



2020 SPONSORSHIP PACKAGES

Become part of the Community Spirit in Casino



2019 Casino Truck Show – Rig of the Show

Dane & Danielle Ballinger Transport
Driver - Wayne

SPONSORSHIP INFORMATION 2020

Thank you for taking the time to look at the benefits of becoming a sponsor of the Casino Truck Show.

The Casino Truck Show was developed to provide a unique, community event in Casino that shows the region's history and the benefits the transport industry has provided the area. The event is managed by the Casino Beef Week Committee who has proven success with the operation and delivery of the region's premier festival, the 11-day celebration of Casino Beef Week with more than 110 events.

Last year over 250 trucks from across Australia and 5,000 spectators attended the Casino Truck Show, which is always held on the first Saturday of August. In addition to the outstanding community benefits of becoming a corporate partner of the Casino Truck Show, there are extensive commercial incentives to supporting this exciting event. The Committee has implemented a professional marketing and operations strategy and utilises various advertising channels such as television, radio, local newspapers, trucking industry magazines, online and social media. This helps to ensure that the promotional & advertising campaign generates consumer and business awareness to not only regional, but interstate markets. To get a taste of the Casino Truck Show event visit www.casinotruckshow.com.au and check out the video from last year's show!



SPONSORSHIP PACKAGES

Each and every sponsor of the Casino Truck Show is greatly appreciated. This event happens each year because of every single dollar and every passionate volunteer hour contributed. Casino Truck Show offers the opportunity for sponsors to select and tailor their sponsorship package inclusions to meet their needs. Sponsorship packages are available as follows:

Naming Rights Amount: \$10,000 PLUS GST

Recognised as the naming sponsor of the event

- Your logo in first and prominent position on all advertising and promotional material
- Event promotion material and media releases produced by organisers acknowledging sponsorship
- Prominent display of your logo at the event
- Public announcement acknowledgement of your company as a naming sponsor during the event
- Regional, state and national media awareness of your sponsorship (i.e., radio, magazine, regional press)
- Complimentary event tickets
- Award presentations on behalf of your organisation at sponsored event.

Parade Naming Sponsorship Amount: \$5,000 PLUS GST

- Naming sponsor of the parade event
- Company logo on all major advertising material
- Event promotion and media releases produced by Casino Truck Show acknowledging sponsorship
- Prominent Display of Company Logo at the Truck Show
- Public Announcement acknowledgement of your company as a Gold sponsor at the event and selected spot advertising including the event program flyer
- Regional, state and national media awareness of your logo (i.e., radio, magazine, regional press)
- Two free 3m x 3m space for exhibiting

Trophies Sponsorship Amount: \$2,000 PLUS GST

- Company Logo on trophies base
- Event promotion and media releases produced by Casino Truck Show acknowledging sponsorship
- Prominent Display of Company Logo at the Truck Show
- Public Announcement acknowledgement of your company as a Gold sponsor at the event and selected spot advertising including the event program flyer
- Regional, state and national media awareness of your logo (i.e., radio, magazine, regional press)
- Two 3m x 3m space for exhibiting

Gold Sponsorship Amount: \$1,500 PLUS GST

- Company logo on all major advertising material
- Event promotion and media releases produced by Casino Truck Show acknowledging sponsorship
- Prominent Display of Company Logo at the Truck Show
- Public Announcement acknowledgement of your company as a Gold sponsor at the event and selected spot advertising including the event program flyer
- Regional, state and national media awareness of your logo (i.e., radio, magazine, regional press)
- One free 3m x 3m space for exhibiting

Silver Sponsorship Amount: \$1,000 PLUS GST

- Recognition as a sponsor of the event with your logo on advertising and promotional material
- Display of your logo at the event
- Public announcement acknowledgement of your company as a sponsor at the event
- Regional, state and national media awareness of your logo (i.e., radio, magazine, regional press)
- One free 3m x 3m space for exhibiting

Bronze Sponsorship Amount: \$500 PLUS GST

- Recognition as a sponsor of the event with your logo on selected advertising material
- Display of your logo at the event
- Public announcement acknowledgement of your company as a sponsor at the event

Blue Ribbon Amount: \$100 to \$250 PLUS GST

- Display of your logo at the event
- Public announcement acknowledgement of your company as a sponsor at the event

Want to become a part of the Casino Truck Show sponsorship team?

Contact Maree Santarossa, Casino Beef Week Promotions Committee Inc

02 6662 8181 | info@casinotruckshow.com.au | PO Box 133 Casino NSW 2470 | F 6662 6577

CASINO TRUCK SHOW SPONSORSHIP SUBMISSION

The following information will be used to enter into a sponsorship agreement

Company Name.....

Contact Person.....

Address

Email.....

Phone / Mobile / Fax

Please indicate the level of sponsorship you wish to provide:

☐ Parade Naming .\$. (Plus GST)

☐ Gold\$. (Plus GST)

☐ Silver\$. (Plus GST)

☐ Bronze.....\$. (Plus GST)

☐ Blue Ribbon.....\$. (Plus GST)

If you wish to negotiate an in-kind contribution for inclusion in your sponsorship package please provide details below or contact Darren or Maree:

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Payment:

A tax invoice will be provided once your sponsorship agreement is confirmed.

Closing Date:

To ensure full sponsorship benefits, please return this agreement with hi-res logo to our team prior to the close of business on the 26th of June 2020.

It would be beneficial for early sponsorship commitment to ensure your business name is on the official truck show flyer which will be advertised on all transport media platforms.

Signature:

_____ Date: _____

Thank you for choosing to become part of the Casino Truck Show family!

Please forward your completed form to the Beef Week office at:

Darren Goodwin, Organiser

Phone: 0424 340 330

Email: darren@casinotruckshow.com.au

Frank McKey, President

Phone: 02 6662 8181 Fax: 02 6662 6577

Email: info@casinotruckshow.com.au

Post: PO Box 133 Casino NSW 2470

All enquiries are welcome.