

Australian Appaloosa Association Ltd

NATIONAL CHAMPIONSHIP SHOW

SPONSORS PACK

11 to 16 March 2019
PACEWAY GROUNDS
TAMWORTH NSW





The 2019 National Appaloosa Championships

The Australian Appaloosa Association Ltd are proud to announce the 47th National Appaloosa Championships to be held the 11th to 16th March 2019.

2019 sees our event taken to a new venue, at the Tamworth Paceway, Tamworth NSW. Tamworth has been the home of our National Show for many years, with our Association's office located in Tamworth. The move to the paceway is very exciting as we are now on the same grounds as our office!

The National shows sees registered Appaloosas and their owners compete from across Australia, all in one 4-day long event. Competing under an international judge, our event brings approx. 120 horses and 150 people to the town of Tamworth.

Our program hosts a range of events including Dressage, Hack and Jumping which are judged by accredited judges from within NSW. The program also offers, Halter, Hunter, Horsemanship, Western Pleasure, Trail, Reining, sporting events and the increasingly popular Ranch events.

We would like to offer you the opportunity to be a part of our event in 2019 by the way of cash sponsorship or voucher/product donation. We have a variety of sponsorship options for all people and businesses, to help support our event and make it an amazing show for our competitors, while promoting your business and products.

Trade stall opportunities are available, and to celebrate the new venue for 2019 we are offering a FREE trade stall to any show sponsor who gives \$500 or more in cash and products to our event.

For your sponsorship we offer different levels of marketing and promotions across our newly designed website, Facebook page with over 3000 followers worldwide and Membership groups with direct audiences of 350 people. E-Marketing promotional opportunities are also available to our membership for our Sapphire sponsors. Event banners and signage, event public announcements, class naming rights and placing promotional materials in competitors nags are also available.

Please see over for sponsorships packages.

The Australian Appaloosa Association Ltd

The Australian Appaloosa Association Ltd was established in 1971 and are the founders and holders of the official studbook registry of the Appaloosa horse in Australia. Still going strong, we have members and registered horses showcasing their versatility and love for the Appaloosa breed in all parts of our wonderful country!



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2019 SPONSORSHIP PACKAGES

PACKAGE	AMOUNT	DESCRIPTION
MAJOR EVENT EXCLUSIVE (1 x available)	\$5000	<p align="center">2019 EVENT FULL NAMEING RIGHTS</p> <p>Package gives you:</p> <ul style="list-style-type: none"> ○ The event named after your business ○ Website Ad placement for 3 months and logo for 6 months. ○ Social Media Advertising – 1 posts a month for 12 months ○ 1 x Exclusive e-Marketing to our membership ○ 1 x Free trade stall at the event for 4 days ○ Banners and Signage at the Event ○ Promotional Materials in the bag ○ Logo acknowledgement in event Marketing. ○ 2 x Public announcements at the event per day ○ A full-page advertisement in the show program
CLASSIC (3 available)	\$1000	<p>Your choice of one of our most prestigious Classic Events: Champagne Western Pleasure – Open Halter or Open HUS</p> <p>Package gives you:</p> <ul style="list-style-type: none"> ○ The class naming rights ○ Logo acknowledgement on our website ○ Social Media Advertising – 3 posts on Facebook ○ 1 x Exclusive e-Marketing article - post event ○ 1 x Free trade stall at the event for 4 days ○ Banners and Signage at the Event ○ Promotional Materials in the bag ○ Public announcements at the event per day ○ A full-page advertisement in the show program
SHOWCASE	\$250	<p>Your choice of showcase events – Halter, HUS, Pleasure, Amateur and Youth</p> <p>Package gives you:</p> <ul style="list-style-type: none"> ○ The class naming rights ○ Logo acknowledgement on our website ○ Social Media Advertising – 1 post on Facebook ○ Logo acknowledgement on e-marketing post event. ○ 1 x Free trade stall at the event for 4 days ○ Banners and Signage at the Event ○ Promotional Materials in the bag ○ Public announcements at the event ○ Quarter Page ad in the show program
HI POINT	\$150	<p>Your choice of Supreme Halter or Supreme Amateur Halter or a National Show Hi Point Awards</p> <p>Package gives you:</p> <ul style="list-style-type: none"> ○ The class naming rights ○ Website logo acknowledgement ○ Social Media Advertising – 1 post ○ Logo acknowledgement in e-marketing post event ○ Banners and Signage at the Event ○ Promotional Materials in the bag ○ Public announcements at the event ○ 1/6th Page add in the Show program

Australian Appaloosa Association Ltd ~ Sponsorship Officer: Jan Garland

Phone | 0418 291 799 Email | jangarland@bigpond.com

Web | appaloosa.org.au Facebook | Australian Appaloosa Association Ltd Insta | @aaaltd



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GRAND CHAMPION	\$125	<p>Your Choice of a Grand Champion Halter, Amateur Halter, Youth Halter, Performance Halter, Ridden Hack or Led Hack Exhibit</p> <p>Package gives you:</p> <ul style="list-style-type: none"> ○ Social Media Advertising – 1 post on Facebook ○ Logo Acknowledgement on post event e-marketing to members ○ Banners and Signage at the Event ○ Promotional Materials in the bag ○ Logo Placement in the event program
CLASS	\$100	<p>A class of your choice from our program</p> <p>Package gives you:</p> <ul style="list-style-type: none"> ○ Social Media Advertising – 2 posts on Facebook ○ Text Acknowledgement on post event e-marketing to members ○ Banners and Signage at the Event ○ Promotional Materials in the bag ○ Public Announcements of your as the event sponsor ○ Logo Placement in the event program
PRODUCT DONATIONS	<p>Product donations are welcome to any \$ amount.</p> <p>If the donation is in conjunction with any of the above sponsorship packages, the same opportunities will be available to you.</p> <p>Product donations are given out to competitors across the show in a variety of discipline to riders of all levels. This will ensure all of our competitors get the opportunities to receive prizes but also to gain maximum exposure for your products.</p>	



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SPONSORSHIP AGREEMENT

Please complete this page and send back to the contact details below:

Company Name: _____

Contact: _____ Phone: _____

Address: _____

Email: _____ Website: _____

ABN: _____ Do you require a tax invoice: Yes / No

I would like to join the 2019 National Appaloosa Championships as an event sponsor. I would like to take the following Package:

- Major Event Exclusive \$5000
- Classic Sponsor \$1,000
- Showcase Sponsor \$250
- Hi Point Sponsor \$150
- Grand Champion Sponsor \$125
- Class Sponsor \$100
- Donation/Product \$_____ Please enter the value of product for donation.

Please list your class/award preference: _____

Signed: _____ Date: _____

All applications must include:

- A copy of your business logo
- An advertisement to the size of your package if applicable
- A short 100 word blurb on your business

This will allow us to compete all marketing and advertising agreed.

Payment:

- Cheque Payment – *Cheques made payable to Australian Appaloosa Association Ltd.*
- Direct Deposit – *BSB: 082-842 A/C #: 123061348 A/C Name: Australian Appaloosa Association Ltd. Please list your reference as SPONSOR19 and your business initials*
- Credit Card (MasterCard or Visa Only)* **A Surcharge of 3% will apply to all Credit Card Transactions*

Credit Card # _____ Exp Date: ____/____

Name on Card: _____ Signature: _____

ALL SPONSORSHIP PACKAGE TO BE RETURNED WITH PAYMENT BY 18th FEBRUARY 2019



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TRADE STALL AGREEMENT

Please complete this page and send back to the contact details below:

Company Name: _____

Contact: _____ Phone: _____

Address: _____

Email: _____ Website: _____

ABN: _____ Do you require a tax invoice: Yes / No

I would like to secure a trade stall at the 2019 National Appaloosa Championships

Trade Sites:

- \$50 per day to sponsors only.
- All trade sites are powered. Trader must supply all of their own fittings, site set up etc.
- Camping is not included in this cost. Camping on the grounds is \$22.50 per day, payable to the AAA Ltd.
 - If you require camping please circle YES / NO - A camping form is available at appaloosa.org.au

Please note for all sponsors who have given \$500 and over, will receive a trade stall site for free. 2019 only! See our sponsorship package for more details.

Please Note:

I acknowledge the hire of the above trade site for the duration of the National Appaloosa Championship Show or dates specified, by the Company and/or Person listed. I agree to abide by any and all directions and instructions given by a member of the National Show Team or any person appointed by AELEC. I confirm that we have in place public liability insurance for an amount not less than ten million dollars (\$10,000,000), **a copy of our Certificate of Currency is supplied with this agreement.**

Signed: _____ Date: _____

Payment:

- Cheque Payment – *Cheques made payable to Australian Appaloosa Association Ltd.*
- Direct Deposit – *BSB: 082-842 A/C #: 123061348 A/C Name: Australian Appaloosa Association Ltd. Please list your reference as SPONSOR19 and your business initials*
- Credit Card (MasterCard or Visa Only)* **A Surcharge of 3% will apply to all Credit Card Transactions*

Credit Card # _____ Exp Date: ____ / ____

Name on Card: _____ Signature: _____

ALL TRADE STALL BOOKINGS TO BE RETURNED WITH PAYMENT BY 18th FEBRUARY 2019