

2022 NH FOODS AUSTRALIA ANGUS YOUTH NATIONAL ROUNDUP



Sponsorship Prospectus

The NH Foods Australia Angus Youth National Roundup is held every year on the second weekend in January and in the past has generally moved to a different location each year.

Moving forward a three year cycle has been implemented, which will see the location of the Roundup rotate between Wodonga, Victoria, Armidale, New South Wales and a 'wildcard' location, which will allow for the event to go to locations such as Mt Gambier South Australia and Toowoomba Queensland as it has done in recent years

The NH Foods Australia Angus Youth National Roundup is an event that encourages, promotes and provides a wonderful learning platform for anyone aged between 8 and 25 years of age interested in the Australian beef cattle industry. While the event encompasses a number of competitions aligned with cattle preparation, handling, showing and judging, a large focus is placed on educational sessions and team building activities, designed to encourage and inspire the next generation to remain active in the beef industry

The event is hosted by Angus Youth, the junior activities division of Angus Australia. As a not-for-profit organisation, Angus Australia relies on the support of its many partners to assist in conducting this significant event that delivers a unique learning environment for the Youth of the Australian Beef Industry.

The 2022 NH Foods Australia Angus Youth National Roundup will be held in Wodonga Victoria from the 13th to the 16th of January.

Since its humble beginnings, the Angus Youth National Roundup has become a highly regarded and well attended event for those young beef cattle enthusiasts wanting to learn more about the beef industry, network with likeminded individuals and compete for a large range of prizes and scholarships.

'Angus Youth Roundup by numbers'

	2020 Angus Youth National Roundup	Thomas Food International 2019 Angus Youth Roundup	Thomas Foods International 2018 Angus Youth Roundup	Teys Australia 2017 Angus Youth National Roundup
Location	Toowoomba, QLD	Armidale, NSW	Wodonga, VIC	Mount Gambier, SA
Competitors	130	176	146	122
Special Dinner Dance Attendance	220 (\$16,900 raised at auction)	395 (\$25,000 raised at auction)	340 (\$21,000 raised at auction)	270
Spectator Numbers	120+	180+	150+	100+
Educational Sessions	9	9	9	9



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PARTNERSHIP OPPORTUNITIES

All GST Inclusive	NAMING PARTNER \$11,000	SHIRT SPONSOR \$5,500	DINNER PARTNER \$3,300	DIAMOND PARTNER \$2,200	HAT PARTNER \$1,650	WATER BOTTLE PARTNER \$1,650	SACHEL PARTNER \$1,650	GOLD PARTNER \$1,100	BRONZE PARTNER \$550	CHROME PARTNER \$110					
Partnership Positions Available	1	1	2	Unlimited	1	1	1	Unlimited	15 Teams	Unlimited					
Catalogue Advertisement	Prominent Full Page	1/2 page	1/2 page	1/2 page	1/3 page	1/3 page	1/3 page	1/3 page	Business Card Size	N/A					
Catalogue Logo Page	NO LONGER AVAILABLE	NO LONGER AVAILABLE	NO LONGER AVAILABLE	✓	NO LONGER AVAILABLE	NO LONGER AVAILABLE	✓	✓	✓	✓					
Advertorial Pre & Post Show				✓			✓	✓	✓						
Trade Display				✓			—	—	—						
Signage				✓			✓	✓	—						
Logo on Shirt/ Hat/ Water Bottles				Logo Shirt Front / Hat / Water Bottle			Logo Shirt Back	Listed Shirt Back	Listed Shirt Back	Hat and listed shirt back	Water Bottle and listed shirt back	Satchel and listed shirt back	Listed shirt back	Listed shirt back	Listed shirt back
Speaking Opportunity				—			—	Dinner Speech	—	—	—	—	—	—	
Class Naming Rights				✓			✓	✓	✓	✓	✓	✓	—	—	
Class & Award Presentations				✓			✓	✓	✓	✓	✓	✓	—	—	
Acknowledgement during Judging				✓			✓	✓	✓	✓	✓	✓	✓	✓	✓
Dinner Tickets				5			2	2	2	1	1	1	—	—	—
Satchel Items	3	2	1	1	1	1	1	1	1	—					
Social Media Coverage	All Sponsors - Facebook and Twitter and Instagram Posts on Angus Youth Account														

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IN-KIND SPONSORSHIP

All GST Inclusive

MEAT PARTNER

MEDIA PARTNER

SOCIAL MEDIA PARTNER

LIVE AUCTION ITEM

SILENT AUCTION ITEM

WATER PARTNER

NO LONGER AVAILABLE

	MEAT PARTNER	MEDIA PARTNER	SOCIAL MEDIA PARTNER	LIVE AUCTION ITEM	SILENT AUCTION ITEM	WATER PARTNER
Available	1	1	2	Unlimited	Unlimited	1
Catalogue Advertisement	1/2 page	—	—	—	—	—
Catalogue Logo Page	✓	✓	✓	✓	✓	✓
Advertorial Pre & Post Show	✓	✓	✓	✓	✓	✓
Trade Display	—	—	—	—	—	—
Signage	At Dinner	✓	✓	✓	—	✓
Logo on Shirt/ Hat/ Water Bottles	Logo Shirt Back	Logo Shirt Back	Logo Shirt Back	Listed shirt back <small>(if received in time for shirt printing)</small>	Listed shirt back <small>(if received in time for shirt printing)</small>	Listed shirt back
Speaking Opportunity	At Dinner	—	—	—	—	—
Class Naming Rights	✓	✓	✓	✓	—	✓
Class & Award Presentations	✓	✓	✓	✓	—	✓
Acknowledgement during Judging	✓	✓	✓	✓	✓	✓
Dinner Tickets	2	—	—	1	—	—
Satchel Items	1	—	—	1	—	—

Social Media Coverage & Logo on website

All Sponsors - Facebook and Twitter and Instagram Posts on Angus Youth Account