



2024 GATE 2 PLATE CHALLENGE

The Gate 2 Plate Challenge Inc committee is celebrating 10 years of the Gate 2 Plate Challenge. The committee want to maintain a relevant and purposeful challenge and seek to revitalise and refresh the Gate 2 Plate Challenge competition for 2024.

Considering feedback from various interested parties, we have decided to implement a range of changes that will promote a thriving competition. These are small changes and will not affect the integrity of the Gate 2 Plate Challenge but will enable further opportunities for sponsors and the general public.

For 2024, the producer's cattle team will consist of 4 steers, with the best 3 steers scored in the competition. The supply of a heifer has been an issue for some entrants over the years and we believe this change will allow for a larger group of participants.

The Schools Challenge and Gate 2 Plate Challenge Field Days have been held on consecutive days during the previous years of the challenge. In 2024, the Field Day and Schools Challenge will be combined to a one-day event, maximising networking opportunities for sponsors, producers, and students alike. This will also create more opportunities to interact with the next generation of the ag industry.

In addition to the one-day event, there will be no Gate Entry charged for the day, encouraging a broader range of attendees. The current level of advertising for the field day will be maintained which includes television, radio, and press.

The Gate 2 Plate Challenge Committee see these changes as crucial to keep the competition relevant and interesting and the give sponsors the best networking opportunities. We aim to present something special for the 10-year celebration.



2024 SPONSORSHIP PROSPECTUS

Dear Sir/Madam,

We would like to invite you to partner with us for the 2024 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 2024 Gate 2 Plate Challenge is as follows:

July 2023	Sponsorship Opens
31st August 2023	Sponsorship Closes
October 2023	Competitors Entries Open
January 2024	Open Day at Mount Barker Regional Saleyards- Networking Opportunities
January 2024	Cattle commence grain feeding period
March 2024	Main Field Day at Willyung Farms, Albany- Networking Opportunities
March 2024	Schools Challenge
June 2024	Dinner and Awards Presentation – Networking Opportunities

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, 31st August 2023.

Kind regards,



Wayne Mitchell

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 \$12,000 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 \$7,000 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 – 2 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

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 2023 Albany Agricultural Show

SILVER

MINIMUM \$4,200 INC GST

Farm Weekly advertising promoting Sponsor Logo

Readership 46,900

Entries Open – 2 adverts, Field Day – 2 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

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 2023 Albany Agricultural Show

BRONZE

MINIMUM \$1,400 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

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 2023 Albany Agricultural Show

SUPPORTERS

MAXIMUM \$1,400 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

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 \$700 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

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





2024 SPONSORSHIP APPLICATION

Thank you for supporting the 2024 Gate 2 Plate Challenge. Please provide a name and contact details for correspondence. *All correspondence regarding the 2024 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 admin@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.

Company Name: _____

ABN: _____ Contact Name: _____

Email Address: _____

Postal Address: _____

Mobile: _____ Office: _____

Please select level of Sponsorship:

- | | | |
|--------------------------|---------------------|---|
| <input type="checkbox"/> | DIAMOND | Minimum of \$12,000 (Including GST) |
| <input type="checkbox"/> | GOLD | Minimum of \$7,000 (Including GST) |
| <input type="checkbox"/> | SILVER | Minimum of \$4,200 (Including GST) |
| <input type="checkbox"/> | BRONZE | Minimum of \$1,400 (Including GST) |
| <input type="checkbox"/> | BREED SOCIETY/ STUD | Minimum of \$700 (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
4. CREDIT CARD – Credit Card payments can be made via the Gate 2 Plate Challenge Website, www.gate2platechallenge.com.au

CONTACTS

Coordinator Narelle Lyon

Phone 0455 597 333

Email admin@gate2platechallenge.com.au

Website www.gate2platechallenge.com.au



facebook.com/gate2platechallenge



Instagram.com/harvey_beef_gate_2_plate



John Galati Family Trust, winner of the 2023 Harvey Beef Gate 2 Plate Challenge. Photo Courtesy of Kane Chatfield, Farm Weekly