



2021

Northern Beef

Producers Expo

Sponsorship Prospectus



www.nbpe.com.au

Invitation to Sponsor

The Northern Beef Producers Incorporated (NBP Inc.) welcomes you to the fifth Northern Beef Producers Expo (NBPE) to be held in Charters Towers at the H.M. Clarke Saleyards and Equestrian Centre on the 4th, 5th and 6th June 2021.

This is your invitation to join with us in presenting the 2021 NBPE. With ongoing support from the rural sector, the organising committee aims to again deliver a successful event that fosters innovation in the Northern beef industry.

This prospectus is designed to outline the opportunities for your business through sponsorship of the 2021 event.

In line with current policies regarding events and Covid-19 the NBPE will be running under a Safe Event Checklist. We ask that if you are unwell or experiencing symptoms you do not attend. There will be sign-in procedures in place as well as hand sanitizer throughout the venue. Numbers may also be restricted in line with current guidelines. In the event of a cancellation due to Covid-19 all registrations, sponsorship and nomination fees will be reimbursed.

Event Background

Since its humble beginning in 2015 the Northern Beef Producers Expo has continued to grow and build momentum. The event is now a highly recognised event on the Northern beef industry calendar.

The committee strive to ensure each event continues to showcase the latest and greatest products and innovations through the extensive trade exhibition and live demonstrations in 2021.

Following on from 2019

The 2021 NBPE is set to be the biggest event yet delivered by the volunteer committee. On the back of having to cancel the 2020 NBPE due to Covid-19 restrictions the committee has had extra time to make some important changes to the event layout and are excited to see these come into effect.

H.M. Clarke Saleyards and Charters Towers Equestrian Centre

The NBPE on the back of continued support and growth each year outgrew the original venue, evident by the jampacked layout of the 2017 event. With the addition of new event components, the committee made the decision to move the event to the H.M. Clarke Saleyards and Equestrian Centre. This venue allows for the Expo to be held in one place with ample room for everyone.



Keeping Dates the Same

Formally, the NBPE has been delivered in the month of March. The committee has considered the event date carefully for several years with a decision made to shift the 2019 event to the month of June and stick with the same dates for 2021 and beyond. The primary reasons for the date shift included the addition of a Commercial Cattle Competition to the event as well as the eminent risks of poor weather in the month of March. The committee is confident that this date holds the best opportunity for everyone.

Following on from 2019 cont.

The NBP Inc. is excited to keep the following events from 2019 continuing into 2021.

QLD Working Cattle Dog Championships – Friday 4th, Saturday 5th and Sunday 6th of June 2021

The NBP Inc. committee has assisted with the delivery of three Queensland working cattle dog trial association events in 2017, 2018 and 2019. In 2021, the committee will once again bring this fully affiliated working cattle dog trial into the NBPE program. This exciting event feature will attract increased attendance to the overall event.



Commercial Cattle Competition – Friday 4th June 2021

In 2018, the NBP Inc. committee took a step away from usual business, with future growth and potential in mind. The committee worked to reintroduce an important event to the region – a Commercial Cattle Competition which saw another great outcome in 2019. For many years, the presence of a Commercial Cattle Competition in the Charters Towers region had been missing. The NBP Inc. were successful in reintroducing the competition with local graziers keenly accepting the opportunity to display some of the quality grass-fed cattle produced across the region. Initiating further growth and development the committee will continue to combine the competition and presentation in our program.

“Steak your claim” demonstration series

An exciting addition in 2019, the “Steak your claim” series provides Trade Exhibitors the opportunity to demonstrate and put their exciting new innovation or product in the spotlight in 2021. More details can be found in the Trade Exhibitor Prospectus.

Why sponsor the 2021 NBPE?

The NBPE concept has continued to grow in each year of its delivery, with the addition of new event components attracting increased interest and attendance. The Northern Beef Producers Expo, last held in 2019 due to cancellation in 2020 for Covid-19 restrictions, took place over two days and was a major success featuring

- In 2019 over 900 individual patrons attended the event over both days
- Over 40 businesses took part in the Trade Exhibition with feedback suggesting good sales and customer rapport achieved
- Large crowds flocked to attend the Live Demonstration sessions which featured new and emerging technologies and tools available to the beef industry
- An impressive line-up of Keynote Speakers, headlined by Michelle Miller (Farm Babe) engaged audiences on Saturday of the event.
- “The Trough” bar attracted much interest with patrons dancing the night away to live music from local talent Ron and Deb Sellers.
- Momentum and event coverage resulting in over 2800 Facebook followers



Sponsorship Information

Application process

Applications for Sponsorship are currently open and will close 5:00 p.m. 14th May 2021. Upon receiving the application to sponsor the event, the organising committee will issue a Tax Invoice with the total amount payable as per the terms stated on the invoice. Sponsorship opportunities will be dealt with on a 'first in best dressed' basis. Sponsorship positions will be secured once payment has been received in full.

In-kind contributions

In-kind contributions for sponsorship may be accepted upon application to the Sponsorship coordinator. All offers of in-kind sponsorship will be assessed in terms of their financial contribution to the event and matched accordingly with the appropriate sponsorship level as described in the Sponsorship Packages section of this document.

Complimentary Trade Sites

Please refer to the sponsorship package information regarding complimentary trade sites offered to Gold, Silver and Bronze sponsors. Please acknowledge on the sponsorship registration form if you wish to accept the offer of a complimentary trade site. The organising committee asks that sponsors utilising their complimentary trade site make themselves familiar with the Trade Exhibitor Prospectus.

Sponsorship Packages

GOLD

- Exclusivity:** Each Gold sponsor gets exclusive naming rights to a specific event within the program such as the Commercial Cattle Competition or Working Cattle Dog Trial. In the event of insufficient events, this will be prioritised by order of sponsor registration.
- Recognition:** Sponsorship of the 2021 Northern Beef Producers Expo will provide your business with community and industry recognition of your support for the rural sector.
- Advertising:**
- Posting of business logo on any social media outlets (Facebook, Instagram).
 - Posting of business logo on NBPE website including special blog feature acknowledging sponsorship
 - Logo to be positioned on event promotional items such as flyers and advertisements from the date of payment received.
 - Mention of business name in all print editorials acknowledging sponsorship
 - A link posted on the NBPE Facebook page of business logo and link to website acknowledging the sponsorship
 - Prominent space for banners (to be supplied by sponsor) on main stage as well as around the event venue
- Trade Exhibit:** A complimentary trade site will be available to a **maximum** size of 12m x 12m.
- Endorsement:** Gold sponsors may use the wording “Gold Sponsor of the 2021 Northern Beef Producers Expo” in all promotional materials up until the 31st December 2021.

\$5000

SILVER

- Exclusivity:** Each Silver sponsor gets exclusive naming rights to a specific event within the program. In the event of insufficient events, this will be prioritised by order of sponsor registration.
- Recognition:** Sponsorship of the 2021 Northern Beef Producers Expo will provide your business with community and industry recognition of your support for the rural sector.
- Advertising:**
- Posting of business logo on any social media outlets (Facebook, Instagram).
 - Logo/business name to be listed in the 'sponsors section' of the official event program
 - A link posted on the NBPE Facebook page of business logo and link to website acknowledging the sponsorship
 - Prominent space for banners (to be supplied by sponsor)
- Trade Exhibit:** A complimentary trade site will be available to a **maximum** size of 6m x 6m.
- Endorsement:** Silver sponsors may use the wording "Silver Sponsor of the 2021 Northern Beef Producers Expo" in all promotional materials up until the 31st December 2021.

\$2500

BRONZE

Recognition: Sponsorship of the 2021 Northern Beef Producers Expo will provide your business with community and industry recognition of your support for the rural sector.

Advertising:

- Posting of business logo on any social media outlets (Facebook, Instagram).
- Logo/business name to be listed in the 'sponsors section' of the official event program
- Business name to be mentioned on advertising materials as per naming rights offer
- A link posted on the NBPE Facebook page of business logo and link to website acknowledging the sponsorship

Trade Exhibit: A complimentary trade site will be available to a **maximum** size of 3m x 3m.

Endorsement: Bronze sponsors may use the wording "Bronze Sponsor of the 2021 Northern Beef Producers Expo" in all promotional materials up until the 31st December 2021.

\$1000

COPPER

Recognition: Sponsorship of the 2021 Northern Beef Producers Expo will provide your business with community and industry recognition of your support for the rural sector.

Advertising:

- Posting of business name on any social media outlets (Facebook, Instagram) acknowledging all 'Copper' sponsors of the 2021 NBPE
- Business name to be listed in the 'sponsors section' of the official event program

Endorsement: Copper sponsors may use the wording "Copper Sponsor of the 2021 Northern Beef Producers Expo" in all promotional materials up until the 31st December 2021.

\$500

DONATIONS AND IN-KIND SUPPORT

Donations and in-kind support are very much appreciated. Donors will be provided recognition of their contribution on the event Facebook page and in the donations section on the official event program.

<\$500

Contact Information

For more information and to register your interest please get in contact.

Sponsorship Coordinator: Colleen Angus

Email: sponsorship@nbpe.com.au

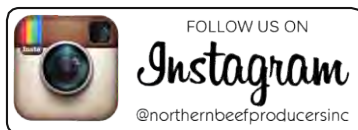
Phone: 0403 833 664

Northern Beef Producers Inc.

PO Box 657

Charters Towers QLD 4820

www.nbpe.com.au





Sponsorship Registration Form

Trading Name:					
Listing Name:					
Contact Person:		ABN/ACN:			
Postal Address:		Preferred method of contact: <small>Please tick below</small>		Phone:	
		Phone	Email	Mobile:	
				Email:	
Public Liability Insurer:					
Valid Policy Number:					
SPONSORSHIP LEVEL REQUIRED: <i>Please tick</i>					
GOLD	SILVER	BRONZE	COPPER	COMMERCIAL CATTLE CLASS	DOG TRIAL
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DONATIONS <\$500			IN-KIND <\$500		
Trade Site (<i>Gold, Silver and Bronze sponsors only</i>): Do you require the complimentary trade site offered as per the sponsorship package? Yes* <input type="checkbox"/> No <input type="checkbox"/>					
If yes, do you require any of the following:					
POWER	WATER	DISPLAY HAY	FORKLIFT	CRANE/HEAVY LIFTING	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
*Please note if requiring a trade site, you/your business will be required to adhere to the terms and conditions stated in the official Trade Exhibitor Prospectus. You must also supply details of your Public Liability Insurance as requested above.					
Media Release: Do you / your business grant the NBP Inc. permission to provide the contact details supplied above to media bodies including the events official media partner for advertising purposes? <i>Please tick.</i>					
Yes	<input type="checkbox"/>	No	<input type="checkbox"/>		
Terms and conditions: By completing and submitting this document you are agreeing to the terms and conditions stated in the Sponsorship Prospectus.					
Name:			Signature:		

Please return completed Sponsorship Registration Form via email:
sponsorship@nbpe.com.au

Alternatively, you can post the form to:
 Northern Beef Producers Inc.
 Att: Colleen Angus
 PO Box 657 Charters Towers QLD 4820