

14th-17th July  
**2025**



**EDUCATE**

**INSPIRE**

**CONNECT**



*Anniversary*



*Celebration*

# SPONSORSHIP PROSPECTUS

# WHY PARTNER WITH US?

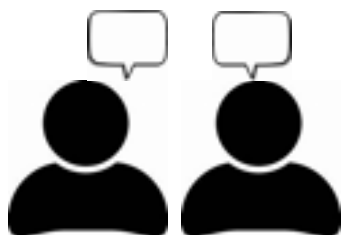
Are you passionate about educating, inspiring and supporting the future leaders of the Australian Agricultural Industry? So are we!

Since 1985, the South Australian Junior Heifer Expo has hosted in excess of 5000 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. In 2025, we will celebrate the 40th anniversary of the SAJHE. Don't miss your chance to be a part of this historic event.

## BENEFITS TO YOUR BUSINESS

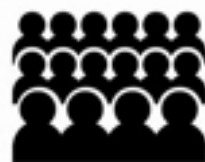
Become a partner with a truly respected and recognised event encouraging young people to gain experience and entry into agriculture.



**Networking Platform**



**Foundation of  
Future Relationships**



**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 Herdsperson. 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 Herdsperson receives the 'Award of Excellence' and the 'Beef Industry Scholarship'.

**2024 Senior Herdsperson Winner**

*Oscar Golding*





# 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<br>POA         | Gold Sponsor<br>\$2000           | Silver Sponsor<br>\$1000         | Bronze Sponsor<br>\$500        | Donation Sponsor<br>\$150+    |
|---------------------------------|----------------------------------|----------------------------------|--------------------------------|-------------------------------|
| 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    | —                              | —                             |
| Pre & Post Expo Advertorial     | Pre & Post Expo Advertorial      | Pre Expo Advertorial             | Pre Expo Advertorial           | —                             |
| Ringside Signage to be provided | Ringside Signage printed by Expo | Ringside Signage 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 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 PACKAGE

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 or financial contributions, many participants would not be able to attend the event.

Our \$500 Breeder Sponsorship Package is specifically tailored to cattle breeders. The package includes:

- ✓ Breeder logo printed on a sign (provided by Expo) and displayed in hospitality area
- ✓ Class presentation
- ✓ Recognition in catalogue
- ✓ MC recognition during judging

For more information, please contact Jono Spence - 0427 084 951.

## Thank you to our 2024 Breeder Sponsors



# THANK YOU TO OUR 2024 SPONSORS

## PLATINUM SPONSORS



## GOLD SPONSORS

Hills Farm Supplies  
Pacific Biologics

Elders  
Trans Australian

Fleurieu Milk Co.  
AuctionsPlus

## SILVER SPONSORS

Australian Beef Industry Fund  
Barastoc  
BB Country Halters  
Beachport Liquid Minerals  
BML Auctions  
Drover Ag  
Grylls Engineering

Falls Livestock Transport  
Limitless Show Supplies  
Mr Mick/Tim Adams Wines  
Parilla Premium Potatoes  
PPHS  
Production Animal Vets

Prostock Livestock  
Princess Royal Station  
Robinson Farms  
Sagasser Transport  
Spence Dix & Co  
Trev Whitt's Contracting

## BRONZE SPONSORS

Allflex-Coopers Animal Health  
Bridgman Contract Farming  
National Herd Development  
Neogen

Red Angus Society of Australia  
Rural Vet Service  
Semex  
Simmental Australia

Virbac  
Wild Hyde Western  
Worklocker  
Zoetis

## DONATION SPONSORS

Ag Teachers Association of SA  
Trent and Kelly Boers  
Carlton Nitschke Investments  
Charolais Society of Australia  
Country Sew 'n' Sew  
Fulwood Family  
Godfreys Electrical  
Hassell Family

Herefords SA  
Insignia Company  
Mavstar Photography  
Max Bowman Livestock Scanning  
MB Simmentals  
MB & TJ Parker  
Nationwide Artificial Breeders  
Red Poll Society  
SA Angus Society  
SA Murray Grey Breeders

SA Santa Gertrudis Breeders  
SA Shorthorn Society  
Sandy Ridge Ag  
South East Cattle Handlers  
Vowles Family  
West Avenue Carriers Pty Ltd  
Western Ag  
Zacker Pastoral



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**CONTACT OUR SPONSORSHIP TEAM**



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Chairman

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Sponsorship Co-ordinator

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