

WESTERN AUSTRALIA

**HARVEY**  
SINCE **BEEF** 1919



# 2022 SPONSORSHIP PROSPECTUS

Dear Sir/Madam,

We would like to invite you to partner with us for the 2022 Gate 2 Plate Challenge.

The Gate 2 Plate Challenge is Western Australia's first beef 'paddock to plate' challenge. It is a unique cow calf challenge in that it is 100% commercially focused and assesses cattle only on objective traits that are important for profitability and efficiency through the supply chain allowing producers to benchmark and improve their bottom line.

The Gate 2 Plate Challenge holds several associated events throughout the competition period of which sponsors are encouraged to be involved with. These events are extremely well received within the beef industry and generate considerable interest. This provides great networking opportunities for sponsors.

#### **Open Day**

*Held at Mount Barker Regional Saleyards in January.*

Competitors can view the competition cattle and sponsor displays and demonstrations.

#### **Main Field Day**

*Held at Willyung Farms, Albany, in March.*

A full program of industry related speakers and interactive sponsor displays.

#### **Schools Challenge Day**

*Held at Willyung Farms, Albany.*

Aims to educate young people about the beef supply chain, highlighting the varied employment opportunities within the agricultural industry and encouraging young people to consider the industry as a career. Sponsors are encouraged to engage with the future youth of the agricultural industry.

The proposed timeline of events for the 2022 Gate 2 Plate Challenge is as follows:

<b>July 2021</b>	Sponsorship Opens
<b>31<sup>st</sup> August 2021</b>	Sponsorship Closes
October 2021	Competitors Entries Open
<b>January 2022</b>	Open Day at Mount Barker Regional Saleyards- <b>Networking Opportunities</b>
January 2022	Cattle commence grain feeding period
<b>March 2022</b>	Main Field Day at Willyung Farms, Albany- <b>Networking Opportunities</b>
March 2022	Schools Challenge
<b>June 2022</b>	Dinner and Awards Presentation – <b>Networking Opportunities</b>

The sponsorship levels are detailed in the Prospectus which is enclosed. A limited number of positions are available for each level to maximise exposure for sponsors. Sponsorship income will be used as prize money and to cover running costs of the competition and associated events.

The committee will consider all sponsorship applications and we will contact you with confirmation of your sponsorship after the closing date, 31<sup>st</sup> August 2021.

Kind regards,



Jarrod Carroll

On behalf of the Gate to Plate Challenge Committee.

# GATE 2 PLATE CHALLENGE

Gate 2 Plate Challenge Incorporated's main objectives are to:

Enhance the Western Australian Beef Industry through enthusiastic and positive engagement with stakeholders throughout the beef value chain and by providing opportunities to participate, learn, and grow together from the farm gate all the way to the consumer's plate.

To facilitate and provide support and encouragement to students and youth in agriculture with representatives from all facets of the supply chain of the Beef Industry. This extends from the producers through to the marketers and all sections in between that would not otherwise have an opportunity to meet.

Advancing Education by promoting the Agricultural Industry and its many opportunities to youth and students of all ages. Showcasing careers and opportunities within the agricultural industry in regional areas of Australia. Information on the requirements to obtain future employment within the agricultural industry after graduating. Providing students with an opportunity to network with the whole beef supply chain from corporate identities to the producer. This opportunity for the students and youth to be able to participate in educational topics presented during training at field days and events and being able to interact with representatives from all facets of the beef industry leads to the beef industry as a positive career option for the students and youth in our community.

The organisation also provides support to the producers within the beef industry through appraisal of the performance of their cattle for them to better facilitate the development of stronger herds and profitability.

Highlighting the importance of food security to the Australian consumer. Support of all participants in the agricultural industry is important for its continuity of food supply to the domestic market.

Preventing and relieving the suffering of animals through education and training at field days and events.

Alliances with organisations involved in advancing social and public welfare within our community particularly in relation to Mental and Physical Health of those persons involved in the farming and agricultural community.

To be involved in relevant research initiatives and alliances with organisations involved with the advancement of the natural environment. Advocating approved efficiencies in farming practices, assisting in maintaining the health of the natural environment of soil health, maintaining health rivers and waterways.

# DIAMOND

MINIMUM \$10,500 INC GST

Our Diamond Level is reserved for businesses seeking a customised sponsorship package, tailored specifically to suit individual requirements. Further discussions are welcomed and interested parties are encouraged to apply directly to the Gate 2 Plate Challenge Committee.



# GOLD

**MINIMUM \$6,308 INC GST**

**Television advertising promoting Sponsor Logo**

*Viewing Population 416,637*

**Farm Weekly advertising promoting Sponsor Logo**

*Readership 46,900*

Entries Open – 2 adverts, Field Day – 4 adverts, Thank You – 1 advert

**Sponsors Logo on Gate 2 Plate Challenge Website**

Includes a link to Sponsors Website

**Sponsors logos on Gate 2 Plate Challenge Newsletters**

Link to sponsors website from all newsletters

**Gate 2 Plate Challenge Social Media Advertising**

promote Sponsor Logo throughout competition

**Logo presented on a Sponsorship Board**

On display at all events

**Display Space at Mount Barker Regional Saleyards and Willyung Farms**

During field days

**2 Complementary Entries to the Field Day at Willyung Farms Feedlot**

Value of \$70

**Present a major award at the Awards evening**

Promoting your business

**Awards Dinner**

2 complementary seats at the Awards Dinner

Value of \$200

Option to purchase additional seats if they become available

**Presented with a Compendium containing Results Booklet**

**Logo displayed in the Gate 2 Plate Challenge Results Booklet**

**Business Flyer in the presentation folder at Awards Dinner**

**25% site discount at 2021 Albany Agricultural Show**

# SILVER

**MINIMUM \$3,786 INC GST**

**Farm Weekly advertising promoting Sponsor Logo**

*Readership 46,900*

Entries Open – 2 adverts, Field Day – 4 adverts, Thank You – 1 advert

**Sponsors Logo on Gate 2 Plate Challenge Website**

Includes a link to Sponsors Website

**Sponsors logos on Gate 2 Plate Challenge Newsletters**

Link to sponsors website from all newsletters

**Gate 2 Plate Challenge Social Media Advertising**

promote Sponsor Logo throughout competition

**Logo presented on a Sponsorship Board**

On display at all events

**Display Space at Mount Barker Regional Saleyards and Willyung Farms**

During field days

**2 Complementary Entries to the Field Day at Willyung Farms Feedlot**

Value of \$70

**Present a secondary award at the Awards evening**

Promoting your business

**Awards Dinner**

1 complementary seat at the Awards Dinner

Value of \$100

Option to purchase additional seats if they become available

**Presented with a Compendium containing Results Booklet**

**Logo displayed in the Gate 2 Plate Challenge Results Booklet**

**Business Flyer in the presentation folder at Awards Dinner**

**20% site discount at 2021 Albany Agricultural Show**

# BRONZE

**MINIMUM \$1,264 INC GST**

**Farm Weekly advertising promoting Sponsor Logo**

*Readership 46,900*

Entries Open – 2 adverts, Thank You – 1 advert

**Sponsors Logo on Gate 2 Plate Challenge Website**

**Sponsors logos on Gate 2 Plate Challenge Newsletters**

**Gate 2 Plate Challenge Social Media Advertising**

promote Sponsor Logo throughout competition

**Logo presented on a Sponsorship Board**

On display at all events

**Display Space at Mount Barker Regional Saleyards and Willyung Farms**

During field days

**1 Complementary Entry to the Field Day at Willyung Farms Feedlot**

Value of \$35

**Awards Dinner**

Option to purchase 2 seats

Option to purchase additional seats if they become available

**Presented with a Compendium containing Results Booklet**

**Logo displayed in the Gate 2 Plate Challenge Results Booklet**

**Business Flyer in the presentation folder at Awards Dinner**

**20% site discount at 2021 Albany Agricultural Show**

# SUPPORTERS

**MAXIMUM \$1,264 INC GST**

**Farm Weekly advertising promoting Sponsor Logo**

*Readership 46,900*

Thank You – 1 advert

**Display Space at Mount Barker Regional Saleyards and Willyung Farms**

*During field days*

**1 Complementary Entry to the Field Day at Willyung Farms Feedlot**

*Value of \$35*

**Awards Dinner**

*Option to purchase 2 seats*

*Option to purchase additional seats if they become available*

**Presented with a Compendium containing Results Booklet**

**Acknowledgment in the Gate 2 Plate Challenge Results Booklet**

**Business Flyer in the presentation folder at Awards Dinner**





# **BREED SOCIETIES & STUD BREEDERS**

**MINIMUM \$632 INC GST**

**Farm Weekly advertising promoting Sponsor Logo**

*Readership 46,900*

Thank You – 1 advert

**Display Space at Mount Barker Regional Saleyards and Willyung Farms**

During field days

**1 Complementary Entry to the Field Day at Willyung Farms Feedlot**

Value of \$35

**Awards Dinner**

Option to purchase 2 seats

Option to purchase additional seats if they become available

**Presented with a Compendium containing Results Booklet**

**Acknowledgment in the Gate 2 Plate Challenge Results Booklet with Breed Award**

**Business Flyer in the presentation folder at Awards Dinner**





## 2022 SPONSORSHIP APPLICATION

Thank you for supporting the 2022 Gate 2 Plate Challenge. Please provide a name and contact details for correspondence. *All correspondence regarding the 2022 Gate 2 Plate Challenge and associated events will be sent to the email address you supply on this application form.*

Please return your sponsorship form by email to [entries@gate2platechallenge.com.au](mailto:entries@gate2platechallenge.com.au) or by mail to **PO Box 1193, ALBANY WA 6331**. All sponsorship applications will be appreciatively considered by the committee, and we will contact you regarding confirmation of your sponsorship.

**Closing date 31 August 2021**

Company Name: \_\_\_\_\_

ABN: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Email Address: \_\_\_\_\_

Postal Address: \_\_\_\_\_

Mobile: \_\_\_\_\_ Office: \_\_\_\_\_

Please select level of Sponsorship:

- |                          |                     |   |
|--------------------------|---------------------|---|
| <input type="checkbox"/> | DIAMOND             | Minimum of \$10,500 (Including GST)         |
| <input type="checkbox"/> | GOLD                | Minimum of \$6,308 (Including GST)          |
| <input type="checkbox"/> | SILVER              | Minimum of \$3,786 (Including GST)          |
| <input type="checkbox"/> | BRONZE              | Minimum of \$1,264 (Including GST)          |
| <input type="checkbox"/> | BREED SOCIETY/ STUD | Minimum of \$632 (Including GST)            |
| <input type="checkbox"/> | SUPPORTER           | Please state amount \$_____ (Including GST) |

If supplying a product, please advise the value of product and product details below:

Value of Product: \$ \_\_\_\_\_

Product Details: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Print Name: \_\_\_\_\_ Position: \_\_\_\_\_

Payment options:

1. ONLINE EFT **Bendigo Bank 633 000 Acc 174 755 413 (ref. Entity Name)**, then post/email application form & payment confirmation
2. IN PERSON by Cash / Cheque / Money Order
3. BY MAIL – Application Form & payment by Cheque / Money Order
4. CREDIT CARD – Credit Card payments can be made via the Gate 2 Plate Challenge Website, [www.gate2platechallenge.com.au](http://www.gate2platechallenge.com.au)

# CONTACTS

**Phone 0455 597 333**

**Email** [admin@gate2platechallenge.com.au](mailto:admin@gate2platechallenge.com.au)

**Website** [www.gate2platechallenge.com.au](http://www.gate2platechallenge.com.au)



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