



SPONSORSHIP BENEFITS

Gold Sponsor

Brand Exposure

- Your business logo on approx. 500 colour posters and 2000 flyers distributed throughout the Region including Inverell, Tenterfield, Glen Innes, Armidale, Tamworth, Narrabri, Moree, Goondiwindi and the many townships in-between;
- Your Business Logo on 6,000 site maps and “lucky gate” entry sheets;
- Half page advert in our 2022 program approx. in one of the front pages (6000 to be printed);
- Your business logo displayed as a major sponsor during TV and print media campaign across the region as highlighted above;
- Your logo on all E-Newsletters and official Northern Inland Expo emails; including Facebook and Instagram.
- Your business mentioned as a “major sponsor” on Radio advertising the Expo across the whole region as highlighted above;
- Priority Facebook coverage advertising and acknowledging your business as a major sponsor as well as opportunity to advertise with the intention to attract visitors to your site;
- Expo website business logo and advert (limited content and size) until 31 March 2023.

During the Expo

- Signage at front gate displaying your business name as a major sponsor for the Expo;
- Opportunity to participate in the opening of the 2022 Expo on Friday morning 11.00am including media coverage and photo in the Inverell Times local newspaper;
- Exhibitors Site up to value \$885.50 (less value site not redeemable in value)
- Your business banner (Max of 2, as supplied by you) to be displayed at the entrance of the Expo during the weekend. Other business banner opportunities for placements at the Expo with a maximum of 5 display signs around the grounds;
- Opportunity to provide promotional material to patrons ie: bags, balloons, brochures (as approved by Expo Committee);
- Your business will be given priority and majority of promotional airtime during the Expo with announcements over the speaker, pre recorded and live feeds to your site, as pre arranged with yourself;
- 15 Free Gate or Entry Passes to be used or given away by your business at your own discretion.

Other

- Priority and first option at sponsorship opportunity for the 2023 Expo.

Gold Sponsor Investment \$3300 incl of GST

The Gold sponsor package outlined above is able to be changed only upon agreement of both parties, the above outline package inclusions and therefore agreed upon by the signature below:

Sponsor-

Lou Wilson- Event Co-Ordinator
M: 0415 561 802