



2026 SPONSORSHIP PROSPECTUS

Dear Sir/Madam,

We would like to invite you to partner with us for the 2026 Gate 2 Plate Challenge.

The Gate 2 Plate Challenge is Western Australia's first beef 'paddock to plate' challenge. It is a unique cattle challenge open to all cattle producers in Western Australia. 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 2026 Gate 2 Plate Challenge is as follows:

October 2025	Competitors Entries Open
January 2026	Open Day at Mount Barker Regional Saleyards- Networking Opportunities
January 2026	Cattle commence grain feeding period
March 2026	Main Field Day at Willyung Farms, Albany- Networking Opportunities
March 2026	Schools Challenge
June 2026	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 2025.

Kind regards,



Wayne Mitchell

On behalf of the Gate to Plate Challenge Committee

PLATINUM

NAMING RIGHTS SPONSORSHIP

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



DIAMOND

Minimum \$12,600 Inc GST

Our Diamond Level sponsorship 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 \$8,000 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

promote Sponsor Logo throughout competition

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 \$300

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 2025 Albany Agricultural Show

SILVER

Minimum \$4,600 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

promote Sponsor Logo throughout competition

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 \$150

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 2025 Albany Agricultural Show

BRONZE

Minimum \$1,600 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 2025 Albany Agricultural Show

SUPPORTERS

Maximum \$1,600 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 \$770 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





2026 SPONSORSHIP APPLICATION

Thank you for supporting the 2026 Gate 2 Plate Challenge. Please provide a name and contact details for correspondence. *All correspondence regarding the 2026 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 \$12,600 (Including GST) |
| <input type="checkbox"/> | GOLD | Minimum of \$8,000 (Including GST) |
| <input type="checkbox"/> | SILVER | Minimum of \$4,600 (Including GST) |
| <input type="checkbox"/> | BRONZE | Minimum of \$1,600 (Including GST) |
| <input type="checkbox"/> | BREED SOCIETY/ STUD | Minimum of \$770 (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 - Application Form & Payment Confirmation
3. BY MAIL – Application Form & Payment Confirmation
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/gate_2_plate_challenge/



Evensong Farm, winner of the 2025 Gate 2 Plate Challenge. Photo Courtesy of Fergus Gugenheim Photography