



C/- ABRI, UNE, Armidale NSW 2351
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Email: mgsponsorship@outlook.com
Website: www.murraygrey.com.au

Dear,

Sponsorship of the 2019 Murray Grey National Show & Sale Murray Grey Youth Junior Stock Show

The Murray Grey Beef Cattle Society is a national organisation, focused on the promotion of the Murray Grey breed. The Murray Grey Youth of Australia is a group of young Murray Grey enthusiasts and breeders with a strong commitment to the future of the Australian agriculture industry.

Every year the Murray Grey Beef Cattle Society holds a National Show & Sale at the Wodonga Exhibition Centre, Victoria in April. This event provides Murray Grey breeders with the opportunity to sell bulls, females and genetic lots to clients from all around Australia. This year will be the 53rd year of the Murray Grey National Show & Sale.

Coinciding with the National Show & Sale, the Murray Grey Youth of Australia hold a Junior Stock Show. This 3-day event incorporates educational workshops on animal husbandry, marketing and interview skills as well as basic animal husbandry, cattle preparation and parading. Each year the event attracts 70 young beef cattle enthusiasts from 8-25 years of age. While competing in cattle judging, handling and herdsman competitions the participants have an opportunity to win a study scholarship to America, exchange to New Zealand or entry to similar programs (i.e. Tasmanian Junior Beef Expo).

To continue educating and supporting the future generations of the Murray Grey breed and in particular the Australian beef industry, the Murray Grey Beef Cattle Society and the Murray Grey Youth of Australia would like to offer you the opportunity to sponsor these events.

The benefits of providing sponsorship or advertising at these great events include:

- An opportunity to raise your company profile within the beef cattle industry
- An opportunity to showcase and discuss your product/s directly to your target clients
- A demonstrated commitment to actively supporting a rural event
- Enhancing your organisation's relationship and status with the farming sector

Outlined below is the Sponsorship Prospectus for the 2019 Murray Grey National Show & Sale and the Murray Grey Youth Junior Stock Show. If you or your business would like to support our event through a sponsorship package, please complete the enclosed form and return it to our Sponsorship Coordinator.

In addition to on site promotion and acknowledgements that sponsors receive, advertisements are also published in the Show & Sale Catalogue. Copies are distributed nationally to cattle producers, livestock agents, related businesses and prospective purchasers. If your business is not in the position to support us through monetary sponsorship there is an opportunity to place an advertisement in the catalogue. If your business would like to purchase an advert, please complete the enclosed form and return it to our Sponsorship Coordinator.

Thank you for considering our sponsorship proposal. Should you have any questions concerning event details please do not hesitate to contact me.

Yours sincerely,

A handwritten signature in cursive script that reads "Crystal Bell". The signature is written in black ink and is positioned below the "Yours sincerely," text.

Crystal Bell
Murray Grey Youth
President

2019 Murray Grey National Show & Sale & Youth Stock Show

	Youth Stock Show Joint Naming Partner	National Show & Sale Naming Partner \$2500 Plus Product	Youth Heifer Donation	Diamond Sponsor \$2000	Gold Sponsor \$1000	Silver Sponsor \$500	Bronze Sponsor \$250	In Kind
Positions Available	Position Filled	1	1	3	Unlimited	Unlimited	Unlimited	Unlimited
Trade Stand	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Advertising During Event	Acknowledged in all event promotion	Acknowledged in all event promotion	Acknowledged in event coverage & promotion of sale heifer	Acknowledged in event coverage	Acknowledged in event coverage	Acknowledged in event coverage	Acknowledged in event coverage	Acknowledged in event coverage
Youth Clothing	Large logo on front	Logo on back	Logo on Back	Logo on back	Name on back	Name on back	Name on back	Name on back
Awards	Major Awards (Champions)	Major Awards (Champions)	Major Awards (Champions)	Major Awards (Champions)	Major Reserve Awards	Major Reserve Awards	Class Sponsor	
Advertisement in National Sale Catalogue	1 full page ad & included in the sponsors list	1 full page ad & included in the sponsors list	1 half page ad & included in the sponsors list	1 half page ad & included in the sponsors list	1 half page ad & included in the sponsors list	Sponsors list	Sponsors list	Sponsors list
Murray Grey Website & Newsletter Advertising	Ads in 3 monthly Newsletters & ad on website for 3 months	Ads in 3 monthly Newsletters & ad on website for 3 months	Ads in 3 monthly Newsletters & ad on website for 3 months	Ad on website for 2 months	Ad on website for 1 month	Ad on website for 1 month		
Signage and Promotion	All prominent areas at event (Cattle Shed, ringside, dinner)	All prominent areas at event (Cattle Shed, ringside, dinner)	Judging ring, cattle shed & sale ring	Judging ring, cattle shed & sale ring	Judging ring, cattle shed & sale ring	Judging ring & cattle shed		
Promotional Items in Participant Bags	Up to 5 items	Up to 4 items	Up to 2 items	Up to 2 items	Up to 2 items	1 item		
Dinner Tickets	4	4	2	2	2			



53rd Murray Grey National Show & Sale & 4th Murray Grey Youth Stock Show



Sponsorship & Advertising Request Form

Sponsor Name:

Contact Person:

Billing Address:

.....

Ph: Email:

SPONSORSHIP PACKAGE

(Please tick)

- \$2750 National Show & Sale Naming Right Partner
- \$2200 Diamond Sponsor
- \$1100 Gold Sponsor
- \$550 Silver Sponsor
- \$275 Bronze Sponsor
- In Kind Sponsor

ADVERTISING PACKAGE

(Please tick)

- 1 x A4 Colour Page \$440
- 1 x ½ A4 Colour Page \$220

I..... agree to the conditions contained within this document regarding advertising/sponsorship of the 53rd Murray Grey National Show & Sale and the 4th Murray Grey Youth Stock Show.

Signed: Date:

For further enquiries:

Crystal Bell, Murray Grey Youth President – 0401 942 567

Tessa Pearson, Murray Grey National Show & Sale and Youth Coordinator – 02 6773 2173 or 0437 783 772

Please return completed forms to mgsponsorship@outlook.com