Celebrating 129 years of showtime
Lismore Showgrounds

2014 Partnership Opportunities

www.northcoastnational.com.au
A partnership with the North Coast National offers tremendous potential for new business opportunities. Excellent exposure for YOUR BRAND is guaranteed through:

• Acknowledgment in North Coast National pull out guide (distributed in Northern Star edition Monday October 13th – 35,000 Audited circulation)

• Acknowledgement in press, online, social, radio and television advertising for Naming Rights Sponsors

• Quality face-to-face experiences at North Coast National with existing and potential new customers (an estimated 30,000 entries through the gates in 2013)

• Signage and additional promotion throughout the three day event

• A partnership with the North Coast National underscores your commitment to the Northern Rivers region

• Discover more about the importance of sustainability and event-based tourism to the nation’s economy and our region with exclusive access to key consumer behaviour and marketing documents

• Network with local business leaders

• North Coast National sponsors are strongly associated with local excellence

• Leverage your involvement as part of your own marketing strategy to maximise your current marketing initiatives

• Develop your own corporate hospitality opportunities (host your own function during the North Coast National) with a local flavour

• The North Coast National will undertake a specific marketing program aimed at attracting national media coverage and high value visitors from outside the region

• The North Coast National is a not-for-profit organisation which relies solely on funding and local support in order to present an event which creates a huge local economic stimulus. Sponsorship ensures the North Coast National’s ability to continue to deliver an outstanding event that draws enthusiastic crowds interested in learning about what the region has to offer
TARGET AUDIENCE
The primary target audience of the North Coast National are residents of the Northern Rivers region (approx pop 270,000); with a secondary target reaching North, South and West of the region. This years theme, ‘Celebrating Country Life’ will be used in conjunction with an extensive media strategy to reach these audiences.

The Primary Target Audience is made of:
• Young families (25-35 y.o) represent an important part of the brand’s ongoing target audience.
• Ballina, Byron, Lismore, Kyogle, Nimbin and Tweed Coast shire residents – who will be attracted to the diverse entertainment and activities on offer and targeted in local media.
• University students (close to 4,000 students at the Lismore campus)
• School age individuals, not just from Lismore but from throughout the region
• Baby boomers who account for a relatively large proportion of residents in this area (23%).

The secondary target audience is made up of:
• Visitors – including business people and tourists – specifically visiting to attend the North Coast National
• Residents of the Far North Coast region (pop 500,000 incl. Northern Rivers) from Tweed Heads in the North, as far as Grafton in the South and Tenterfield to the West
• Tourists already in the region that week (estimated 200,000)
• Delegates in the region attending the Macadamia Industry Conference and the Forestry Conference as a pre and post touring

CUSTOMISED SPONSORSHIP PACKAGES
The North Coast National offers eight levels of sponsorship and is committed to customising sponsorship packages to maximise benefits to you - the key stakeholders of the event. Our specialist sponsorship team, headed by President John Gibson, will work closely with you to develop a package that leverages your existing marketing efforts and best serves the needs of your brand and your business.

MEDIA STRATEGY
The needs of sponsors are paramount in the media and marketing strategy for 2014, offering sponsors the opportunity to extend their brand, messaging and reach. The media and marketing plan includes:
• Appointment of a highly experienced media strategy and PR company with a brief to promote the North Coast National to national and regional media from Coffs Harbour to the Brisbane
• Print, radio, television and online advertising, specifically in the Northern Star and on the NBN, Facebook and the Lismore City Council website, as part of the art+food campaign
• Networking events;
• Web site and email marketing, by way of online ticketing and a ‘Whats On’ section on the NCN and Lismore City Council websites;
• Extensive Social media campaign with editorials release via Facebook and Twitter
• Direct member communications
NAMING RIGHTS SPONSOR

$40 000 + GST

Confirm your position as this region’s most supportive business

Benefits:

• Exclusive naming rights for 2014
• Your logo incorporated into the North Coast National logo and used prominently on all NCN marketing, promotional materials and advertising until March 2015.
• Immediate and ongoing acknowledgement promoting your support of the North Coast National in all national media communications.
• Your logo and corporate message or special offer printed on the back of show tickets.
• You will be prominently featured in any TV advertising spots for the 2014 NCN.
• Prominent, eye-catching display signage at the Showground for the duration of the event.
• Link to your website on the North Coast National website via your logo
• Free double trade space for display in your preferred position on the showground.
• Use of a corporate box during the show to entertain your guests.
• Relax in the VIP area of the Auto Club for Happy Hour each evening of the Show, where we will serve you complimentary drinks and nibbles. Nominate up to 8 persons for this exclusive invitation.
• Editorial content in Show Supplement
• 5 Complimentary double passes to special NCN events to use for staff, clients, customers or in promotions
• 10 free sponsors tickets for entry into the three day North Coast National
• Promotion via Ring Announcer
NAMING RIGHTS SPONSOR OF A HIGH PROFILE EXPO

$25,000 + GST

Main Arena Evening Spectacular
Each night of the Show, as the sun goes down; all eyes are on the main arena for an evening of family entertainment including a proposed Jet car, Iron Man challenge, Rodeo, Burnout Competition, concluding with a spectacular fireworks display.

Local Life & Healthy Living Pavilion
Align your brand with this event, introduced in 2010 and returning by popular demand, which will feature demonstrations, guest chefs, food and produce trade stalls and daily tasting menus. The Local Life Pavilion will highlight local produce and regional cuisine and the Northern Rivers region as a ‘must visit’ foodie destination. In 2014 we are combining the Local Life Pavilion with Healthy Living to promote the benefits of not only healthy eating but a complete healthy lifestyle.

Dairy Spectacular
Following a successful launch in 2011, the North Coast National Dairy Spectacular is back in 2014. As one of the Nation’s richest dairy competitions hundreds of cattle will be featured from as far afield as north Queensland and South Australia.....as well as the best local animals.

PARTNER OF THE NORTH COAST NATIONAL

$15,000 + GST

Reinforce your organisation as a key contributor to regional growth and development

Benefits:
• Your logo incorporated in all North Coast National media and advertising
• Exclusive naming rights to a North Coast National major event or section of the exhibition that aligns with your brand and business. Major events may include:
  - Arena Spectacular
  - Northern Rivers Regional Food & Healthy Living Pavilion
  - Dairy Spectacular
  - Beef Cattle Exhibition
• Prominent display signage at the Showground
• Link to your website on the North Coast National website, logo on NCN website
• 1 free trade space for display
• Editorial content in Show Supplement
• 2 Complimentary double passes to special NCN events to use for staff, clients, customers or in promotions
• 8 free sponsors tickets for entry into the three day exhibition
• Promotion via Ring Announcer
GOLD SPONSOR OF THE NORTH COAST NATIONAL
$10,000 + GST

Position your brand as a true local and increase your dialogue with your target audience

Benefits:
• A free advertisement in the Northern Star Show Supplement
• Exclusive naming rights to a North Coast National major event or section of the exhibition that aligns with your brand and business. Major events may include:
  - Showgirl Competition
  - Lorraine Ashton’s Circus
  - Beef Cattle Exhibition
• Your logo incorporated in all North Coast National media and advertising
• Your logo also included in specific advertising/media for that event or section
• Link to your website on the North Coast National website, logo on North Coast National website
• The right to display a sign at that event or section
• 1 free space on the grounds for a promotional display
• 2 Complimentary double passes to special NCN events to use for staff, clients, customers or in promotions
• 8 free sponsors tickets for entry to the three day exhibition
• Promotion via Ring Announcer

SILVER SPONSOR OF THE NORTH COAST NATIONAL
$5,000 + GST

Align your brand with an event at the region’s most iconic regional exhibition

Benefits:
• Link to your website on the North Coast National website
• Naming rights to an event or section of the North Coast National that aligns with your brand and business. Events may include, but are not limited to:
  - Fine Arts Pavilion
  - Showjumping
  - Beef cattle section
• The right to display a sign at that event or section
• Your logo included in specific advertising/media for that event or section
• Link to your website on the North Coast National website, logo on NCN website
• 1 free space on the grounds for a promotional display
• 1 Complimentary double pass to special NCN events to use for staff, clients, customers or in promotions
• 5 free sponsors tickets for entry to the three day exhibition
BRONZE SPONSOR OF THE NORTH COAST NATIONAL

$2,500 + GST

Show your clients and customers you care about local industry

Benefits:
- Naming rights to an event or section of the exhibition that aligns with your brand’s core values or your personal interests. These may include:
  - Poultry Pavilion
  - Championship Cats Pavilion
  - Woodchop
  - Championship Dog Show
  - Ute Muster
  - Campdraft Invitational
- Link to your website on the North Coast National website, logo on North Coast National website
- The right to display a sign at that event or section
- Logo included in advertising for that event
- 1 Complimentary double pass to special NCN events to use for staff, clients, customers or in promotions
- 5 free sponsors tickets for entry to the three day exhibition
- Promotion via Ring Announcer

SUPPORTER OF THE NORTH COAST NATIONAL

$1000 + GST

Stand out as a true supporter of your local community

Benefits:
- The Supporter of a section that best interests you, which could include:
  - The Fine Arts Pavilion (Photography, Needlework, Cooking, Flowers)
  - The Horse Section (Ring events Thursday, Friday or Saturday)
- The right to display a sign at a nominated event or section
- Logo included in advertising for that event
- Link to your website on the North Coast National website, logo on the NCN website
- 3 free sponsors ticket for entry to the three day exhibition
- Promotion via Ring Announcer
PATRON OF THE NORTH COAST NATIONAL

$500 + GST
Help stimulate the local economy and show your support
Benefits:
• The right to display a sign at a nominated event or section
• Logo included in advertising for that event
• Link to your website on the North Coast National website, logo on NCN website
• 2 free sponsors ticket for entry to the three day exhibition
• Promotion via Ring Announcer

PRIZE SUPPORTERS OF THE NORTH COAST NATIONAL

$250 + GST
To become an integral part of the North Coast National donate a Prize! You can choose the section or class that you would like to support and decide the prize. Prizes can be cash, appropriate products or gift vouchers.

Benefits:
• The right to display a sign at a nominated event or section
• Link to your website on the North Coast National website, logo on NCN website
• 2 free sponsors ticket for entry to the three day exhibition
• Promotion via Ring Announcer