



# THE ANGUS SOCIETY OF AUSTRALIA SA STATE COMMITTEE

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Re: 2019 Royal Adelaide Show Feature Breed

I am writing to inform you that Angus will be the Feature Beef Cattle Breed at the 2019 Royal Adelaide Show which will coincide with the Centenary of Angus cattle in Australia.

The South Australian Committee of Angus Australia will host a number of Feature Breed activities which will include after judging drinks, the feature Breed Dinner at the Rydges Hotel restaurant, a breed display in the Beef Cattle Shed and Angus House will be open as a meeting place for visitors from interstate or South Australian Angus members and supporters.

The Feature Breed status is offered to each beef cattle breed approximately once each twelve years at the Adelaide Show. This promotes the breed through the cattle present, for the benefit of the Angus membership base as a whole. The Feature Breed is the focus of the cattle show, and these animals remain at the showgrounds until the Thursday of the show.

The Angus breed is arguably Australia's most successful breed at this time and can boast cattle of the highest standard both in the stud and commercial fields. This is confirmed by feed-lotters paying premium prices for Angus or Angus cross stock and a very high demand for Angus beef from local and overseas restaurants and buyers. In the fast food arena both McDonalds and Hungry Jacks offer Angus as the preferred meat for that purpose.

In South Australia 41 percent of the 2018 Beef Week exhibitors were Angus studs. In addition there are 68 Full Members and 230 Commercial members of Angus Australia in the South Australian Branch which further highlights the strength of the breed in South Australia. Each year a highlight of the bull selling calendar is Angus Week where in 2018 over 800 hundred bulls were offered for sale reinforcing the popularity of the breed.

Feature Breed status at the Royal Adelaide Show offers businesses the chance to sponsor prizes, and as a result receive a high level of exposure to their product. A larger than normal number of exhibitors show their cattle at such a show, which in turn will offer sponsors the opportunity to expose their products and services to the Angus community and to those who purchase Angus bulls.

As a result, I am writing to you to offer your company the opportunity to become a sponsor of the Angus breed at the 2019 Royal Adelaide Show.

Sponsorship is available at the following levels, exclusive of GST;

<b>Sponsor Level</b>	<b>Naming Rights \$5000</b>	<b>Dinner Sponsor \$3000</b>	<b>Gold - \$2000 +</b>	<b>Silver - \$1000 - \$1999</b>	<b>Bronze - \$500 - \$999</b>	<b>Friend - \$499 and below</b>
Feature Breed Dinner	4 tickets	4 tickets	2 tickets	1 ticket	No	No
Display Banner	1 at the Dinner 1 at Angus site in Beef Shed	1 at the dinner	1 at the dinner	1 at the dinner	1 at the dinner	No
Table Advertising Material	1 piece	1 piece	1 piece	No	No	No
Beef Catalogue	Yes	Yes	Yes	Yes	Yes	Yes

This can be offered as a cash prize or a voucher for product. Sponsors will be recognised in the 2019 Adelaide Show Beef Cattle Catalogue, at the breed promotion site, Angus House and at the Feature Breed dinner. It offers your company an ideal opportunity to promote your product to a significant number of cattle breeders in South Australia.

As Chairman of the SA Committee of the Angus Australia, I or one of my committee will contact you in the near future to discuss your interest in being a part of the Angus Feature Breed promotion in September 2019. Alternatively, you can contact the Secretary, Malcolm Buckby via the contact details on this letter to lock in your sponsorship now.

I look forward to seeing you as a part of what will be a busy and exciting week at the 2019 Royal Adelaide Show.

Yours sincerely

Mark Fairlie  
Chairman