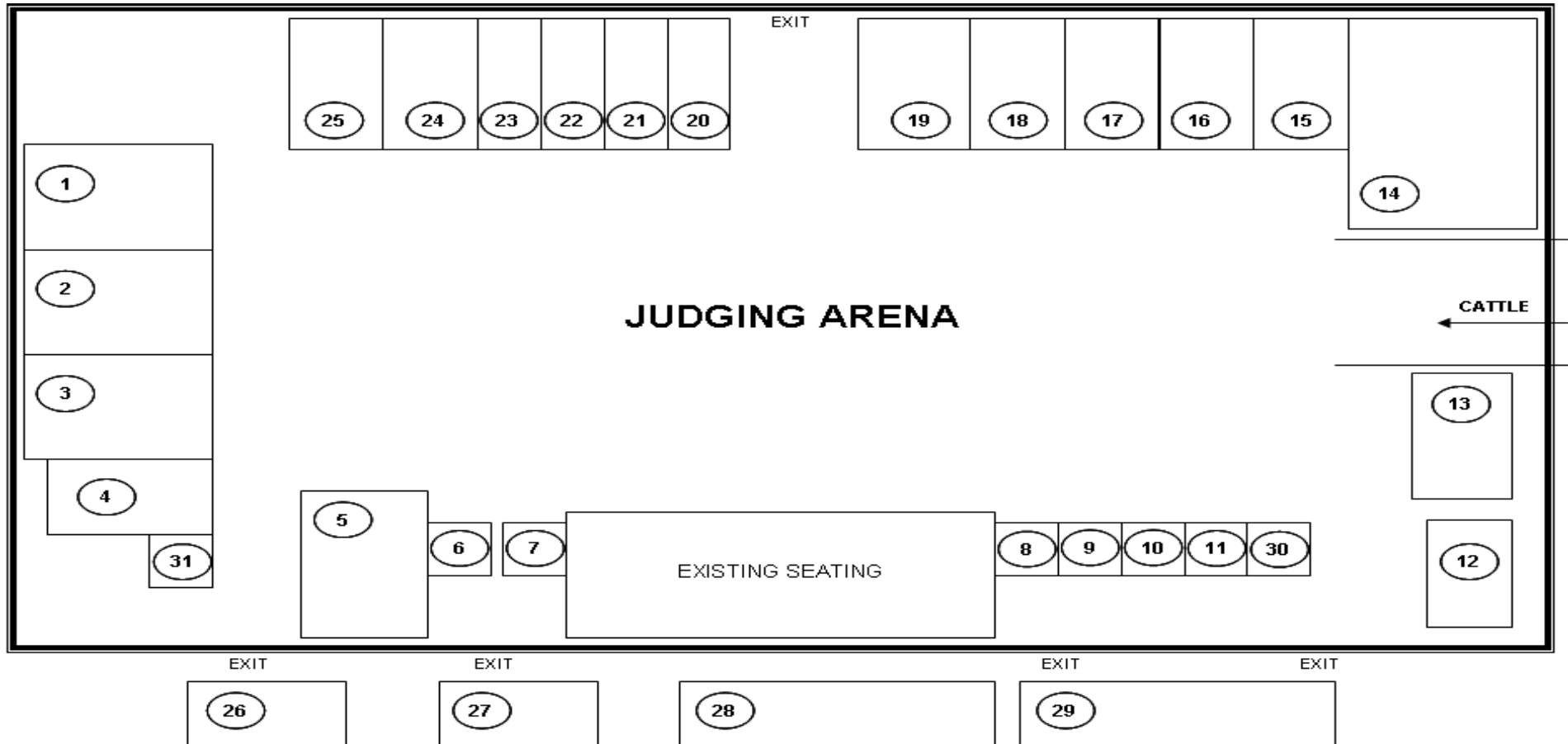
Please contact Bourke Hire directly to discuss display equipment options.

Contact: Chris King  
Address: Dillon Street  
Cobram VIC 3644  
Phone: (03) 5872-1433  
Mobile: 0408 990 639  
Email: [bourkeh@cobram.net.au](mailto:bourkeh@cobram.net.au)  
Website: [www.bourkehire.com.au](http://www.bourkehire.com.au)



# SITE MAP

The site map is only for reference and may change depending on the number of sponsor display sites.



## INTERNATIONAL DAIRY WEEK SPONSOR LISTING

21st Century Genetics	2	BOS Trading PL	13	Farmwest Services Limited	n/a	Maxum Performance Australia	18
ABS Australia	1	Bourke Hire	n/a	Genetics Australia	22	O'Dea's Saddlery	n/a
Agri-Gene	5	Castlegate VGS	17	Global Livestock Marketing	n/a	Paterson Pumps	27
APEG International	7	CBA Agribusiness	24	Goulburn Murray Water	12	Peel Valley AB	21
Australian Brown Swiss	8	Country News	n/a	Heifer Management Services	31	Semex	14
Australian Dairy Farmer	23	Crazy Cow	18	Heritage Seeds Pty Ltd	30	Serafin Spray Centre	28
Australian Jersey Society	20	Illawarra Society of Australia	10	Holstein Australia	15	Stock & Land	23
Ayrshire Society	n/a	Elders	19	IYP International	6	Tatura Milk Industries Ltd	11
Bavarian Flechvieh Genetics	9	Farm Tech / Rumework	16	Keenan	26	Total Livestock Genetics	4
				Kuhn Farm Machinery	29	World Wide Sires	3