

BREED SOCIETY SPONSORSHIP 2024



**SA
SHEEP
EXPO**

17 - 19 April 2024

'Lambs & Technology'

Adelaide Showground, Wayville SA

www.sasheepexpo.com.au

Who we are



The SA Sheep Expo began is a 3 day live-in education event for young sheep enthusiasts aged 12 to 23 years, to enable them to build their knowledge of sheep, and identify pathways to careers across all facets of the sheep industry. Today, the event has grown to host over 140 participants, and continues as the only event of it's kind in the Australian sheep industry.

Our mission is to **empower and equip today's youth to be tomorrow's leaders**. We set out to do this by:

- facilitating learning opportunities to develop skills and experience;
- exposing participants to numerous career pathways and employment options;
- providing a platform for networking and team building; and
- and most importantly having fun with people who have similar passions and interests.

The Expo is coordinated by an enthusiastic and passionate organising Committee comprising of stud and commercial sheep producers and industry relations. **We are all volunteers.**

This is why rely on the support of our sponsors and industry to make sure we can deliver a powerful program full of hands-on sessions, presentations and tutorials, and reward our participants with fantastic prizes, scholarships and bursaries that continue to support their passions and career outlook well into the future.

The SA Sheep Expo empowers and equips today's youth to be tomorrow's leaders.

Event program

Held in the April school holidays, the event runs over three days and is a complete live-in experience for participants. Participants range from high school and tertiary age to young agricultural professionals across three age groups:

Junior: 12 to 14 years

Intermediate: 15 to 17 years

Senior: 18 to 23 years

The theme for 2024 is "**Lambs & Technology**".

We are working on a program that will incorporate a range of components on lamb production, markets, health and nutrition, measurement tools, genetic evaluation and technology to support and manage on-farm and off-farm decisions.

Participants undertake assessments to test their knowledge of the learning programs, and show-case their skills in the highly coveted Handler competition on the final day.

To reward effort and allow further opportunity, a suite of major prizes, scholarships and awards are on offer including a New Zealand Study Tour for the Senior age group winner.



Why we need Breed Society support



The support of breed societies is integral to the running and success of the SA Sheep Expo. Breed Societies assist with educating participants on their sheep breed, and providing sheep for participants to be allocated to which enables them opportunity to learn handling skills and techniques. The presence and involvement of breed societies shows the strong support of our future industry leaders and the passion that breeders have for inspiring and educating youth to consider a career in the sheep industry.

After enquiry from some breed societies on ways they financially support the event in a greater capacity, we have introduced two levels of breed society sponsorship for 2024.

The **Standard Level** is the traditional breed society sponsorship that we have offered in previous years. The **Premium Level** is a little bit more based on feedback to give breed societies the ability to financially contribute and support the event in a larger capacity if they have the desire to do so.

Both levels are a fantastic way to promote the breed to tomorrow's leaders, their families and friends, and our entire Expo network. Involvement is extremely rewarding - there is no doubt that you will be left feeling warm and fuzzy directly seeing the influence you have had on equipping young people and supporting their passions!

2024 Breed Society Sponsorship Packages

| <i>All prices listed are GST inclusive</i> | PREMIUM \$1,100 | STANDARD \$330 |
|--|-----------------------------------|-----------------------------------|
| Program Session | Breed Talk & Quiz Question | Breed Talk & Quiz Question |
| Sheep Supply | Yes | Yes |
| Breed Display | Yes | Yes |
| Media Exposure | Website, Booklet | Website, Booklet |
| Advert in Booklet | A5 | A6 |
| Logo | Name on t-shirt, website, booklet | Name on t-shirt, website, booklet |
| Satchel Material | 1 x Item | 1 x Item |
| Company Banner | In main arena | Within breed display area |
| Breed Display | Yes | Yes |
| Tickets | 2 dinner tickets | 1 dinner ticket |

Breed Talk & Quiz Question:

All breed societies are invited to provide a representative to address participants on your specific breed and give an overview of its history, its characteristics and breed aims / conformation.

Breed Societies must also submit one question that will be used for the Breed Quiz assessment.

Sheep Supply:

All breed societies are expected to supply some sheep that will be allocated to participants and handled by them to develop their handling skills and techniques. If you do not wish to have any sheep provided allocated to participants please notify the Committee beforehand.

Breed Display:

All breed societies are able to set up a breed display in the sheep penning area alongside sheep of your breed. The display can include information flyers, posters, photos, banners, anything that you may wish to include to promote your breed, its attributes / standards, and uses in the sheep industry.

Feel good vibes and smiles = endless!



Contact us

If you have questions or suggestions, our team are here to chat and help tailor a sponsorship package that suits your your level of support.

Reach out to our Sponsorship team on the below details:

Anthony Hurst

Sponsorship Coordinator
Mob: 0428 332 676

Nikki Ward

Marketing & Communications Officer
Mob: 0488 018 765

or email us at sasheepexpo@gmail.com

Secure your 2024 sponsorship now!



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