



2027 PARTNERSHIP PROSPECTUS

GATE 2 PLATE CHALLENGE INC

Founded 2015, Incorporated 2020

Mission Statement

Gate 2 Plate Challenge Incorporated's Mission Statement form seven main objectives which are:

Industry Promotion

Promote the Western Australian beef industry by increasing the profile of all stakeholders within the beef supply chain.

Production

Improve productivity and profitability by developing sustainable practice and encouraging data-driven decision making.

Education

Increase opportunities for students to learn from, and network with, experts from within the agricultural industry by promoting careers, showcasing courses in agriculture and providing employment advice from businesses within the field.

Welfare & Environment

Incorporate global thinking on continually raising animal welfare and environmental issues to ensure the industry can be considered, by stakeholders, beyond reproach in these areas.

Food Security

Empower consumers by ensuring their concerns and requirements are given the highest priority and that their food security is assured.

Sponsorship

Provide opportunities for allied industry to connect with producers and future farmers, giving stakeholders the most up to date information on new technology.

Mental Health & Safety

Ensure all those employed in the industry are given opportunities to maintain good mental health and work towards making farms the safest places to work.

Dear Sir/Madam,

On behalf of the Gate 2 Plate Challenge Committee, we invite you to partner with us as a valued sponsor of the **2027 Gate 2 Plate Challenge**.

The Gate 2 Plate Challenge is Western Australia's first beef '**Paddock to Plate**' competition. It is a unique, commercially focused initiative open to all Western Australian cattle producers. The competition assesses cattle using objective traits that directly influence profitability and efficiency throughout the beef supply chain, providing producers with valuable benchmarking opportunities to improve productivity and their bottom line.

To provide greater value for our sponsors and strengthen long-term partnerships, we are pleased to offer **three-year sponsorship opportunities (2027–2029)**. A multi-year commitment allows sponsors to build lasting brand recognition within the industry while supporting the continued growth and success of the Gate 2 Plate Challenge. Annual sponsorship opportunities are also available.

Throughout the competition, several associated events provide sponsors with excellent opportunities to engage with producers, industry professionals, students, and the wider agricultural community.

Open Day

Mount Barker Regional Saleyards – January

Competitors have the opportunity to view the competition cattle while sponsors can showcase their products and services through displays and demonstrations. This event provides an excellent opportunity to network with producers and industry representatives.

Main Field Day

Willyung Farms, Albany – March

Our flagship event features a full program of industry speakers, practical demonstrations, and interactive sponsor displays, attracting strong attendance from across the agricultural sector.

Schools Challenge Day

Willyung Farms, Albany – March

This event aims to educate students about the beef supply chain, showcase the wide range of career opportunities within agriculture, and inspire the next generation to consider careers in the industry. Sponsors are encouraged to engage directly with future industry leaders.

The proposed timeline for the **2027 Gate 2 Plate Challenge** is as follows:

October 2026	Competitors Entries Open
January 2027	Open Day at Mount Barker Regional Saleyards- Networking Opportunities
January 2027	Cattle commence grain feeding period
March 2027	Main Field Day at Willyung Farms, Albany- Networking Opportunities
March 2027	Schools Challenge
June 2027	Dinner and Awards Presentation – Networking Opportunities

Detailed sponsorship packages are outlined in the enclosed Prospectus. To maximise value and exposure, sponsorship opportunities are limited within each category.

Sponsorship contributions are used to provide prize money, deliver competition events, and support the ongoing operation and growth of the Gate 2 Plate Challenge.

The Committee will carefully consider all sponsorship applications and will contact applicants following the closing date to confirm successful sponsorship allocations.

We would greatly appreciate your support and look forward to the opportunity of partnering with you to continue delivering this highly regarded Western Australian industry event.

If you have any questions or would like to discuss the available sponsorship opportunities, please do not hesitate to contact us.

Kind regards,



Wayne Mitchell

On behalf of the Gate 2 Plate Challenge Committee

Three-Year Sponsorship Opportunity

The Gate 2 Plate Challenge Committee is pleased to offer sponsors the opportunity to partner with us through a **three-year sponsorship agreement (2027–2029)**.

Sponsors who choose a three-year partnership will benefit from the security of a long-term agreement, with annual sponsorship fee increases based on their selected sponsorship level. **Diamond Sponsors** will receive a **0% increase** over the three-year term, while **Gold and Silver Sponsors** will receive a **2.5% annual increase**, and **Bronze and Supporting Sponsors** will receive a **5% annual increase**. This tiered structure rewards our major partners while providing all sponsors with pricing certainty, long-term value, and consistent exposure across three consecutive Gate 2 Plate Challenges.

A long-term partnership enables your business to build stronger brand recognition within Western Australia's beef industry and demonstrates your ongoing commitment to supporting a competition that promotes productivity, innovation, education, and continuous improvement throughout the beef supply chain.

The benefits and inclusions of each sponsorship package are outlined within the **Sponsorship Levels** section of this Prospectus. Each level has been carefully designed to provide valuable marketing opportunities, industry exposure, networking opportunities, and brand recognition, with benefits increasing in line with the level of sponsorship selected.

Whether you choose a one-year sponsorship or a three-year partnership, you will receive all the benefits detailed under your selected sponsorship level. Sponsorship opportunities within each category are limited, and we encourage organisations to secure their preferred level early to maximise their exposure and involvement with the Gate 2 Plate Challenge.



PLATINUM

NAMING RIGHTS SPONSORSHIP

(3-year sponsorship term available)

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 \$13,230 Inc GST

(3-year sponsorship term available)

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 \$8,400 Inc GST

(3-year sponsorship term available)

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

SILVER

Minimum \$4,830 Inc GST

(3-year sponsorship term available)

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

BRONZE

**Minimum \$1,680 Inc GST
(3-year sponsorship term available)**

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

SUPPORTERS

**Minimum \$400 to Maximum \$1,680 Inc GST
(3-year sponsorship term available)**

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





2027 SPONSORSHIP APPLICATION

Thank you for supporting the 2027 Gate 2 Plate Challenge. Please provide a name and contact details for correspondence. *All correspondence regarding the 2027 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:

- | | | |
|--------------------------|-----------|---|
| ☐ | DIAMOND | Minimum of \$13,230 (Including GST) |
| ☐ | GOLD | Minimum of \$8,400 (Including GST) |
| ☐ | SILVER | Minimum of \$4,830 (Including GST) |
| ☐ | BRONZE | Minimum of \$1,680 (Including GST) |
| ☐ | SUPPORTER | Minimum of \$400 to Maximum \$1,680 (Including GST)
Please state amount \$ _____ |

Please select Sponsorship Term:

- ☐ 1-year Sponsorship Term
- ☐ 3-year Sponsorship Term

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

ONLINE EFT

Gate 2 Plate Challenge Inc

BSB 633 000

ACC 174 755 413

Ref: Entity Name

Email the Application Form and Payment Confirmation to

admin@gate2platechallenge.com.au

IN PERSON

Deliver the Application Form & Payment Confirmation to the Gate 2 Plate Challenge Coordinator or a committee member

BY MAIL

Post the Application Form & Payment Confirmation to:

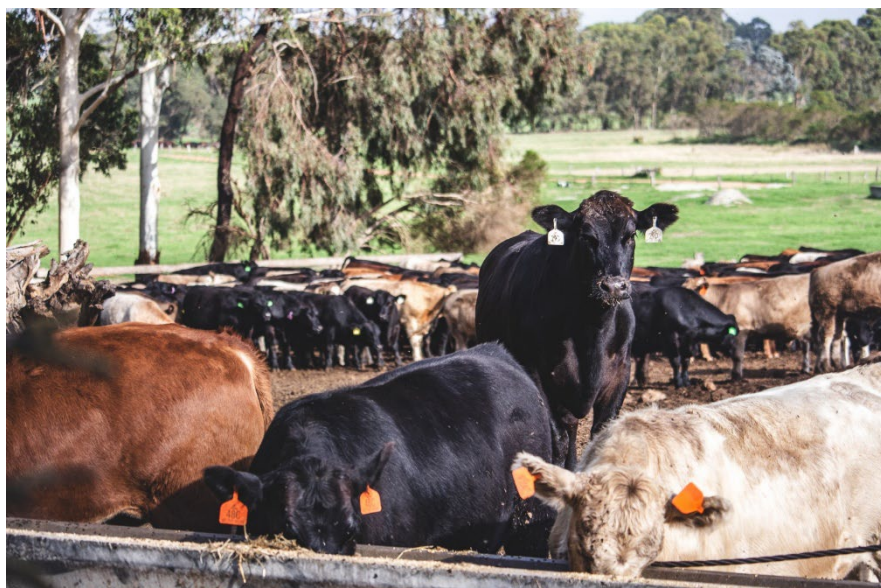
Gate 2 Plate Challenge Inc

PO Box 1293

ALBANY WA 6331

CREDIT CARD

Complete the Application Form and make Credit Card payments 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/





Tasman Rural, winner of the 2026 Gate 2 Plate Challenge. Photo Courtesy of Fergus Gugenheim Photography

