



SPONSORSHIP PROSPECTUS

JULY 2022

RAISING TOMORROWS LEADERS, TODAY

EDUCATING TOMORROWS LEADERS, TODAY

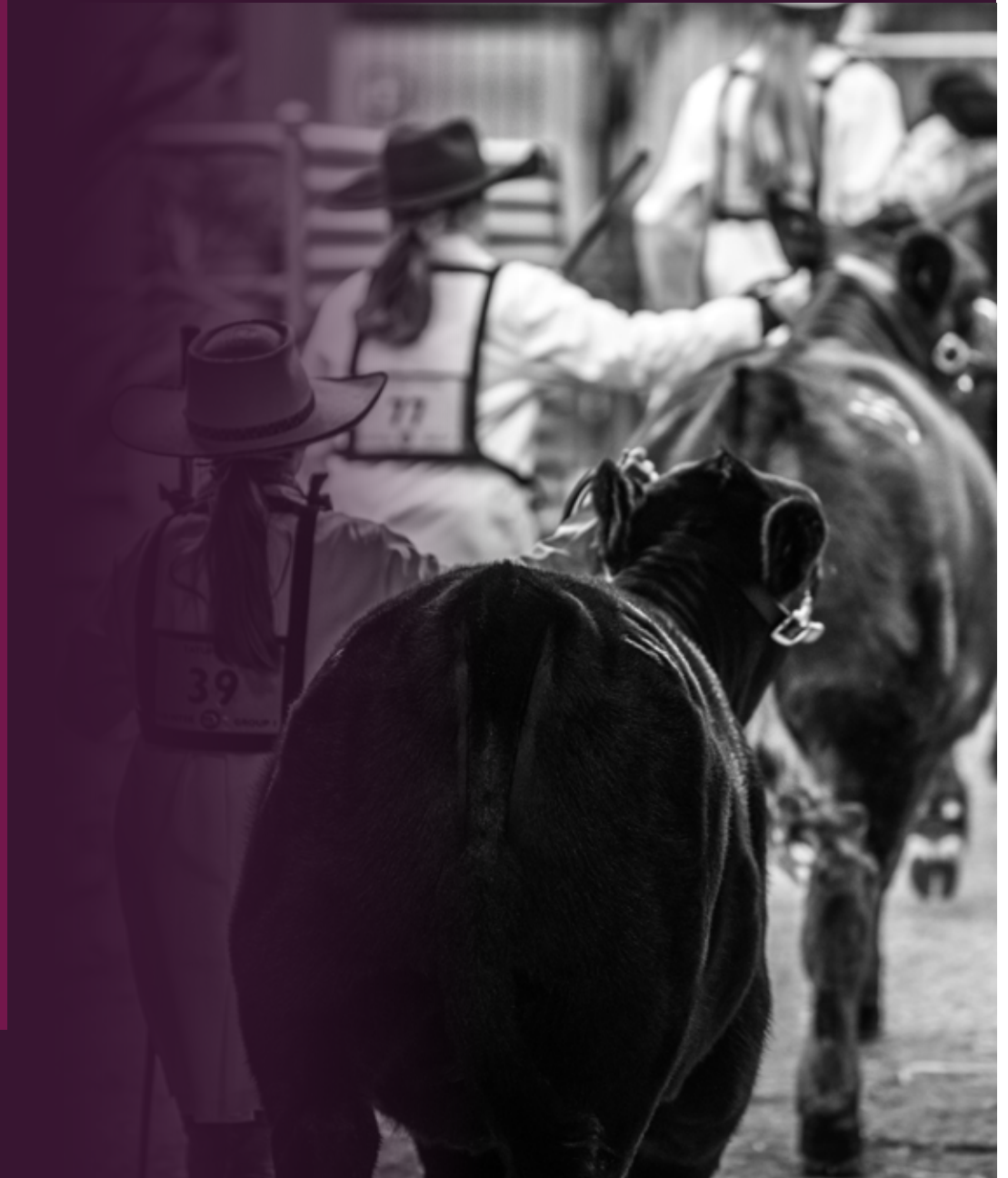
EDUCATING TOMORROWS LEADERS, TODAY

EDUCATE INSPIRE CONNECT

Since 1985, the South Australian Junior Heifer Expo has hosted 4 200 local, interstate, and international entrants, aged 8 to 24 years old.

The extensive program aims to educate, inspire and connect the future leaders of the beef industry through a unique program which combines 36 years of tradition with modern day practices.

The following sponsorship prospectus outlines the opportunities available for businesses to partner with the event in 2022.



SCHOLARSHIP SPONSOR

BY NEGOTIATION - NOT AVAILABLE FOR 2022

The Senior Champion Herdsperson, the major award presented at the Expo, is for the best 'all rounder' senior participant (18 - 24 years old).

Presented with the Award of Excellence and the Beef Industry Scholarship, totaling \$6 500, this coveted award entices many participants to return year after year.

Throughout the Expo, entrants are judged on many elements including; leadership, teamwork, public speaking skills, livestock knowledge, preparation and handling.

Sponsors are an important part of this process.

Pictured to the right is the 2021 Senior Champion Herdsperson, Angus Llewellyn



SPONSORSHIP OPPORTUNITIES

	Platinum Sponsor \$4 000	Gold Sponsor \$2 000	Silver Sponsor \$1 000	Bronze Sponsor \$500	Donation Sponsor <\$500
Positions Available	6	10	12	Unlimited	Unlimited
Catalogue Advertisement	A4 Page	1/2 Page	1/3 Page	Business Card Size	Logo Only
Logo / Name on Jacket	Logo	Logo	Business Name	Business Name	Business Name
Pre & Post Show Advertorial	✓	✓	✓	✓	✓
Social Media Coverage	Advertorial Video & Logo	Advertorial Picture & Logo	Logo	Logo	Business Name
Trade Display	✓	-	-	-	-
Signage	✓	✓	✓	✓	-
Merchandise in Bags	✓	✓	-	-	-
Speaking Opportunity	✓	-	-	-	-
Class & Award Presentations	✓	✓	✓	✓	-
Recognition During Judging	✓	✓	✓	✓	✓
Dinner Tickets	4	2	1	-	-

IN KIND SPONSORSHIP

BY NEGOTIATION

The South Australian Junior Heifer Expo is grateful for our generous, in kind sponsors.

For the 2022 event, please contact one of our committee members to discuss any in kind sponsorship.



BREEDER SPONSORSHIP

\$500

This Sponsorship is a new initiative, where all entrants, their families and sponsors will be invited to a 'Breeder's Banquet' on the Wednesday evening.

From the very beginning, breeders have been the backbone of the Expo. This night celebrates the generous contribution breeders have to the success of the event through the hours they volunteer and the many hundreds of animals supplied.

The dinner allows entrants to socialise with each other and sponsors of the event. It is a combination of all that is good about the expo; friendship, fun and making memories.

For more information, please contact Jono Spence.



CONTACT DETAILS

If you would like any more information about Sponsorship or to confirm sponsorship for the 2022 SA Junior Heifer Expo, please don't hesitate to contact any of the committee below or email us on sponsorship@sajuniorheiferexpo.com.au



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