

# Australian Warmblood Horse Association Limited

Queensland Branch: ACN 06309060150 | ABN 560 639 06150



The Australian Warmblood Horse Association Limited (AWHA Ltd) Queensland Branch is conducting their annual 2015 AWHA Queensland State Championships at Gatton Showgrounds on Saturday 20 June 2015 and is offering you the chance to sponsor this worthy event. The sponsorship packages are at varying levels in order to accommodate any business requirements. The AWHA Ltd is a not for profit organisation whose primary objective is to develop and promote the Warmblood breed in Australia. This year's Queensland State Championships includes led and ridden classes for both AWHA Ltd registered horses as well as Open Warmblood classes for Warmblood horses registered with the AWHA Ltd, Australian Continental Equestrian Group, Hanoverian Horse Society of Australia, Holsteiner Horse Association of Australia, International Sporthorse Studbook Australia and Trakehners Australia.

## HISTORY

The AWHA Ltd was founded in the early 1970s in Victoria and was originally known as the German Warmblood Horse Association because the earliest imports, beginning in 1968, were from Germany. Once the future for breeding Australian Warmbloods was established, the name was proudly changed to the Australian Warmblood Horse Association Limited and is now a National organisation. The AWHA Ltd exists to promote the breeding and performance of the Warmblood horse in Australia and has over 500 members Nationally with over 100 members in Queensland alone. The AWHA Ltd is an internationally recognised body and an "A" class member of the World Breeding Federation for Sport Horses (WBFSH). Australian horses wishing to compete internationally must be registered with a body such as the AWHA Ltd.

The Warmblood horse is widely represented in many forms of equestrian activity from pony clubs and pleasure riding to Olympic competition, competing in disciplines including dressage, show jumping, carriage driving and eventing. Every year our State Championships attracts mares and foals, young horses, stallions and geldings for both led and ridden classes. Their owners range from the Warmblood enthusiast with one horse to professional breeders.

The AWHA Queensland State Championships is not just about assessments and showing off this season's foal crop. There are many classes for horse owners, breeders and spectators alike. One doesn't even have to be a member of the AWHA Ltd to join the fun. All Warmbloods that are registered with a recognised breed association are eligible to enter. There are broodmare classes, young horse classes, in-hand as well as ridden classes. Our focus is on fun, promoting the Warmblood breed, catching up with colleagues and friends as well as providing a stress free environment for breeders and owners with young horses.

As a not-for-profit event, any proceeds from the AWHA Queensland State Championships is directed back in to the Queensland Branch to assist in transporting judges and classifiers, conducting mare assessments and colt selections, funding our stand at the Queensland Festival of Dressage, printing of advertising material for our annual online stallion service auction and much more to develop and promote the Warmblood breed in Australia. If you have any further questions regarding the AWHA Queensland Branch sponsorship proposal, please do not hesitate to contact me.

Kind regards,

A handwritten signature in cursive script that reads 'Shanna'.

Shanna Antrim.

AWHA QLD Branch President and Publicity Officer.



# SPONSORSHIP OPPORTUNITIES

## NAMING RIGHTS SPONSORSHIP

This is the premium sponsorship package with only one (1) package available which provides exclusive 2015 AWHQ Queensland State Championships naming rights. Our event will be known and marketed as:

**2015 AWHQ QLD and "Your Company Name" State Championships.**

### BENEFITS

- Naming rights to the 2015 AWHQ Queensland State Championships including all Champion, Reserve Champion and Supreme Champion classes.
- Full page, full colour advertisement in our official program.
- Full page editorial in our official program.
- Inclusion in all State Championships publicity and advertising.
- Advertising space and website link on the AWHQ Ltd website QLD Branch web page and AWHQ Ltd sponsors web page including our Facebook event page. Website advertising is valid until 31 Dec 15.
- High visibility, feature signage sites throughout the indoor arena and outside areas (signage supplied by sponsor).
- Area provided at venue for trade stand site.
- Maximum public address promotional spots.
- Company name and logo representation on all promotional and advertising collateral.
- Opportunity to provide logo bags for gift bags (provided for all entrants).
- Opportunity to provide samples, products and brochures for gift bags.

**Investment: \$1,000 + GST inc. cash and product\* (50% cash – up to 50% product by negotiation).**

\* Please note: product does not include gift vouchers.

[www.awha.com.au](http://www.awha.com.au)

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*Thank you for supporting the AWHQ Queensland Branch. It is greatly appreciated by both the Committee and Queensland Branch members.*



# SPONSORSHIP OPPORTUNITIES

## GOLD SPONSORSHIP

The **Gold Sponsorship Package** provides your company with sponsorship which delivers outstanding value for return benefits for your company. This package can be tailored to suit your business needs. There are two (2) Gold Sponsorship Packages available.

### BENEFITS

- Naming rights to four (4) classes.
- Half page, full colour advertisement in our official program.
- Inclusion in all State Championships publicity and advertising.
- Website link on the AWhA Ltd sponsors web page and Facebook event page. Website advertising is valid until 31 Dec 15.
- 2 x signage sites (1 x indoor arena and 1 x outside area) (signage supplied by sponsor).
- Area provided at venue for trade stand site.
- Public address promotional spots.
- Company name and logo representation on all promotional and advertising collateral.
- Opportunity to provide samples, products and brochures for gift bags.

**Investment: \$500 + GST inc. cash and product\* (50% cash – up to 50% product by negotiation).**

\* Please note: product does not include gift vouchers.

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# SPONSORSHIP OPPORTUNITIES

## SILVER SPONSORSHIP

The **Silver Sponsorship Package** provides your company with sponsorship which delivers outstanding value for return benefits for your company. This package can be tailored to suit your business needs. There are nineteen (19) Silver Sponsorship Packages available.

### BENEFITS

- Naming rights to one (1) class.
- Quarter page, full colour advertisement in our official program.
- Website link on the AWhA Ltd sponsors web page and Facebook event page. Website advertising is valid until 31 Dec 15.
- 1 x signage site throughout the outside areas (signage supplied by sponsor).
- Public address promotional spots.
- Opportunity to provide samples, products and brochures for gift bags.

**Investment: \$200 + GST inc. cash, product and vouchers\* (50% cash – up to 50% product or vouchers by negotiation).**

\* Multiple Silver Sponsorship packages can be purchased.

[www.awha.com.au](http://www.awha.com.au)

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# SPONSORSHIP OPPORTUNITIES

## BRONZE SPONSORSHIP

The **Bronze Sponsorship Package** provides your company with sponsorship which delivers outstanding value for return benefits for your company. These packages can be tailored to suit your business needs. There is unlimited Bronze Sponsorship Packages available.

### BENEFITS

- Logo advertisement in our official program.
- Website link on the AWHHA Ltd sponsors web page and Facebook event page. Website advertising is valid until 31 Aug 15.
- Public address promotional spots.
- Opportunity to provide samples, products and brochures for gift bags.

**Investment: amount determined by sponsor (minimum amount \$50.00 + GST)\***

\* Please note: the **Bronze Sponsorship Package** is cash only sponsorship.

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Yes, I would like to sponsor the 2015 AWHQ Queensland State Championships to be held at Gatton Showgrounds on Saturday 20<sup>th</sup> June 2015.

- ☐ **Naming Rights Sponsorship Package**
- ☐ **Gold Sponsorship Package**
- ☐ **Silver Sponsorship Package** x \_\_\_\_\_
- ☐ **Bronze Sponsorship Package** x \_\_\_\_\_

Class preference (if any): class no \_\_\_\_\_. Please note: you cannot sponsor classes that have horses you own entered. Sponsorship for particular classes will be issued on a first in first served basis. Please refer to the [AWHA Queensland State Championships schedule](#) for the list of classes.

## All sponsors to complete:

Name: \_\_\_\_\_

Company name: \_\_\_\_\_

Position: \_\_\_\_\_

Email address: \_\_\_\_\_

Mailing address: \_\_\_\_\_

Total sponsorship: \$ \_\_\_\_\_ . \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_ / \_\_\_\_\_ / 2015

Please make cheques/money orders payable to the "AWHA QLD Branch". For electronic banking details, please email [qld.publicity@awha.com.au](mailto:qld.publicity@awha.com.au). Sponsorship forms, cheques/money orders and promotional material are to be mailed to:

AWHA QLD Branch Publicity Officer, C/- Shanna Antrim  
P.O. Box 145  
Amberley QLD 4306

All electronic promotional material, editorials (**Naming Rights Sponsorship Package** only), logos, images, etc. are to be emailed to [qld.publicity@awha.com.au](mailto:qld.publicity@awha.com.au).

**Please note: all sponsorship agreements and promotional material must be received by 5<sup>th</sup> June 2015.**