

## SPONSOR PACKAGES

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Sponsor packages can be secured with either a cash or 'in kind' contribution of the amount shown for each sponsorship level. We have put a lot of thought into the construction of these packages and believe that they provide outstanding value for money. Please contact the Westech office if you would like more information or to confirm your sponsor preference.

### Prestige Sponsor

This level is limited to a **single** corporate sponsor who enters into a negotiated agreement with the Westech Field Days Assoc. Inc. for Westech 2021. Although this does not extend to naming rights for the event, it does **include the full list of benefits as outlined for Major Sponsors (below), as well as any additional considerations that may be determined through mutual agreement and which are commensurate with the value of the sponsorship.** Interested parties are invited and encouraged to contact the Westech coordinator as soon as possible to initiate discussions and **secure the position of Westech Prestige Sponsor.**

### Major Sponsor \$6,600 (GST Inc.)

- **No charge** for display site with frontage of up to 40 metres outdoor site or up to 7.5 metres turfed site (market place) or indoor frontage of up to 7.5 metres (includes power and water if required).
- Joint **first preference** in allocation of display site.
- **Superior and prominent recognition** and acknowledgement in **all** marketing and promotional activities. These include the Longreach Leader, various rural and regional newspapers, regional commercial radio, direct Landholder and Householder mailouts, as well as exposure on the Westech web page & Facebook.
- **No charge for one full page** of advertising space in the Westech field day booklet. This will be a Longreach Leader publication with 8,000 copies printed – 2,000 handed out throughout Central West Qld and 6,000 inserted into Longreach Leader, The Northern Miner & Charleville Western Times for distribution throughout our targeted regional markets.
- **40 x 30 second prime time commercial spots** on Radio 4LG (Longreach) between 6.00am and 8.00pm weekdays in the lead-up to Westech 2021 (includes production of commercial).
- **Regular and frequent recognition** of sponsorship and other relevant information through public address announcements of your choice, as well as **live interviews** during Westech with the on-ground announcer. *[More frequent than Gold, Silver and Bronze packages.]*
- **Social Media** – superior and prominent recognition and acknowledgement on social media platform/s leading up to and including Westech 2021.
- **10 free** two day gate passes.
- **10 free** \$10.00 meal/drink vouchers for use during Westech (at applicable vendors).
- Display of **Company banner** at both of the Westech entrance gates.

### Gold Sponsorship \$4,400 (GST Inc.)

- **No charge** for display site with frontage of up to 30 metres outdoor site or up to 6 metres turfed site (market place) or indoor frontage of up to 6 metres (includes power and water if required).
- Joint **second preference** in allocation of display site [after Major Sponsors].
- **Prominent recognition** and acknowledgement in marketing and promotional activities. These include Longreach Leader, various rural and regional newspapers, regional commercial radio, direct Landholder and Householder mailouts, as well as exposure on the Westech web page. [The Gold Sponsor package provides exposure on a more frequent and prominent basis than the Silver and Bronze packages.]
- **No charge for one half page** of advertising space in the Westech field day booklet. This will be a Longreach Leader publication with 8,000 copies printed – 2,000 handed out throughout Central West Qld and 6,000 inserted into Longreach Leader, The Northern Miner & Charleville Western Times for distribution throughout our targeted regional markets.
- **30 x 30 second prime time commercial spots** on Radio 4LG (Longreach) between 6.00am and 8.00pm weekdays in the lead-up to Westech 2021 (includes production of commercial).
- **Regular and frequent recognition** of sponsorship and other relevant information through public address announcements of your choice, as well as live interviews during Westech with the on-ground announcer. *[More frequent than Silver and Bronze packages.]*
- **Social Media** – superior and prominent recognition and acknowledgement on social media platform/s leading up to and including Westech 2021.
- **8 free** two day gate passes.
- **8 free** \$10.00 meal/drink vouchers for use during Westech (at applicable vendors).
- Display of **Company banner** at either of the Westech entrance gates.

## Silver Sponsorship \$3,300 (GST Inc)

- **No charge** for display site with frontage of up to 20 metres outdoor site or up to 4.5 metres turfed site (market place) or indoor frontage of up to 4.5 metres (includes power and water if required).
- Joint **third preference** in allocation of display site [after Gold Sponsors].
- **Recognition** and acknowledgement in marketing and promotional activities. These include the Longreach Leader, various rural and regional newspapers, regional commercial radio, direct Landholder and Householder mailouts, as well as exposure on the Westech web page. [The Silver Sponsor package provides exposure on a more frequent and prominent basis than the Bronze packages.]
- **No charge for one Quarter page** of advertising space in the Westech field day booklet. This will be a Longreach Leader publication with 8,000 copies printed – 2,000 handed out throughout Central West Qld and 6,000 inserted into Longreach Leader, The Northern Miner & Charleville Western Times for distribution throughout our targeted regional markets.
- **20 x 30 second prime time commercial spots** on Radio 4LG (Longreach) between 6.00am and 8.00pm weekdays in the lead-up to Westech 2021 (includes production of commercial).
- **Regular recognition** of sponsorship and other relevant information through public address announcements of your choice, as well as live interviews during Westech with the on-ground announcer. [More frequent than Bronze packages.]
- **Social Media** – recognition and acknowledgement on social media platform/s leading up to and including Westech 2021.
- **6 free two day gate passes.**
- **6 free \$10.00 meal/drink vouchers** for use during Westech (at applicable vendors).
- Display of **Company banner** at either of the Westech entrance gates.

## Bronze Sponsorship \$1,650 (GST Inc.)

- **No charge** for display site with frontage of up to 10 metres outdoor site or up to 3 metres turfed site (market place) or indoor frontage of up to 3 metres (includes power and water if required).
- Joint **fourth preference** in allocation of display site [after Silver Sponsors].
- **Recognition** and acknowledgement in marketing and promotional activities. These include the Longreach Leader, various rural and regional newspapers, regional commercial radio, direct Landholder and Householder mailouts, as well as exposure on the Westech web page. [Not as frequent or prominent as Major, Gold or Silver Sponsors.]
- **15% discount on one quarter page** of advertising space in the Westech field day booklet. This will be a Longreach Leader publication with 8,000 copies printed – 2,000 handed out throughout Central West Qld and 6,000 inserted into Longreach Leader, The Northern Miner & Charleville Western Times for distribution throughout our targeted regional markets.
- **10 x 30 second prime time commercial spots** on Radio 4LG (Longreach) between 6.00am and 8.00pm weekdays in the lead-up to Westech 2021 (includes production of commercial).
- **Recognition** of sponsorship and other relevant information through public address announcements of your choice, as well as a live interview during Westech with the on-ground announcer.
- **Social Media** – included within posts on social media platform/s leading up to and during Westech 2021.
- **4 free two day gate passes.**
- **4 free \$10.00 meal/drink vouchers** for use during Westech (at applicable vendors).
- Display of **Company banner** at either of the Westech entrance gates.

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We are always very grateful for the support that we receive from all of our sponsors, as they have a significant influence on our ability to host the Westech Field Days. Westech is a volunteer, community based, not for profit Association.