

# AGFEST

## 2012 Sponsorship Proposal



# *AGFEST – A Tasmanian Success Story ...*

## **About Agfest**

Agfest is an agricultural and machinery field day event that has been operating for some 30 years. It is a Tasmanian success story that injects several million dollars into our local economy annually. Agfest today is held in high esteem throughout Australia and is recognised in the top 3 field day events.

Agfest is organised and managed by the Rural Youth Organisation of Tasmania Inc., a non profit organisation whose members are aged between 15 and 30 years of age.

## **The History**

The first Agfest was held in May 1983 at Symmons Plains, Perth as a means of funding the Rural Youth Organisation of Tasmania Inc., in a manner that upheld the aims and objectives of the Organisation. That first Agfest attracted 111 exhibitors and 9,000 patrons over a 2-day event. Agfest 1984 saw the event extended to 3 days.

By 1986, following significant growth in popularity, the field day event had outgrown the Symmons Plains site, so members set about finding a permanent site and purchased approximately 200 acres at Carrick – now known as “Quercus Rural Youth Park”. Agfest 1987 was held on this site and attracted 203 exhibitors and 23,000 patrons.

Agfest continues to grow and attracts up to 750 exhibitors and 80,000 patrons.

## **The Success**

Agfest was successful in winning the Major Events & Festivals category of the Tasmanian Tourism Awards in 1997, 1998, 1999, 2002 and 2003 and Best Region category for 2000 and 2001. Agfest was awarded the Building Communities Award at the 2008 Launceston Chamber of Commerce Business Excellence Awards.

Agfest receives many accolades from exhibitors who travel the Field Days circuit and maintain that AGFEST is a very polished and professionally run event.

# *AGFEST - A Tasmanian Success Story ...*

## **The Organisers**

Agfest is managed and operated by a volunteer committee of approx. 60 young Rural Youth men and women with an average age of 24 years. This group of people are passionate about making a significant contribution to agriculture and strive to stage the best possible event, working continually to assess and improve the Agfest experience. The commitment made by this group is both exhaustive and a source of immense satisfaction.

Being on the Agfest organising committee is a powerful training tool that provides diverse skills and experiences. It is a unique training ground with opportunity for swift personal growth and extensive leadership training for those involved.

## **Making a Difference**

The profits from Agfest funds the programs for the Rural Youth Organisation as well as capital improvements to the field days site. "Quercus Rural Youth Park", the home of Agfest, has benefited from permanent power supply, the construction of 4 high quality toilet blocks, the construction of exhibition centres and buildings, fencing and road works together with other cosmetic improvements and facilities.

Rural Youth is the founder and an ongoing supporter of the Rural Financial Counselling Service Tasmania (RFCST), which employs two full time and one part-time rural financial counsellors, one part-time executive officer and three part time administration assistants. RFCST is a free and confidential state-wide service providing information and support to the Tasmanian farming community.

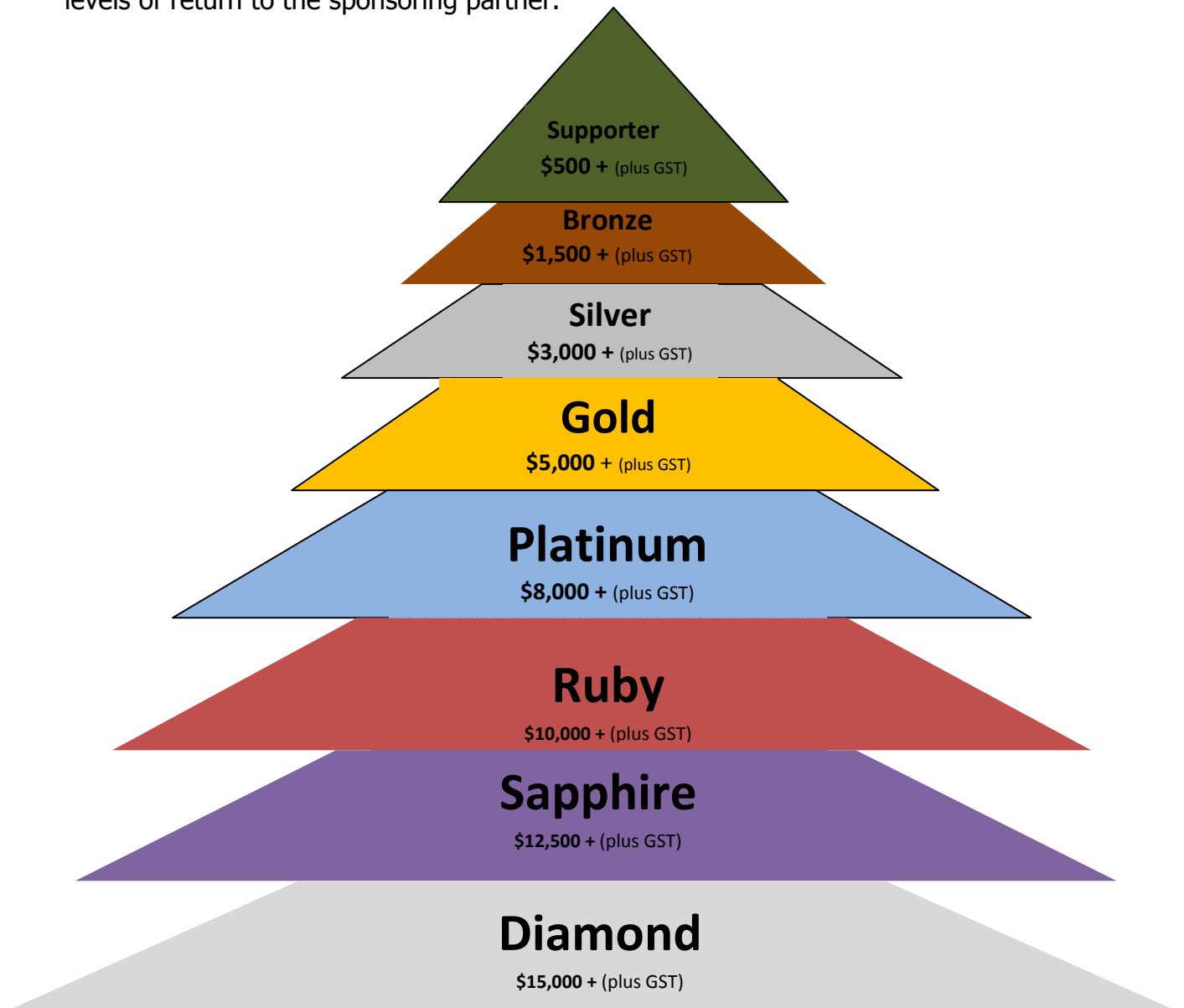
## **Your Opportunity**

Agfest is a Tasmanian success story – and an Australian icon. Agfest has a strong history with 30 years of experience and a reputation for its commitment to continued growth and improvement. Agfest makes a serious contribution to the agricultural community as well as the local economy and provides a valuable service to the rural industry.

The Agfest Committee invite you to consider aligning your business with Agfest and becoming part of the success story. There is a flexible range of sponsorship opportunities available for businesses to capitalize on the success of Agfest and promote their own business to event patrons.

## Levels of Sponsorship

There are eight levels of sponsorship available. Naturally the differing levels offer different levels of return to the sponsoring partner.



The benefits of sponsorship of this outstanding Tasmanian event listed on the following pages:

**AGFEST ...**  
*empowering the  
agricultural community  
and training tomorrow's leaders*

# Supporter

## Promotion

- Listing on the sponsor's page in the Agfest Official Program.
- Listing on the Agfest web site.
- Listing in the Rural Youth 2012 Annual Report identifying your support of Agfest.

## Hospitality

- 2 x 1 day passes for you to enjoy Agfest

**Supporter Package**  
**Total Investment for your company**

**\$500+ (plus GST)**

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# Bronze

## Real Estate & Hospitality

- **Your choice of:**

- 1 x small unpowered site (5 metres frontage x 10 metres depth)

*Please note: Application form must be completed with endorsement "Refer Sponsorship Arrangement" and the site is subject to the normal terms and conditions*

- 1 Exhibitor (3 day) pass, and 1 vehicle passes (allows 4 occupants)
- Invitation for two representatives from your company to attend the Exhibitors Breakfast
- Invitation for representatives from your company to attend the "Official Agfest Opening"

**OR**

- 25 x 1-day passes for you to enjoy Agfest, share with family, friends or reward client loyalty.

## Promotion

- Access to the PA system during Agfest, reserved exclusively for sponsors and on-site activities.
- Acknowledgement in the Rural Youth 2012 Annual Report, which is distributed widely, as a sponsor of Agfest.
- Three months advertising entitlement in the Tasmanian Rural Youth Newsletter in year 2012, circulated to all current members, Life Members, Service Award Members, other organisations, sponsors and the Public Library. *(Sponsor to provide advertising copy)*
- Company listing on the sponsors page in the Agfest Program *(sponsor to provide jpeg)*
- Company listing on the sponsors page in the Agfest website, along with links your company website

## Bronze Package

**Total Investment for your company**

**\$1,500+ (plus GST)**

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# Silver

## Real Estate & Hospitality

- **Your choice of:**

- 1 x single powered site (10 metres frontage x 10 metres depth)  
*Please note: Application form must be completed with endorsement "Refer Sponsorship Arrangement" and the site is subject to the normal terms and conditions*
- 2 Exhibitor (3 day) passes, and 1 vehicle passes (allows 4 occupants)
- Invitation for two representatives from your company to attend the Exhibitors Breakfast
- Invitation for representatives from your company to attend the "Official Agfest Opening"

**OR**

- 40 x 1-day passes for you to enjoy Agfest, share with family, friends or reward client loyalty.

## Promotion

- Access to the PA system during Agfest, reserved exclusively for sponsors and on-site activities.
- Acknowledgement in the Rural Youth 2012 Annual Report, which is distributed widely, as a sponsor of Agfest.
- Acknowledgement as a sponsor in all press releases and whenever possible during media coverage of Agfest.
- Four months advertising entitlement in the Tasmanian Rural Youth Newsletter in year 2012, circulated to all current members, Life Members, Service Award Members, other organisations, sponsors and the Public Library. *(Sponsor to provide advertising copy)*
- Company listing on the sponsors page in the Agfest Program *(sponsor to provide jpeg)*
- Company listing on the sponsors page in the Agfest website, along with links your company website

## Silver Package

**Total Investment for your company**

**\$3,000+ (plus GST)**

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# Gold

## Real Estate and Hospitality

### Your choice of:

- 1 double powered site (10 metres frontage x 20 metres depth)  
*Please note: application form must be completed with endorsement "Refer Sponsorship Arrangement" and the site is subject to the normal terms and conditions*
- 2 Exhibitor (3-day) and 3 vehicle passes (each vehicle pass allows 4 occupants)
- 4 x 1-day passes for you to enjoy Agfest or reward staff or clients
- Invitation for two representatives from your company to attend –
- Exhibitors Breakfast
- Invitation for representatives from your company to attend the "Official Agfest Opening"

### OR

- 60 x 1-day passes for you to enjoy Agfest, share with family, friends or reward client loyalty.

## Promotion

- Extensive access to the PA system during Agfest, reserved exclusively for sponsors and on-site activities.
- Acknowledgement as a sponsor in the Rural Youth 2012 Annual Report
- Acknowledgement as a sponsor in all press releases and whenever possible during media coverage of Agfest.
- Access to the Agfest logo for promotional activities for your company. *(Agfest reserve the right to approve the use of their logo for all promotional activities).*

...cont'd

- 6 months advertising entitlement in the Tasmanian Rural Youth Newsletter during 2012, circulated to all current members, Life Members, Service Award Members, other organisations, sponsors and the Public Library. *(Sponsor to provide advertising copy)*
- Company Logo on the sponsors page in the Agfest Program *(sponsor to provide .jpg version of logo)*
- Company name and logo on the sponsors page in the Agfest website, along with links your company website

**Gold Package**  
**Total Investment for your company**

**\$5,000+ (plus GST)**

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# Platinum

## Real Estate & Hospitality

### Your choice of:

- 2 double powered sites (20 metres frontage x 20 metres depth)  
*Please note: Application form must be completed with endorsement “Refer Sponsorship Arrangement” and the site is subject to the normal terms and conditions*
- 4 Exhibitor (3-day) and 3 vehicle passes (each vehicle pass allows 4 occupants)
- 4 x 1-day passes for you to enjoy Agfest or reward staff or clients
- Invitation for representatives from your company to attend the “Official Agfest Opening”
- Invitation for two representatives from your company to attend –
- Sponsors Gathering
- Exhibitors Breakfast

### OR

- 100 x 1-day passes for you to enjoy Agfest, share with family, friends or reward client loyalty.

## Branding

Naming rights of a major feature of Agfest –

- Expo Shed
- Equine Expo
- Heritage Area (working displays)
- Front Ticket Box

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## Promotion

- Extensive access to the PA system during Agfest, reserved exclusively for sponsors and on-site activities.
- Sponsor name and logo on the sponsor's boards at both ticket box entrances to Agfest, provided by Agfest.
- Acknowledgement in the Rural Youth 2012 Annual Report as a sponsor of Agfest
- Acknowledgement as a major sponsor in all press releases and whenever possible during media coverage of Agfest 2012.
- Access to the Rural Youth logo for promotional activities for your company. *(Rural Youth reserve the right to approve the use of their logo for all promotional activities).*
- 9 months advertising entitlement in the Tasmanian Rural Youth Newsletter during 2012, circulated to all current members, Life Members, Service Award Members, other organisations, sponsors and the Public Library. *(Sponsor to provide advertising copy)*
- Provision of space for company signage at branded feature *(signage to be provided by sponsor and made available to Agfest committee at least one week prior to the event)*
- Company Logo on the sponsors page in the Agfest Program *(sponsor to provide .jpg version of logo)*
- Company name and logo on the sponsors page in the Agfest website, along with links your company website

## Platinum Package

**Total Investment for your company**

**\$8,000+** (plus GST)

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# Ruby

## Real Estate

- 3 double sites (30m frontage x 20m deep) for your business –(1 powered site & 2 unpowered sites)

*Please note: Application form must be completed with endorsement “Refer Sponsorship Arrangement” and the site is subject to the normal terms and conditions*

## Hospitality

- 4 Exhibitor (3 day) Passes and 3 Vehicle Passes (each vehicle pass allows 4 occupants).
- 5 x 1 day passes for you to enjoy Agfest or reward staff or clients.
- Invitation for representatives from your company to attend the “Official Agfest Opening”
- Invitation for two representatives from your company to attend –
  - Exhibitors Breakfast
  - Sponsors Gathering

## Branding

*Naming rights of a major feature of Agfest –*

- *Craft Sheds*
- *Unique Taste Building*
- *Trades Expo*

## Promotion

- *Extensive access to the PA system during Agfest to advertise your business. This facility is reserved exclusively for sponsors and selected on-site activities.*

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- 12 months advertising entitlement in Tasmanian Rural Youth Newsletter in 2012 (circulated to all current members, life members, service award members, past exchange recipients, other organisations, sponsors and placed in the public Library).
- Inclusion of your logo in the Agfest Official Program (*exhibitor to provide jpeg*)
- Inclusion of your logo on the Agfest and Rural Youth web sites with links to your own business site.
- Inclusion of your logo in the Rural Youth 2012 Annual Report identifying your support of Agfest.
- Acknowledgement as a major sponsor in all press releases and whenever possible during media coverage of Agfest.
- Access to the Agfest logo for promotional activities for your company. (*Agfest reserve the right to approve the use of their logo for all promotional activities.*)

## Signage

- Inclusion of your logo in Agfest sponsor signage.
- Opportunity to provide your own company signage or banners in the branded area (location of signage subject to Sponsorship Manager's discretion, signage to be provided by sponsor and made available to Agfest Committee at least one week prior to the event).
- Inclusion of your business name / logo on the Agfest Corporate Signboards located at each ticket box entrance to the event.

## Ruby Package

**Total Investment for your company**

**\$10,000+** (plus GST)

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# Sapphire

## Real Estate and Hospitality

- 3 double powered sites (30m frontage x 20m deep) for your business.  
*Please note: Application form must be completed with endorsement “Refer Sponsorship Arrangement” and the site is subject to the normal terms and conditions*
- 5 Exhibitor (3 day) Passes and 3 Vehicle Passes (each vehicle pass allows 4 occupants).
- 6 x 1 day passes for you to enjoy Agfest or reward staff or clients.
- Invitation for representatives from your company to attend the “Official Agfest Opening”
- Invitation for four representatives from your company to attend –
  - Sponsors Gathering
  - Exhibitors Breakfast

## Branding

*Naming rights of a major feature of Agfest –*

- *Pedestrian Entrances*
- *Choice of one of three Car parks*

## Promotion

- *Extensive access to the PA system during Agfest to advertise your business. This facility is reserved exclusively for sponsors and selected on-site activities.*
- 12 months advertising entitlement in Tasmanian Rural Youth Newsletter in 2012 (circulated to all current members, life members, service award members, past exchange recipients, other organisations, sponsors and placed in the public Library).
- Inclusion of your logo in the Agfest Official Program (*exhibitor to provide jpeg*)

*....cont'd*

- Inclusion of your logo on the Agfest and Rural Youth web sites with links to your own business site.
- Inclusion of your logo in the Rural Youth 2012 Annual Report identifying your support of Agfest.
- Acknowledgement as a major sponsor in all press releases and whenever possible during media coverage of Agfest.
- Access to the Agfest logo for promotional activities for your company. (*Agfest reserve the right to approve the use of their logo for all promotional activities.*)

## Signage

- Inclusion of your logo in Agfest sponsor signage.
- Opportunity to provide your own company signage or banners in the branded area (location of signage subject to Sponsorship Manager's discretion, signage to be provided by sponsor and made available to Agfest Committee at least one week prior to the event).
- Inclusion of your business name / logo on the Agfest Corporate Signboards located at each ticket box entrance to the event.

## Sapphire Package

**Total Investment for your company**

**\$12,500+** (plus GST)

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# Diamond

## Real Estate and Hospitality

- 4 double powered sites (40m frontage x 20m deep) for your business.  
*Please note: Application form must be completed with endorsement "Refer Sponsorship Arrangement" and the site is subject to the normal terms and conditions*
- 6 Exhibitor (3 day) Passes and 4 Vehicle Passes (allows 4 occupants).
- 10 x 1 day passes for you to enjoy Agfest or reward staff or clients.
- Invitation for representatives from your company to attend the "Official Agfest Opening"
- Invitation for four representatives from your company to attend –
  - Sponsors Gathering
  - Exhibitors Breakfast

## Branding

*Naming rights of a major feature of Agfest –*

- *Central Arena*

## Promotion

- *Extensive access to the PA system during Agfest to advertise your business. This facility is reserved exclusively for sponsors and selected on-site activities.*
- 12 months advertising entitlement in Tasmanian Rural Youth Newsletter in 2012 (circulated to all current members, life members, service award members, past exchange recipients, other organisations, sponsors and placed in the public Library).
- Inclusion of your logo in the Agfest Official Program (*exhibitor to provide jpeg*)

*....cont'd*

- Inclusion of your logo on the Agfest and Rural Youth web sites with links to your own business site.
- Inclusion of your logo in the Rural Youth 2012 Annual Report identifying your support of Agfest.
- Acknowledgement as a major sponsor in all press releases and whenever possible during media coverage of Agfest.
- Access to the Agfest logo for promotional activities for your company. (*Agfest reserve the right to approve the use of their logo for all promotional activities.*)

## Signage

- Inclusion of your logo in Agfest sponsor signage.
- Opportunity to provide your own company signage or banners in the branded area (location of signage subject to Sponsorship Manager's discretion, signage to be provided by sponsor and made available to Agfest Committee at least one week prior to the event).
- Inclusion of your business name / logo on the Agfest corporate signboards located at each ticket box entrance to the event.

## Diamond Package

**Total Investment for your company**

**\$15,000+** (plus GST)

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**AGFEST 2012** will be an action packed event with something for everyone. Agfest is a Tasmanian success story ... a story about the agricultural community, about the young people who work hard to present this event and a story about future successes....

The Agfest Committee would be delighted to share this story with you and invite you to consider how you could become a chapter in the future of this event.

Please note, the above can be negotiated to better suit your needs provided both parties agree.

### ***AGFEST Contact***

Anthony Coad, Immediate Past Chairman & Sponsorship Director

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