



Sunday 23rd February 2025

Ballina Jockey Club , Racecourse Road, Ballina NSW

Sponsorship Opportunities 2025

We are pleased to invite you to connect as a sponsor with our Annual Charity fundraising event, to be held on Sunday 23rd February, 2025, with a full day program of entertainment, childrens rides, motor vehicles/motorbikes displays, interactive and vehicle related demonstrations and displays, food stalls and markets/swap meet..

These type of events attract the public/families and motor enthusiasts from far and wide and the previous event last hosted 2024, was supported throughout our local region and attracted NSW, QLD and other interstate auto clubs and visitors with approximately 10,000 in attendance.

This event, being a Community and Charity fundraising event, provides an excellent opportunity to raise awareness of your organisation, with an extensive marketing program planned, including social media, radio, television, and a dedicated website, sponsorship of this event offers excellent value in terms of marketing return.

The Charity of the Day: The Westpac Rescue Helicopter Service: as a Not for Profit Organisation and registered Charity, the service will receive a donation from this event, through the Ballina Volunteer Support Group facilitating the event abn 40 002 862 026 CFN 11992.

NB: Rotary Ballina has also been offered an opportunity in this years event to support and raise funds for their Club.

APPROVED FOR RELEASE September 2024

Ballina Volunteer Support Group | PO Box 3080 Lismore NSW 2372

Westpac Rescue Helicopter Service



We are offering varying levels of sponsorship packages to maximise benefits to you – Should you wish to discuss other opportunities, we welcome you to contact us.

THE BENEFITS OF SPONSORSHIP

A business sponsorship of an event, like this one, being a not for profit valuable Community service, fundraising event, offers a marketing tool to gain a competitive advantage and reach business goals.

Unlike advertising, sponsorships improve a brand's recognition and reputation because they support specific events that your target audience cares about. As a result, prospective customers associate your company with the event or activity. Sponsorship gives companies invaluable exposure by allowing them to reach and connect with quality audiences, which often results in business growth.

PLATINUM

ONLY 2 ON OFFER (1 IS ALREADY TAKEN)

\$5,000

- Major sponsor : Logo inclusion in all media avenues
- 10 Event Passes
- 3m x 12m Trade Space
- Business exposure all media, social media and website leading up to and during the event
- MC mentions on PA and Interview on the day
- Trophy naming rights on selected category
- Company personnel involved in trophy award presentations where applicable
- Ground Space Signage on key areas: ie entry gates, in car entry fields, in food/entertainment area.

GOLD ONLY 5 ON OFFER

\$2500

- 6 Event Passes
- 3m x 9m Trade Space
- Business exposure on social media and website leading up to and during the event
- MC mentions on PA and Interview on the day
- Company logo exposure on flyers/social pages/web page
- Trophy naming rights on selected category
- Ground Space Signage on key areas i.e. signage on fencing in entertainment area

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SILVER

\$1500

- 4 event Passes
- 3m x 6m Trade Space
- Business exposure on social media and website leading up to and during the event
- MC mentions on the day
- Business logo exposure on social and web pages

BRONZE

\$750

- 2 Event Passes
- 3m x 3m Trade Space
- Business exposure on social media and website leading up to and during the event
- MC mentions on PA on the day

PARTNER + PRIZE SUPPORTER

Become an integral part of the Event by donating a Prize! For vehicle judging prizes or a raffle prize on the day

Prizes can be cash, appropriate products, gift vouchers or services

- Opportunity for logo/business inclusion in relevant schedule and social/web page
- Acknowledgement during day and social media
- Acknowledgement of prize during draw

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FOR FURTHER INFORMATION PLEASE CONTACT:

Michelle Bailey
President
WRHSSG Ballina/Byron.
(Westpac Rescue Helicopter Service Support Group)
0408 436 552
www.northcoastshowandshine.com

Martin Bailey Committee
0415 886 099

PLEASE FORWARD APPLICATIONS TO:

admin@northcoastshowandshine.com

2025 SPONSORSHIP FORM: SUBMISSION for Consideration of Sponsorship

Once the Committee has reviewed the applications, an acceptance notification and **AN INVOICE WILL BE ISSUED**

Company Name: _____

Contact Person _____

Contact Address:

Email:

Website:

Phone :

Comments in support of application: i.e. business type, requirements for display areas, other services/items able to offer to event.

PACKAGE OF SPONSOR LEVEL APPLYING FOR: VALUE TICK BOX

- Platinum Sponsor \$5000 (only 2 available)
- Gold Sponsor \$2500 (only 5 available)
- Silver Sponsor \$1500
- Bronze Sponsor \$750
- Trophy sponsor Prizes _____
- Partner + Prize Supporter Open Amount : ___\$_____ or prizes: _____ for raffle/judging prizes

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