

Kangaroo Island Field Day Committee
PO Box 66, Kingscote, SA 5223
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Kangaroo Island Field Day
26th February 2009

Field Day Theme

'CLIMATE CHANGE'

Promotion and Sponsorship Proposal



Winner - Community Event of the Year, Australia Day Award, 1999, 2003, 2005

The Kangaroo Island Field Day.....A Brief History.

The idea for the Field Day began as a small event, originating in a shearing shed at the behest of local merino stud breeders. Since then their vision has developed into one of Kangaroo Island's largest events held biannually and is now based alongside the picturesque Cygnet River at the Kangaroo Island Race Course.

The Field Day is a well known and popular social gathering, marked on the calendar well in advance for many local households. And each year it attracts more and more visitors.

What is to be gained by the Kangaroo Island Field Day?

Kangaroo Island Field Day provides a social environment perfect for strengthening relationships with clients within the primary industry sector. The Field Day also provides an excellent opportunity for industry workers to mingle with local Kangaroo Islanders and other industry members from within the state.

The Kangaroo Island Field Day offers the unique opportunity to develop relationships with corporate and business networks. The uniqueness and popularity of the Field Day entices key decision makers within the industry, often, with whom it is difficult to solidify relationships in the usual formal business environment.

Kangaroo Island Field Day is one of Kangaroo Island's largest biannual events; it is also one of the largest social events. It provides an opportunity to raise significant economic impact by embellishing attendance from intrastate visitors.

Kangaroo Island Field day stimulates spending. The Field Day is based on social, education and leisure entertainment and these characteristics generate heavy demand for many products and services.

Kangaroo Island Field Day provides Education by attracting many industry leaders, who in turn provide Industry workers with education and awareness in the latest techniques and technology.

The Promotional Concept

The Kangaroo Island Field Day provides a venue which offers your business visibility and exposure to 2000 plus potential clients in one day and presents a powerful opportunity for those who can see and take advantage of it.

The Kangaroo Island Field Day committee offers sponsorship opportunities for businesses to boost their on site exposure to even greater prominence.

Hitting your Target Market

Finding a way to develop a sustainable competitive edge is a challenging and difficult task. The Field Day Committee can provide a platform to achieve this. The Committee undertakes an advertising and promotional schedule, outlined below, which sponsors can also take advantage of. Additional opportunities exist to tailor a package for Platinum Sponsorship.

Vehicle	Offer
Field Day Entertainment – A major component of the field day is the on-site entertainment such as the Competitions, Fashion Parades, Wacky Ag Art, and Four Wheel Drive demonstrations	Platinum and Gold sponsors can choose an event to sponsor – in consultation with the planning committee, and obtain naming rights to the chosen event. This includes prominent signage on the day, at the event, and recognition in all relevant prior press releases.
Signage	Opportunity exists for signage to be placed on site. Visibility is rated according to level of sponsorship
Press	Recognition of sponsors in all relevant press releases, including regional and state publications.
Promotional Opportunities	Opportunities exist for businesses to create their own promotional opportunities using the Kangaroo Island Field Day as a vehicle.
Radio	PA talk time exists at the Field Day for upper level sponsors. This can include an interview with MC and ABC presenter and media identity, Ian Doyle

Platinum Sponsorship – more than \$6,000

Platinum Level sponsorship offers your business a unique marketing opportunity by allowing;

Events

- Opportunity to sponsor a Field Day event.
- Naming rights for chosen sponsored event.
- Prominent signage at chosen sponsored event.
- Specific acknowledgement in relevant press releases.

Field Day

- Discount of \$400 on site of choice.
- 10 entry passes.

Prior Advertising

- Logos printed on programs and Field Day correspondence.
- Advertising on programs – full page advert.
- Logo links from the Kangaroo Island Field Day Website to your website.

Advertising on the Day

- Prominent signage at the Field Day, including;
 - 2 x banners at the main entrance of the Field Day.
 - 4 x banners to be placed anywhere on the Field Day site, in consultation with the field day secretary. (Banners to be no larger than 3mt x 1mt).
- Public Announcements acknowledgement throughout the day of Platinum Level sponsorship by Field Day MC, media personality **Ian Doyle**.
- Talk time with MC and media personality Ian Doyle – interview broadcast over field day public address system.
- Gratuity Boards located throughout high traffic areas of the field day venue – listing all sponsors according to level of sponsorship.



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Gold Sponsorship – more than \$3000

Gold Level sponsorship offers your business a unique marketing opportunity by allowing;

Events

- Opportunity to sponsor a Field Day event.
- Naming rights for chosen sponsored event
- Prominent signage at chosen sponsored event.
- Specific acknowledgement in relevant press releases.

Field Day

- Discount of \$300 on site of choice.
- 6 entry passes.

Prior Advertising

- Logos printed on programs and Field Day correspondence.
- Advertising on programs – half page advert.
- Logo links from the Kangaroo Island Field Day Website to your website.

Advertising on the Day

- Prominent signage at the Field Day, including;
 - 1x banner at the main entrance of the Field Day.
 - 3 x banners to be placed anywhere on the Field Day site, in consultation with the field day secretary. (Banners to be no larger than 3mt x 1mt).
- Public Announcements acknowledgement throughout the day of Gold Level sponsorship by Field Day MC, media personality **Ian Doyle**.
- Talk time with MC and media personality Ian Doyle – interview broadcast over Field Day public address system.
- Gratuity Boards located throughout high traffic areas of the field day venue – listing all sponsors according to level of sponsorship.



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Silver Sponsorship – more than \$2,000

Silver Level sponsorship offers your business a unique marketing opportunity by allowing;

Events

- Opportunity to support a Field Day event.
- Signage at chosen supported event.
- Specific Acknowledgement in relevant press releases.

Field Day

- Discount of \$200 on site of choice.
- 4 entry passes.

Prior Advertising

- Advertising on programs – size to be determined.
- Listing on the Kangaroo Island Field Day Website.

Advertising on the Day

- Prominent signage at the Field Day, including;
 - 2 x banners to be placed anywhere on the Field Day site, in consultation with the Field Day secretary. (Banners to be no larger than 3mt x 1mt and no banners at the entrance gate).
- 4 x Public Announcements acknowledgement throughout the day of Silver Level sponsorship by Field Day MC, media personality **Ian Doyle**.
- Gratuity Boards located throughout high traffic areas of the field day venue – listing all sponsors according to level of sponsorship.



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Bronze Sponsorship – more than \$1,000

Bronze Level sponsorship offers your business a unique marketing opportunity by allowing;

Field Day

- Discount of \$100 on site of choice.
- 2 entry passes.

Prior Advertising

- Listing on the Kangaroo Island Field Day Website.

Advertising on the Day

- Prominent signage at the Field Day, including;
 - 1 x banners to be placed anywhere on the Field Day site, in consultation with the Field Day secretary. (Banners to be no larger than 3mt x 1mt and no banners at the entrance gate).
- 2 x Public Announcements acknowledgement throughout the day of Bronze Level sponsorship by Field Day MC, media personality **Ian Doyle**.
- Gratuity Boards located throughout high traffic areas of the field day venue – listing all sponsors according to level of sponsorship.



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Supporters – less than \$1,000

Field Day

- 2 entry passes for donations greater than \$250

Prior Advertising

- Listing on the Kangaroo Island Field Day Website.

Advertising on the Day

- 1 x Public Announcements acknowledgement throughout the day by Field Day MC, media personality **Ian Doyle**.
- Gratuity Boards located throughout high traffic areas of the field day venue – listing all sponsors according to level of sponsorship.

Additional Sponsorship Opportunities

Additional sponsorship opportunities are available for the following individual items:

Field Day Bag
Note Pads
Pens

For further information contact the Kangaroo Island Field Day Secretary

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