



# INTERNATIONAL DAIRY WEEK

## SPONSORSHIP KIT

Sunday 17<sup>th</sup> – Friday 22<sup>nd</sup> January 2010



*Delwyn Moss Photography*

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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 Ruralco (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 17

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

## MONDAY January 18

8:00 am Ruralco/ABS Australia All Breeds National Youth Show  
2:30 pm Youth Showmanship Classes  
3:00 pm Holstein Australia Victoria Youth Challenge Trials

## TUESDAY January 19

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

## WEDNESDAY January 20

8:30 am Jersey Judging – class 1 to 7  
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 21

8:00 am Holstein Judging – class 1 to 8  
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 22

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

# BECOMING A SPONSOR

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## WHAT IS A SPONSOR OF IDW?

IDW is self-funded through the support of sponsors that attend the weeklong event and present their latest innovations and services to the Australian dairy industry. Without the trade sponsors being unbelievably supportive since its inception, (around 80% being in continual support each year), this event would not be possible.

## WHAT IS A SPONSOR ENTITLED TO?

In return for their monetary contribution, a sponsor is entitled to some or all of the following:

- display area (inside or outside the judging pavilion),
- mono advertisement in the week's program,
- inclusion of their attendance in media material,
- naming of judging classes with a representative to present the ribbons,
- numerous 30 second PA announcements throughout the duration of the event, and
- a copy of the events show schedule containing all the judging action.

## HOW DO I BECOME A SPONSOR?

The process of becoming a sponsor takes the following easy steps;

- ✓ **Step 1:** Select your preferred level of sponsorship
- ✓ **Step 2:** Complete a sponsorship application form and send to the IDW office
- ✓ **Step 3:** Contact Bourke Hire directly to book your equipment requirements
- ✓ **Step 4:** Send your advertisements directly to Willprint Shepparton to be included in the show schedule
- ✓ **Step 5:** Email your PA announcement to the IDW office
- ✓ **Step 6:** Receive your invoice from the IDW office and make payment
- ✓ **Step 7:** Obtain your site map allocation and final setup instructions from the IDW office

## WHO WILL CONTACT ME FROM THE IDW OFFICE?

The IDW event manager, Danielle Blackmore shall be responsible for providing you with any relevant sponsorship information and shall be in consistent correspondence throughout the process of becoming a sponsor.

## WHAT ARE THE IMPORTANT DATES I NEED TO BE AWARE OF?

The following dates are the final deadline for providing required information;

- ❖ Friday December 18th 2009      Required equipment has been ordered from Bourke Hire
- ❖ Friday December 4th 2009      Advertisement has been sent to Willprint Shepparton
- ❖ Friday January 8th 2010      30 second PA announcement has been emailed to the IDW office

The IDW office shall endeavour to provide sponsors with the following information by the specified date;

- ❖ Friday January 8th 2010      Display area allocation within the judging pavilion
- ❖ Friday January 8th 2010      Allocated classes (estimated day and time) for ribbon presentation

# 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 6m 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 (17<sup>th</sup> Jan) and cleanup can either be conducted Thursday (21<sup>st</sup> Jan) evening after the sale or Friday (22<sup>nd</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)

# OTHER USEFUL INFORMATION

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## ADMISSION

Admission to IDW is free for all sponsors.

## TERMS AND CONDITIONS

Please ensure that you have read and understood the terms and conditions of becoming a sponsor of IDW. For more detailed information please access the IDW Sponsor Rules & Regulations from our website at <http://www.internationaldairyweek.com.au/pdf/idw-s-rules-regulations.pdf>

## FACILITIES / CATERING

Tatura Park provides onsite eating, sleeping and washing facilities for all visitors, as well as a dining room and a childcare centre. All catering is supplied by the Tatura Football and Netball Club, and accounts can be created for the event by completing the Tatura Football Club Catering Form (please contact the IDW office).

Shepparton and Tatura also cater for all levels of culinary experiences from dining in cafes and restaurants; from al fresco to elegant, as well as better known fast food outlets.

## ACCOMMODATION

Shepparton and surrounding areas provides numerous levels of accommodation. There are motels and caravan parks at Mooroopna, Shepparton, Murchison and Kyabram; all within 20 minutes drive from Tatura. Please contact the Shepparton Visitors Centre 1800 808 839 for all enquiries and bookings.

## LOCATION

Tatura Park is located at 9 Hastie Street Tatura, Victoria, Australia. Travelling from Melbourne is approximately 180.97 km with an estimated travel time of 2 hours. Tatura Park is approximately 18.78 km from Shepparton (estimated time 20 mins).

## PARKING

Parking of sponsorship vehicles is permitted in the designated trade sponsors area during the event.

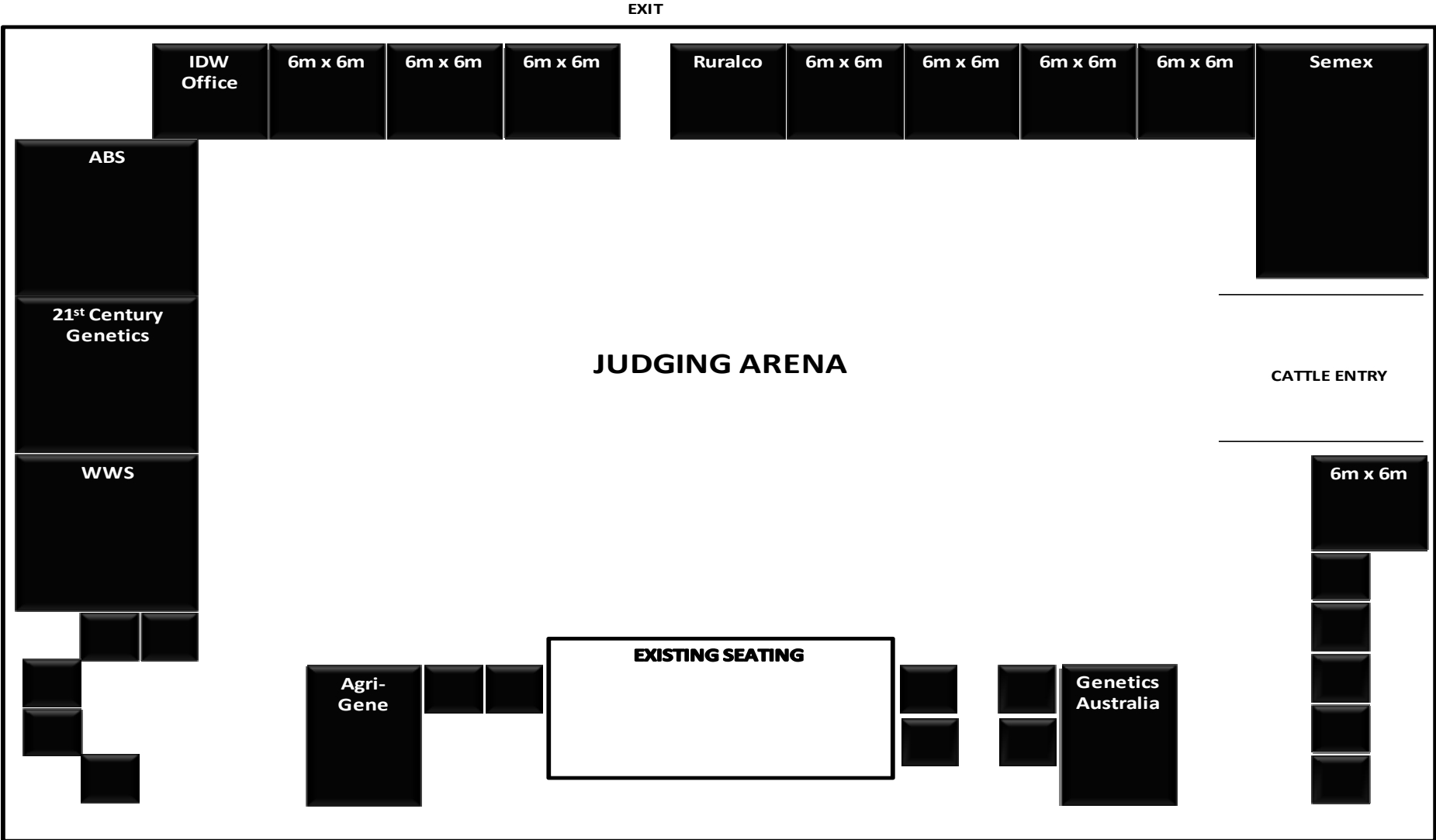
## SET UP TIMES

There are no specific times required to set up your display site, with most sponsors setting up either on Sunday or Monday morning. We only ask that you are considerate of the non-denominational Church Service conducted on Sunday in the judging arena at 10:00am.

However, please notify the IDW office if setup outside of the allocated days is required.

# SITE MAP

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



3m x 3m

EXIT

EXIT

EXIT