



ANGUSEXPO

TAMWORTH '25

SPONSORSHIP PROSPECTUS



The Zoetis AngusEXPO will be a two-day cattle exhibition, destined to be the largest gathering of registered Angus cattle ever held in Australia and a chance to showcase Australian Angus to the world.

There will be a range of sponsorship opportunities, including;

NAMING RIGHTS TO THE EDUCATION CENTRE

The education centre will host our Cattle Breeders College sessions [5], other guest speakers and our service Sunday morning.

CATTLE BREEDERS COLLEGE SESSIONS SESSION SPONSOR

Cattle Breeders College will host key note speakers from around the world in 90 minute sessions for a money cant buy education and engagement session on various topics relevant to the modern day beef producer.

NAMING RIGHTS TO THE "BULL BAR"

The Bull Bar will host the afternoon and evenings social drinks and fellowship while taking in the campdraft, the stockmans challenge and the night time music and entertainment.

NAMING RIGHTS TO THE POP UP BAR

The pop up bars will host people for socialising and a comfortable spot to do business and

catch up with new friends outside adjacent to the cattle stalls or trade sites. Operating each afternoon.

LIVE MUSIC SPONSOR

Live Music will be entertaining people throughout the Saturday and Sunday afternoon and nights. Sponsors will get acknowledgment prior to and during the performance.

ACOUSTIC ARTIST SPONSOR

Live Music Acoustic artists will perform throughout the event in afternoon sessions, sponsors get acknowledgment throughout the set and branding opportunities.

THE INTERNATIONAL LOUNGE

The international lounge will have hospitality for our international guests to do business and coordinate their World Angus Forum and AngusEXPO experience. The lounge will be hosted each day in business hours and include complimentary refreshments.

ANGUS BULL MASCOT

There is no doubt that "Waffy" the Angus Bull will be the most pictured and talked about bull on the entire forum and AngusEXPO! This is your chance to get your naming rights of the fibreglass mascot who will be making appearances at Tamworth and Brisbane and is sure to have a picture with everyone at some stage!

NAMING RIGHTS TO A STABLE BLOCK

Stable blocks will house Australia's finest registered Angus cattle. Naming a stable block will include naming the block in all maps and programs as well as branding on the block its self.

NAMING RIGHTS TO A COVERED ARENA

Covered Arenas are some of the most premium display areas for registered cattle at the Zoetis AngusEXPO. Taking a naming rights allows you to directly brand the arena and rename the location on all maps and programs.

NAMING RIGHTS, LIVE PODCAST STUDIO

A podcast recording stage will be the perfect place to brand and rename for this sponsorship. Hosting world class podcasts from across the world recording live in front of an audience. Sponsors get premium branding and acknowledgments through the podcasts.

PODCAST SESSION

Ever dreamed of recording your own podcast live at a major event well here is your chance! Sponsoring this section allows you to bring your own equipment in and record away in our podcast studio, on stage in front of a live audience!

DONOR CATTLE FOR CAMPDRAFT

Calling all cattle breeders and backgrounders. Several loads of cattle are required for the invitational campdraft across both days. Showcase the best of your stock to the world!

THE CAMPDRAFT - CHAMPIONS

The AngusEXPO will host the nations best and local riders in the invitational campdraft event. Watch the riders and horses work cattle in the campdraft arena and enjoy the high octane action in the "camp" in the shootout each evening in the main arena.

THE VIP SUNDOWNER

For a hard earned thirst at the AngusEXPO the best thing to do is have a sundowner. This VIP event is limited to 100 of your guests, clients or friends in an early bird happy hour 4pm - 5pm at the Bull bar. This event will include drinks and finger food.

CATTLEMAN'S BREAKFAST

With the Nations best cattle breeders bringing their best exhibits to AELEC, theres no doubt a hot breakfast will go down a treat. The Cattleman's breakfast provides brekky and a drink for the early risers after feeding their cattle and mucking out. We are sure this will be a much appreciated offering by all involved!

GOLF CART SIGNAGE

What has golf got to do with AngusEXPO? Nothing. But the golf carts will be everywhere, ferrying people and equipment everywhere. Get your signage front and centre on these premium golf carts to be seen all day every day! If your lucky you might even get a private tour of AngusEXPO in the gold cart for you and a friend!

AFTER EVENT PARTNER

If your wanting to kick on after the action and entertainment at AELEC has finished what better way than to head down to the local watering hole to top up for the day ahead. This partner must have venue and license to stay open past 10pm. With so many people looking to continue their conversations and engagement, we think this partner will be very popular!

COURTESY BUSES

Due to the size of the AngusEXPO we will need some courtesy buses to get us from A to B and back to A and maybe even past C! Having courtesy buses to pick us up and drop us off safely will make for an enjoyable experience for everyone. These sponsors get a captive audience multiple times a day, perhaps a perfect occasion to load everyone up with care packages, hats and water bottles in the morning ready for a big day ahead.

NAMING RIGHTS PEN COMP

The pen competition is a novel and unique competition being trialled at the AngusEXPO that will allow exhibitors to put their best 3 animals up for assessment by our panel of world class judges and also the crowd in a peoples choice.

VIP AREA - BAR/CAMPDRAFT

This VIP hospitality suite is ideally situated adjacent to the shootout in the main arena each evening. The VIP area is front and centre and will include your branding throughout, This money cant buy experience allows you to bring 25 of your clients, staff, friends, family into the suite to enjoy complimentary drinks and canapes while taking in the campdraft. This will be the envy of everyone over the fence when they realise you have your own service and seats while they are in line!

WORLD ANGUS FORUM - YOUTH COMPETITION -CHUTE TO SHOWRING

Watch the best Angus Youth battle it out in this showing style competition.

WORLD ANGUS FORUM - YOUTH TEAM COMPETITION - FAREWELL FUNCTION

40 of the best Angus Youth in the world will be departing the land down under after being embraced by the Australian Angus Family. Give them a great send off and get behind the future of the breed while joining with them to celebrate their achievement!

WORLD ANGUS FORUM - YOUTH TEAMS BUS

How do you get from A - B? On a bus of course! Well we need your help by sponsoring the Angus Youth bus you get exclusive access to the brightest minds in the breed from across the world!

WORLD ANGUS FORUM - YOUTH TEAMS - AUSSIE CAMP OUT

Sitting around a camp fire, singing songs about the Australian bush and looking up at a star filled New England sky will only be possible for our traveling youth teams with your help! Sponsoring the campout assists with the camping and cooking equipment to look after our teams with good old fashioned Australian hospitality.

SHIRT PARTNER

Want your logo and brand on all the committee and coordinator shirts seen by every delegate during the AngusEXPO? This is your chance to supply and co-brand the shirts as a permanent reminder of the greatest Angus event on earth!



Naming Rights to the Education Centre

Cattle Breeders College Sessions - Session Sponsor

Naming Rights to The 'Bull Bar'

Naming Rights to The Pop Up Bar

Live Music Sponsor

Acoustic Artist Sponsor

The International Lounge

Naming Rights to a Stable Block

Angus Bull Mascot

\$3,000

\$1,000

\$3,000

\$2,000

\$2,000

\$1,000

\$3,000

\$2,000

\$8,000

	Naming Rights to the Education Centre	Cattle Breeders College Sessions - Session Sponsor	Naming Rights to The 'Bull Bar'	Naming Rights to The Pop Up Bar	Live Music Sponsor	Acoustic Artist Sponsor	The International Lounge	Naming Rights to a Stable Block	Angus Bull Mascot
Partnerships Available	1	5	1	2	2	3	1	6	1
Logo Page In The AngusEXPO Catalogue And Map	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social Media Coverage and Logo On World Angus Forum Webpage	✓	✓	✓	✓	✓	✓	✓	✓	✓
Signage	✓	✓	✓	✓	✓	✓	✓	✓	✓
Speaking Opportunity	✓	✓							
Class Naming Rights For The Pen Competition			✓	✓				✓	✓
Acknowledgment During Event Over Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓
Entry Tickets The Zoetis AngusEXPO	4	2	4	2	2	2	4	2	6
Merchandise For The Sponsored Site, Session Or Bus Trip	✓	✓	✓		✓		✓		
Going To Be Live streamed	✓	✓							
Complimentary Trade Site									

	Naming Rights to a Covered Arena	Naming Rights, Live Podcast Studio	Podcast Session	Donor Cattle for Campdraft	The Campdraft Champions	The VIP Sundowner	Cattleman's Breakfast	Golf Cart Signage	After Event Partner
	\$3,000	\$5,000	\$1,500	In Kind	\$3,000	\$3,000	\$6000 or inkind	\$500	\$2000 and inkind

Partnerships Available	2	1	1	~3	4	2	1	2	1
Logo Page In The AngusEXPO Catalogue And Map	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social Media Coverage and Logo On World Angus Forum Webpage	✓	✓	✓	✓	✓	✓	✓	✓	✓
Signage	✓	✓	✓	✓	✓	✓	✓	✓	✓
Speaking Opportunity									
Class Naming Rights For The Pen Competition	✓								
Acknowledgment During Event Over Microphone	✓	✓	✓	✓	✓	✓	✓	✓	✓
Entry Tickets The Zoetis AngusEXPO	4	6	2	4	4			2	4
Merchandise For The Sponsored Site, Session Or Bus Trip		✓	✓		✓				✓
Going To Be Live streamed				✓	✓				
Complimentary Trade Site									

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	Courtesy Buses	Naming Rights Pen Comp	VIP Area Bar/Campdraft	World Angus Forum Youth Competition Chute to Showring	World Angus Forum Youth Team Competition Farewell Function	World Angus Forum Youth Teams Bus	World Angus Forum Youth Teams Aussie Camp Out	Shirt Partner
	\$500	\$5,000	\$10,000	\$2000 or in kind	\$6,000	\$2,000	\$3,000	\$8000 or in kind

Partnerships Available	2	1	1	1	1	1	1	1
Logo Page In The AngusEXPO Catalogue And Map	✓	✓	✓	✓	✓	✓	✓	✓
Social Media Coverage and Logo On World Angus Forum Webpage	✓	✓	✓	✓	✓	✓	✓	✓
Signage	✓	✓	✓	✓	✓	✓	✓	✓
Speaking Opportunity		✓		✓	✓	✓	✓	
Class Naming Rights For The Pen Competition								
Acknowledgment During Event Over Microphone	✓	✓	✓	✓	✓	✓	✓	✓
Entry Tickets The Zoetis AngusEXPO	2	6		2	4	2	6	6
Merchandise For The Sponsored Site, Session Or Bus Trip	✓	✓	✓	✓	✓	✓	✓	✓
Going To Be Live streamed		✓						
Complimentary Trade Site		✓	✓	✓	✓		✓	✓

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