

Sponsorship Prospectus



2017 Sports and Health Expo
Sunday 12 February 2017
Rockhampton Showgrounds

sports + health expo

Sports and Health Expo

The Sports and Health Expo is a community event aimed to encourage involvement in a more active and healthy lifestyle. This initiative encourages participation in sport, recreation and healthy activities within the Region while also aiming to boost local sport, recreation and community organisation's membership.

The 2017 Sports and Health Expo will be hosted by Rockhampton Regional Council, through the KickStartCQ program, and will be held in the Robert Schwarten Pavilion at the Rockhampton Showgrounds on Sunday 12 February 2017.

The Sports and Health Expo has demonstrated its ability to target all ages in effectively promoting involvement in local sport and recreation clubs, as well as providing a platform for health service providers and gyms to raise their profile throughout the community.

Last year around 2,000 members of the community attended and were treated to lively demonstrations, enticing come and try activities and provided with relevant information from 93 site holders. Each year the Sports and Health Expo continues to grow providing an increased awareness of what is available with the Rockhampton Region and assisting Council to make our Region the most liveable in the world!

CQ Health 2016 Sports and Health Expo Debrief

- 2,000 people attended the expo
- 93 sites from local clubs, health service providers, gyms and businesses
- Over \$16,000 spent on advertising (including sponsorship contributions)
- Free amusement rides
- Great demonstrations
- Fantastic come and try activities
- Extensive coverage from local news networks on the day at the Expo

2017 Sports and Health Expo Mission

- Increase awareness and participation in local sport, recreation and health initiatives
- Boost participation in sport and recreation throughout the local community
- Highlight the variety of clubs and organisations offered in the Region
- Improve awareness of the benefits of healthy, active living
- Expand memberships in local sport and recreation clubs
- Develop awareness of programs and projects available throughout the Region
- Build the profile of local health service providers and the services they can supply
- Provide a fun, safe and accepting environment for community members of all ages to feel comfortable about pursuing a healthy lifestyle

CURRENT EXPO BUDGET: \$30,000

Marketing and Collateral \$7,000
Venue Hire \$7,000
Promotional Products \$5,000
Operational expenses \$7,000
Stage and Audio \$4,000

Naming Right's Sponsorship - \$5,000 (excl GST)

One (1) Available

Naming Right's sponsorship entitles your company to numerous benefits throughout the planning, promotion and running of the Sports and Health Expo. When planning the Expo, provision is made for the Naming Rights Sponsor to make the most of every opportunity to ensure their company is well-represented throughout the community and becomes synonymous with this fantastic community event.

The Naming Right's Sponsor will have its company logo and/or name featured on all marketing material, for example *Your Company's 2017 Sports and Health Expo*. This coupled with clever marketing and maximum exposure opportunities allow the Company to capitalise on the small investment.

The package can be tailored to suit your needs.

Naming Rights Sponsorship Package includes:

- Naming rights of the Expo (*Your Company's 2017 Sports and Health Expo*)
- Logo and company name on **all** promotional and advertising material
- Site in prime location at the Expo (if requested)
- Opportunity to display banners in prominent positions at the Expo (supplied by Sponsor)
- Logo on promotional shirts used leading up to, and during the event
- Provision of three (3) promotional shirts
- Ongoing recognition throughout the day by the Master of Ceremonies
- Opportunity to utilise multimedia advertising at the Expo
- Photo opportunities and media releases subject to media publication
- Copies of all advertising for your records and marketing purposes (if requested)
- Your logo on 1,000 giveaway tote bags at the Expo



Major Sponsorship - \$3,000 (excl GST)

Four (4) Available

Rockhampton Regional Council is seeking Major Sponsors for the 2017 Sports and Health Expo.

Major Sponsors receive exposure to the local community through marketing collateral while becoming involved in a worthwhile community event. Considerations are made when planning the Expo to allow Major Sponsors to capitalise on site location and multimedia advertising.

This level of sponsorship also has the added bonus of supporting an important community event promoting physical activity and healthy habits. Major Sponsors are also helping to increase participation and improve the healthy and wellbeing of the local community. Each Major Sponsor will reap the benefits of widespread promotion throughout the community via a variety of advertising and marketing mediums.

Major Sponsorship Package includes:

- Logo or company name on promotional and advertising material
- Site in prime location at the Expo (if requested)
- Opportunity to display banners in focal positions at the Expo (supplied by Sponsor)
- Logo on promotional shirts used leading up to, and during the event
- Provision of two (2) promotional shirts
- Ongoing recognition throughout the day by the Master of Ceremonies
- Opportunity to utilise multimedia advertising at the Expo
- Photo opportunities and media releases subject to media publication
- Copies of all advertising for your records and marketing purposes (if requested)



Other Sponsorship Opportunities



Promotional Tote Bag Sponsorship - \$2,000 (excl GST) *One (1) Available*

Promotional Tote Bag Sponsorship Package includes:

- Company Name and/or Logo on 1,000 promotional tote bags to be used at the Expo
- Site in prime location (if requested)
- Name on promotional shirts used leading up to, and during the event
- Provision of two (2) promotional shirts
- Copies of all advertising for your records and marketing purposes (if requested)

Event Sponsorship - \$1,000 (excl GST) *Unlimited Availability*



Event Sponsorship Package includes:

- Company name on selected promotional and advertising material
- Site in prime location at the Expo (if requested)
- Name on promotional shirts used leading up to, and during the event
- Provision of one (1) promotional shirt
- Ongoing recognition throughout the day by the Master of Ceremonies
- Photo opportunities and media releases subject to media publications
- Copies of all advertising for your records and marketing purposes (if requested)



Stage Sponsor - \$750 (excl GST) *One (1) Available*

Stage Sponsor Package includes:

- Company Name referenced each time the main stage is mentioned by Master of Ceremonies on the day
- Company Logo, banners, etc displayed on main stage
- Site in prime location at the Expo (if requested)
- Copies of all advertising for your records and marketing purposes (if requested)

Other Sponsorship Opportunities (cont.)



Amusement Ride Sponsor - \$500 (excl GST)

One (1) Available

Amusement Ride Sponsorship Package includes:

- Company Name referenced each time the amusement rides are mentioned by Master of Ceremonies on the day
- Company Logo, banners, etc displayed in amusement ride area
- Copies of all advertising for your records and marketing purposes (if requested)



Prize Sponsorship – Any Amount

Unlimited Availability

Companies who provide prizes to be used by expo organisers for giveaways, lucky door prizes and display prizes will receive recognition through:

- An announcement on the day when the raffle is being drawn
- Inclusion of some form of identification of your company on the prize for the recipient (sticker or flyer on prize)
- Company name in the 'prizes donated by' section in the program (prizes under \$550 RRP)
- Company logo in the 'prizes donated by' section in the program (prizes between \$550 and \$1,100 RRP)

Benefit	Naming Right's	Major	Promotional Bag	Event	Stage	Amusement Ride	Prize
Naming rights of the Expo	X						
Logo displayed on 1,000 promotional tote bags	X		X				
Logo on all promotional & advertising material and company name in radio advertising	X						
Logo on promotional and advertising material (excluding banners) and company name in radio advertisements		X					
Name on promotional & advertising material (excludes radio advertisements and banners)				X			
Opportunity to display banners in focal positions	X	X	X		X	X	
Logo on promotional shirts used leading up to and during the event	X	X					
Name on promotional shirts used leading up to and during the event			X	X			
Site in prime location	X	X	X	X			
Provision of promotional shirts	3	2	2	1			
Ongoing recognition throughout the day by the Master of Ceremonies	X	X	X	X	X	X	X
Opportunity to utilise multimedia advertising at the Expo	X	X	X	X	X	X	X
Photo opportunities and media releases subject to media publication	X	X		X			
Sponsorship Contribution (excl GST)	\$5,000	\$3,000	\$2,000	\$1,000	\$750	\$500	



All Sponsorship and Sports and Health Expo Enquiries:

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