



EDUCATE

INSPIRE

CONNECT



JULY 2023

SPONSORSHIP PROSPECTUS

WHY PARTNER WITH US?

Are you passionate about educating, inspiring and supporting the future leaders of the Australian Agricultural Industry? So are we!

Since 1985, the South Australian Junior Heifer Expo has hosted in excess of 5 000 local, interstate and international entrants, aged 8 to 24 years old.

Our aim is to educate, inspire and connect young people to the Australian Beef Industry through a unique and extensive program which combines 37 years of tradition and modern day practices.

BENEFITS TO YOUR BUSINESS

Become a partner with a truly respected and recognised event encouraging young people to gain experience and entry into Agriculture.



Networking Platform



**Foundation of
Future Relations**



**Physical Audience of
over 200 people**



**Merchandise
Recognition**



**Loyal Social Following &
Livestream Viewers**



AWARDS & SCHOLARSHIPS

Our generous sponsors enable the Expo to offer young people extensive and life changing opportunities through achievement awards and scholarships.

Our major awards and scholarships focus on broadening recipient's understanding and experience in the Agricultural Industry and potential career opportunities, through work placement, internships and study tours.



SENIOR HERDSPERSON AWARD

The most prestigious award of the Expo is the Senior Champion Herdsman. Throughout the Expo entrants are judged on many elements including leadership, teamwork, public speaking, industry knowledge, business and marketing skills, stockmanship, livestock preparation and handling.

The Senior Champion Herdsman receives the 'Award of Excellence' and the 'Beef Industry Scholarship'.

Pictured - 2022 Senior Herdsman
Winner Pheobe Eckermann



SPONSORSHIP OPPORTUNITIES

Our sponsorship levels are tailored to suit every budget. If you are passionate about supporting youth in Agriculture, we would love to chat to you!

| Platinum Sponsor \$4 000+ | Gold Sponsor \$2 000 | Silver Sponsor \$1 000 | Bronze Sponsor \$500 | Donation Sponsor |
|---------------------------------|-------------------------------|-------------------------------|--------------------------------|-------------------------------|
| A4 Catalogue Advert | 1/2 Page Catalogue Advert | 1/3 Page Catalogue Advert | Business Card Catalogue Advert | Recognition in Catalogue |
| Logo on Entrant Jacket | Recognition on Entrant Jacket | Recognition on Entrant Jacket | Recognition on Entrant Jacket | — |
| Pre & Post Expo Advertorial | Pre & Post Expo Advertorial | Pre Expo Advertorial | Pre Expo Advertorial | — |
| Ringside Signage to be provided | Corflute Sign printed by Expo | Corflute Sign printed by Expo | — | — |
| Merchandise in Entrant Bags | Merchandise in Entrant Bags | Merchandise in Entrant Bags | Merchandise in Entrant Bags | Merchandise in Entrant Bags |
| Class & Award Presentation | Class & Award Presentation | Class & Award Presentation | Class Presentation | Class Presentation |
| MC Recognition During Judging | MC Recognition During Judging | MC Recognition During Judging | MC Recognition During Judging | MC Recognition During Judging |



BREEDER SPONSORSHIP

For several generations the success of the Expo has relied on the generosity, knowledge and commitment of cattle breeders. Without this support, be it through volunteering time, ballot animals and financial contributions, many participants would not be able to attend the event.

Our Breeder Sponsorship opportunity is specifically for donations from Cattle Breeders.

A \$500 donation will entitle the breeder to be acknowledged at the 'Breeders Hospitality Are' with their business logo displayed and enjoy hospitality.

Breeders have been the backbone of our event since its inception and they will be acknowledged and celebrated throughout the event.

For more information, please contact Jono Spence.

THANK YOU TO OUR 2022 BREEDER SPONSORS



IN-KIND SPONSORSHIP

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

For the 2023 event, please contact one of our committee members to discuss any in-kind sponsorship.

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Stock journal



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INDUSTRY FUND



STANBROKE

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Elders
Trans Australia

The Cattle Shop
Fleurieu Milk Co.

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PPHS

Heiniger Australia
Falls Livestock Transport
Australian Beef Industry Fund

Trev Whitt's Contracting
Spence Dix & Co
Ridley

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National Herd Development

Princess Royal Station
Sagasser Transport
SW Seed Co
Virbac
Zoetis

Semex
Western Ag
Rural Vet Service
NextGen Ag Services
Red Angus Society Of Australia

DONATION SPONSORS

Nationwide Artificial Breeders
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Vowles Family
Hassell Family

Bizboost
Herefords SA
Murphy's Crossing Eggs
Maryvale Angus & Limousin
SA Santa Gertrudis Breeders Group
Australian Belted Galloway Association
SA Murray Grey Breed Promotion Group
Yerwal Estate Simmental and Angus Stud
Max Bowman Livestock Scanning & Hoof Trimming

Simmental Society SA Branch
SA Angus Society Committee
DiGorgio Family Wines
Knockando Beef Cattle
West Avenue Grazing
Insignia Company
MB & TJ Parker
Worklocker





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