



JULY 19-22

Paradise Lagoons Campdraft

2018 Sponsorship Prospectus



The annual Paradise Lagoons Campdraft (PLC) is the spiritual home of the Australian horse sport Campdrafting, one of only three sports invented in Australia. Hosted at a multi-million dollar, purpose-built facility, it is one of the most anticipated regional sporting events in Australia and attracts up to 12,000 competitors and spectators from far and wide to the Beef Capital of Australia, Rockhampton, in Central Queensland.

Paradise Lagoons Campdraft was the vision of late Australian cattleman Graeme Acton and his family. Through the generous support of sponsors the event continues to grow in caliber and size each year.

Now in its sixteenth year (origin 2003), just like its founder, Paradise Lagoons Campdraft custodians and organisers have a grand vision and want it to become an even more iconic annual tourism event through added entertainment, attractions and accommodation offerings.

PLC is seeking major partners who will capture and support this vision while using the event as a platform to align with an outstanding, pioneering, family-friendly community event, celebrating all that is wonderful about life in regional and Outback Australia!

To cater for the ever-growing competitor and general spectator numbers, in addition to hosting the campdraft, cutting, campdraft State of Origin, and trade show sites, the event offers an Eat Street, ladies luncheon (ticketed event), Friday night whisky saloon (ticketed event), celebrity ambassadors, country music stars, children's play area and other various entertainment acts and amusements.

The committee is aiming to establish future accommodation offerings suitable for domestic and international visitors, providing the opportunity to enjoy a truly unique regional Australian adventure.

The event runs over four days with the competition starting sun-up on Thursday and culminating in the hotly contested finals Sunday afternoon. Weekend festivities kick off Friday afternoon and competitors, spectators and attendees can be promised an affordable, action-packed experience suitable for all ages.

Charity Partners

Since its inception, Paradise Lagoons Campdraft has supported local charities and two major beneficiaries, the Royal Flying Doctor Service and Capricorn Helicopter Rescue Service. Together they have benefited to a sum in excess of \$365,000. The 2018 event will continue this tradition.



Your business and brand has an opportunity to align with and support this magnificent event and its pioneering vision.

Paradise Lagoons Campdraft has re-crafted our sponsorship and partnership opportunities to reflect its future vision to become an iconic Australian event similar to the Birdsville Races, Tamworth Music Festival and Warwick Rodeo.

Your business has been handpicked to partner with Paradise Lagoons Campdraft based on your credibility, natural alignment and appeal to our competitors and attendees.

The below prospectus has been developed to offer meaningful engagement opportunities and significant benefits to ensure a return on your investment.

For the first time, all major partners (Platinum and Gold), will have the opportunity to collaborate with the committee to craft an approved bespoke experience or promotion to increase brand engagement with attendees and potentially drive sales or new leads.

We would like to invite you to peruse the opportunities below and speak with our sponsorship manager to discuss how Paradise Lagoons Campdraft 2018 and beyond can partner with your business.

It is our hope all partners will gain significant advantage from their investment and alignment with this iconic Queensland event.

We look forward to collaborating to produce a spectacular event!



Platinum

Minimum investment starting from \$20,000 plus GST

(final agreed benefits will vary depending on investment amount)

Brand Experience and Promotion

Tailored opportunity to interact and promote your brand at the event and provide an exclusive offer and cross promotion to PLC attendees in line with your investment and business objectives (must have approval from PLC committee)

Brand Exposure - Venue

A 20mx20m exhibition space at the Paradise Lagoons Trade Fair to showcase your business and sell / promote products and services

Tailored public address announcements during the event

Strategic onsite electronic advertising during the event

Naming rights to an event on the competition schedule and participation in trophy presentation

Brand Exposure - Digital Marketing and Print Media

Logo placement on PLC website sponsors page (www.campdraft.com) including link to your website or URL promoting unique offer to PLC competitors / attendees

8 custom PLC social media opportunities pre, during and post event – promoted on Facebook, Twitter and Instagram platforms (must feature professional graphics, images or video and be approved by committee)

Partnership recognition in all pre, during and post event newsletters

Full page advertisement in the Paradise Lagoons program and company logo on all Queensland Country Life and other media advertising

Brand Alignment - Professional Photography

Professional photography of your brand and teams' involvement in the event for future use in marketing material and access to approved professional Paradise Lagoons Campdraft event photography

Networking Opportunities

10 tickets to the Friday Night Whisky Saloon- sponsors networking event and corporate function

Meet and greet with PLC celebrity ambassadors

4 tickets to the Paradise Lagoons Ladies Luncheon featuring renowned guest speaker

Guest passes to the exclusive sponsors and supporters pavilion throughout the event. Paradise 'Funny Money' to purchase drinks in the pavilion

Invitation to post-event cheque presentation function including food and beverages

Gold

Minimum investment starting from \$10,000 plus GST

(final agreed benefits will vary depending on investment amount)

Brand Promotion

Opportunity to conduct a tailored promotion to PLC competitors and attendees throughout the event (must have full approval from PLC committee)

Brand Exposure - Venue

A 15mx15m exhibition space at the Paradise Lagoons Trade Fair to showcase your business and sell / promote products and services

Tailored public address announcements during the event

Strategic onsite electronic advertising during the event

Naming rights to an event on the competition schedule and participation in trophy presentation

Brand Exposure - Digital Marketing and Print Media

Logo placement on PLC website sponsors page (www.campdraft.com) including link to your website or URL promoting unique offer to PLC competitors / attendees

4 custom PLC social media opportunities pre, during and post event – promoted on Facebook, Twitter and Instagram platforms (must feature professional graphics, images or video and be approved by committee)

Partnership recognition in all pre, during and post event newsletters

Half page advertisement in the Paradise Lagoons program and company logo on all Queensland Country Life and other media advertising

Brand Alignment - Professional Photography

Professional photography of your brand and teams' involvement in the event for future use in marketing material and access to approved professional Paradise Lagoons Campdraft event photography

Networking Opportunities

8 tickets to the Friday Night Whisky Saloon- sponsors networking event and corporate function

2 tickets to the Paradise Lagoons Ladies Luncheon featuring renowned guest speaker

Guest passes to the exclusive sponsors and supporters pavilion throughout the event. Paradise 'Funny Money' to purchase drinks in the pavilion

Invitation to post-event cheque presentation function including food and beverages

Silver

\$5,000 plus GST

Brand Exposure - Venue

A 12mx6m exhibition space at the Paradise Lagoons Trade Fair to showcase your business and sell / promote products and services
Tailored public address announcements during the five days of the event

Onsite electronic advertising during the event

Brand Exposure - Digital Marketing and Print Media

Logo placement on PLC website sponsors page (www.campdraft.com) including link to your website or URL promoting unique offer to PLC competitors / attendees

2 custom PLC social media opportunities – promoted on Facebook, Twitter and Instagram platforms (must feature professional graphics, images or video and be approved by committee)

Partnership recognition in all pre, during and post event newsletters

Company logo in the Paradise Lagoons event program and company name on Queensland Country Life advertisement

Brand Alignment - Professional Photography

Professional photography of your brand and teams' involvement in the event for future use in marketing material and access to approved professional Paradise Lagoons Campdraft event photography

Networking Opportunities

4 tickets to the Friday Night Whisky Saloon- sponsors networking event and corporate function

Guest passes to the exclusive sponsors and supporters pavilion throughout the event. Paradise 'Funny Money' to purchase drinks in the pavilion

Invitation to post-event cheque presentation function including food and beverages



Bronze

\$2,500 plus GST

Brand Exposure - Venue

A 6mx6m exhibition space at the Paradise Lagoons Trade Fair to showcase your business and sell / promote products and services
Tailored public address announcements during the five days of the event

Brand Exposure - Digital Marketing and Print Media

Logo placement on PLC website sponsors page (www.campdraft.com) including link to your website or URL promoting unique offer to PLC competitors / attendees

1 custom PLC social media opportunity – promoted on Facebook, Twitter and Instagram platforms (must feature professional graphics, images or video and be approved by committee)

Company logo in the Paradise Lagoons event program

Brand Alignment - Professional Photography

Use of approved professional Paradise Lagoons Campdraft event photography for your marketing purposes

Networking Opportunities

4 tickets to the Friday Night Whisky Saloon- sponsors networking event and corporate function

Guest passes to the exclusive sponsors and supporters pavilion throughout the event. Paradise 'Funny Money' to purchase drinks in the pavilion

Invitation to post-event cheque presentation function including food and beverages



Thank you for taking the time to review this prospectus.

To discuss a partnership with Paradise Lagoons Campdraft in 2018 and beyond, please contact:

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