



The Bundaberg 4WD Club Inc

along with

The Four Wheel Drive Association Queensland

Present to you the

“40th Anniversary Corroboree 2020”

Mount Perry October 3rd – 5th

Partnership Prospectus

Invitation to Partner with the 2020 Four Wheel Drive Queensland 40th Anniversary Corroboree

The Bundaberg 4WD Club Inc is inviting businesses to partner with the “40th Anniversary Corroboree”. The Corroboree is a 4WD event that brings together 4WD clubs from city and country to enjoy a combined weekend of fun, exploration, testing of skill and ability, and a healthy mutual respect for the local environment. The event is held over the long weekend in October and is held in various South East Queensland locations depending on the club coordinating the event each year.

Past events have been held in Warwick, Woodford, Imbil, Kenilworth and Blackbutt, to name a few. These successful events saw many of the Associations Member Clubs represented by their club members travelling from as far North as Townsville, and as far South as Ballina for the event.

The 2020 Corroboree will be coordinated and hosted by the Bundaberg 4WD Club Inc. and will be based at Mount Perry, Queensland, which is in the North Burnett region. The Bundaberg 4WD Club Is also being supported by local community groups and land holders to provide this event. The North Burnett Regional Council is also a great supporter of the event and will welcome the many expected visitors to the area. We are also involving local community members to promote the opportunities available to travellers visiting the spectacular region.

A percentage of the profits will be distributed to various charities within the local community and further afield in Queensland.

2020 Corroboree Partnership Opportunities

Opportunities are currently being opened to businesses to support this event through partnering with the Bundaberg 4WD Club Inc. in presenting the 2020 Corroboree. There are many opportunities to support this event, and businesses can do so by either choosing to:

- being a premium partner through the Platinum, Gold, Silver and Bronze levels of support,
- cash donations for the purchase of prizes and gifts,
- supply goods or services for major raffles and prize draws, or
- a combination of the options listed above.

Premium partnership opportunities will be accepted on a first in first served basis, with a minimum 50% non-refundable deposit to secure your sponsorship.

It is anticipated that there will be approximately 200 registrations for this event and 1 registration will equal 1 vehicle, which equates to in the vicinity of 700 people on site, which is more than the population of Mount Perry itself. In addition to exposure to all affiliated member clubs, there will be local volunteers and residents from Mount Perry and surrounding communities attending the event.

Partnership / Sponsorship Level Inclusions	Bronze	Silver	Gold	Platinum
	\$500.00+	\$1,500.00+	\$3000.00+	\$6000.00+
Qty	Unlimited	10	2	1
Acknowledgement in Event Handbook (Logo / Company Name) *	✓	✓	✓	✓
Product / Brochure in Show Bag *	✓	✓	✓	✓
Sponsor Logo / link / acknowledgement on Website *	✓	✓	✓	✓
Company Acknowledgement & Logo on Big Screen at Event *	✓	✓	✓	✓
Logo on Official Merchandise Shirt *		✓	✓	✓
Digital Media Promotion on the Official Corroboree Facebook page @4WDQldCorroboree (minimum 5 maximum 8 posts) ^			✓	✓
Digital Media Promotion on the Bundaberg 4WD Club Facebook page @Bundaberg4WDClubInc (minimum 5 maximum 8 posts) ^			✓	✓
Logo on Corroboree Website Home Page *			✓	✓
Sponsor provided company Banners displayed around event		✓	✓	✓
1 x Campsite at event			✓	✓
Digital Product Advertisement on the Big Screen at the Event *			✓	✓
6x3 Trade stand with power at event				✓
Company Logo on Event Show Bag				✓
Full page Advertisement in Event Handbook *				✓
Naming Rights to Main Entertainment ie: music on Sat Night				✓
3x3 Trade stand with power at event		✓	✓	
¼ page logo in Event Handbook		✓		
½ page Advertisement in Event Handbook *			✓	
Naming rights to either Friday night or Sunday Night Football Telecast entertainment			✓	
Digital Media Promotion on the Official Corroboree Facebook page @4WDQldCorroboree (minimum 3 maximum 5 posts) ^		✓		
Digital Media Promotion on the Bundaberg 4WD Club Facebook page @Bundaberg4WDClubInc (minimum 3 maximum 5 posts) ^		✓		
3x3 Trade stand without power at event	✓			
Digital Media Promotion on the Official Corroboree Facebook page @4WDQldCorroboree (minimum 1 maximum 3 posts) ^	✓			
Digital Media Promotion on the Bundaberg 4WD Club Facebook page @Bundaberg4WDClubInc (minimum 1 maximum 3 posts) ^	✓			

Additional Opportunities to Support

The funds raised through premium sponsorship goes towards the adult and children's entertainment over the weekend, the provision of additional services as required for an event of this type.

In addition to premium partnership opportunities, businesses are invited to provide support through the donation of goods and / or services that can be used for the following:

- Raffle prize donation,
- Lucky door prize donation,
- Marketing and promotional items for gift bags to be given to each registration:
- General cash donations will also be accepted and can be in the form of cash vouchers for redemption of goods,
- Donations towards the 40th Anniversary Fireworks display (weather permitting).

Trade Displays and Exhibits

For businesses that have opted to be premium partners, trade displays and exhibit areas will be in areas around the Corroboree camping and social areas for ease of access to those registered attendees. Trade displays and exhibits areas will be:

- large enough to fit a 6m x 3m Gazebo for Platinum partners and 3m x 3m Gazebo for all other partners,
- 240v power provided to trade displays and exhibits for Silver, Gold and Platinum partners and Bronze partners have unpowered sights.,
- Exhibitors will be responsible for the provision of their own gazebo and / or shades with company logos, and
- Exhibitors will be responsible for providing proof of public liability insurance to the value of \$10 Million Dollars through the supply of a current insurance certificate.

Note: *Event Partners who have trade displays will be responsible for the provision of their own gazebo and / or shades with company logos. Event Partners will also be responsible for providing proof of public liability insurance to the value of \$10 Million Dollars through the supply of a current insurance certificate.*

Provision of Partnership Details

So that the Bundaberg 4WD Club Inc can advertise your business, we ask that you provide:

- High Resolution in jpg / png of your company logo for printing
- Marketing materials to be included in registration bags such as stickers, brochure and other relevant marketing materials
- Website URL
- Companies Point of Contact information
- Facebook identifier for example: @Bundaberg4WDClubInc (located on your Facebook page under your Facebook page Profile Picture and Business Name)
- Any other social media links or identifiers

Premium Partners Receive

- **Graphic Image: sized for use on social media** (30 June 2020 thru 31 Dec 2020).
- **Letter and Certificate of Appreciation:** All Event Partners will receive a letter and certificate of appreciation.
- **Social Media [Facebook & Instagram]:** scheduled promotional posts and links from Corroboree & @bundaberg4wdclub facebook pages (this may include but not be limited to either sharing a post from either facebook page your company facebook / Instagram pages)
- **Website:** Link from both the Corroboree 2020 website and Bundaberg 4WD Club Inc website
- **Banners:** Erect business banners at the event
- **Trade Display:** have a stand / table throughout the event (conditions apply)

Prospectus Closing Date

As the planning for this event moves forward, all applications for Event Partnership artwork will have to be received by the Bundaberg 4WD Club Inc Club no later than close of business 30th June 2020. (*Partnership / Sponsorship opportunities will still be accepted up to the day before the event however placement within the event handbook and official merchandise will be closed on pre-determined dates for production requirements.*)

Late submissions for partnering and sponsorship will be considered by the Corroboree Executive Management Committee and the business shall be notified of acceptance or rejection within 5 business days of receipt of the prospectus application.

All inquiries about partnering and sponsorship can be directed to info@bundaberg4wdclub.com

Additional information / considerations

We ask that any gift vouchers supplied as part of your donation to be used as part of the prize draws be flexible for the winner to be able to transfer to another party if unable to use. Additionally, with registered attendees participating in this event from all over the state, donations are accepted for use in all regions of the state.

About the Bundaberg 4WD Club Inc

The Bundaberg 4WD Club was established in 1975 and is based in Bundaberg. We are affiliated with the State Association (Four Wheel Drive Queensland) and support and abide by their Code of Ethics.

The club conducts family oriented social activities, four-wheel drive day trips and camping weekends as well as extended touring trips anywhere in Australia. The club has a membership of over 60 vehicles of all makes and models. We encourage anyone interested in the outdoors to come along with us to enjoy our natural environment.

About the Four Wheel Drive Association Queensland

The Four Wheel Drive Association Queensland is the peak body representing the common interests of four-wheel drive owners and club members across Queensland. They recognise the passion that their members have across many great outdoor activities; therefore, they strive to build strong and supportive communities for like-minded people across our great State.

The Four Wheel Drive Association Queensland engages with Government and industry bodies to advocate for their members on agenda topics such as track access and vehicle modifications as well as delivering four-wheel drive training and education. Ensure safety and knowledge sharing is always in the front of mind for the association.

The support of the 4WD member clubs is important to the success of Four Wheel Drive Association Queensland. Such support is provided through good governance, good systems, financial health, communication and the commitment of our people. By doing so, they seek to offer the most relevant products and services to their members at the most affordable price.

The Bundaberg 4WD Club Inc would be grateful for your support and to promote your business at our event.

Conditions:

^ This may include directly shared posts from your official Facebook page,

* Required dates apply