

2012 Big River Nationals



Riverland-South Australia

**SPONSORSHIP & TRADE STAND
PROSPECTUS**

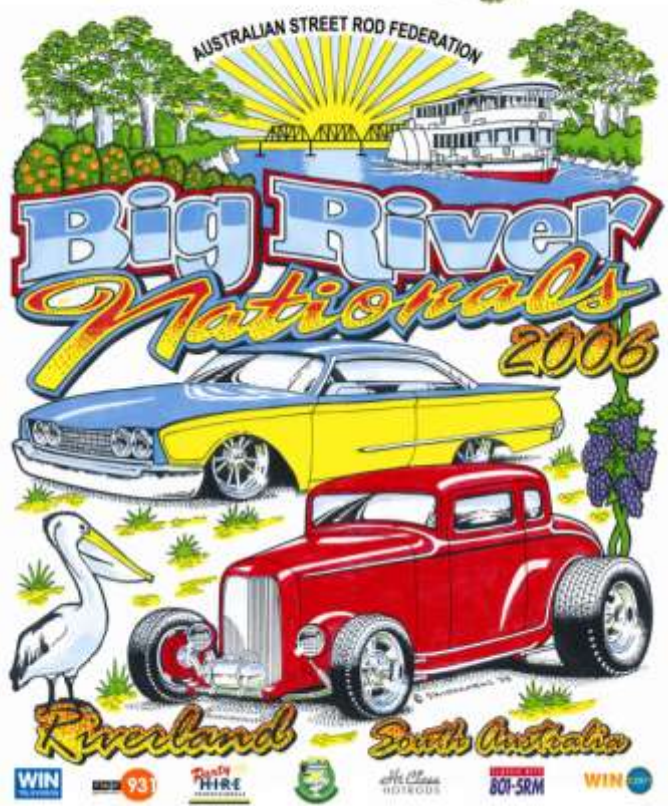
13th - 16th April, 2012

“Share the success”

CONTENTS

<u>Page</u>	<u>Information</u>
1.	2006 Memories
2.	Introduction
3.	New 2012 Logo
4.	Sponsorship and Trade Stand Options
5.	Sponsorship Packages – a) Platinum
6.	Platinum - continued
7.	Sponsorship Packages – b) Gold
8.	Sponsorship Packages – c) Silver
9.	Sponsorship Packages – d) Bronze
10.	Sponsorship Packages – e) Iron & f) Lanyard Sponsor
11.	Trade Stand Package
12.	Sponsorship & Trade Stand Contacts
13.	BRN Organising Committee
14.	2006 Testimonials
15.	2006 Testimonials





The 2006 logo clearly identified many aspects of the Riverland region and was very popular with entrants and sponsors alike.



Line up of Hot Rods at Lake Bonney after Monday cruise in 2006



The success of 2006 resulted in 4 Tourism Award nominations



INTRODUCTION

Dear Sir/Madam,

In April 2006 the inaugural Big River Regional Street Rod Nationals were held in the Riverland region of South Australia. Hosted by the locally based Riverside Rodders Club and organized and promoted by an enthusiastic committee of South Australian Hot Rodders, the event was an outstanding success.

Early in the planning stages the decision was made to expand the types of vehicles eligible for entry. This meant not only were Australian Street Rod Federation class vehicles (Hot Rods, Customs and Classics) accepted, but also Australian and American Classic and Performance cars and Street Machines up to 1972, as well as Special Interest vehicles at the discretion of the committee.

A comprehensive marketing and advertising campaign through the major enthusiast magazines and local media was held during the months prior to the Big River Nationals and contributed to the success. Over 400 entries came from all states of Australia, 31 trade and sponsors stands and 14 variety stalls participated, 15 catering vendors provided food and drink and over 6,000 spectators attended.

The positive financial impact on the Riverland region not only from a tourism aspect but also as a spectacle saw the event nominated for a Riverland and two South Australian Tourism Awards as well as an SA Great Award.

So the rotation cycle is complete and South Australia again has the opportunity to host a regional event in 2012. The majority of the initial organizing committee is on board and we are looking forward to planning and hosting an even bigger and more successful 2012 Big River Nationals. The majority of the program will be as in 2006, however improvements at the venue over the past few years and those planned between now and 2012 will enhance many aspects of our event.

The 2012 Big River Nationals will provide you and your organisation with an ideal opportunity to promote your business. We seek your support as a sponsor or trader, either financially and/or "in kind" (with product or services) to "**Share the success**". In this Prospectus are a number of packages that will provide you and your organisation with varying degrees of exposure. I suggest you take some time to look over these carefully and consider which may provide the exposure you require within your budgetary constraints and then please contact our relevant representative at your earliest convenience.

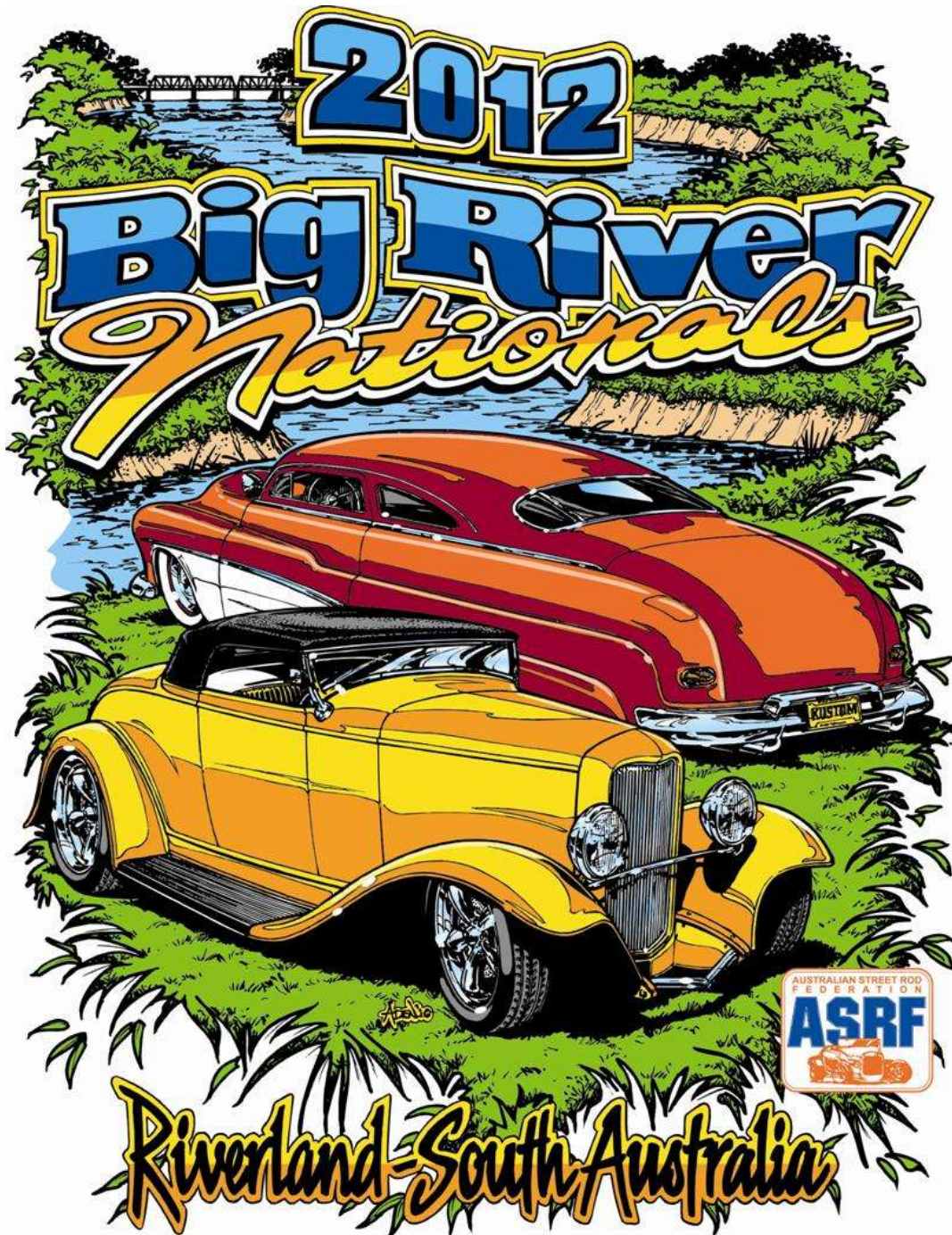
Yours Sincerely,

Graham Matthews

Event Manager

NEW 2012 LOGO

We are pleased to unveil our new logo for 2012 in its entirety, designed specifically by a car artist incorporating new trends in car art design.



This logo will be used in all aspects of promotion and advertising, as well as in our brand new website due on line late in 2010. We acknowledge the Australian Street Rod Federation (ASRF) as the governing body of all facets of Street Rodding in Australia.

The opportunity for you to be part of this outstanding logo and “Share the success” is outlined further in the sponsorship section.

SPONSORSHIP and TRADE STAND OPTIONS

We have a number of options you as an individual or your organisation may consider to become involved in the Big River Nationals.

1. Sponsorship Packages:

These offer varying degrees of exposure to the entrants, other sponsors and traders and all spectators who attend or participate in the event.

- a) Platinum \$10,000
- b) Gold \$5,000
- c) Silver \$2,000
- d) Bronze \$1,000
- e) Iron \$500
- f) Lanyard Sponsor

2. Trade Stands:

Trade stands will be available within the permanent pavilion or outside in marquees and with or without radio and television exposure.



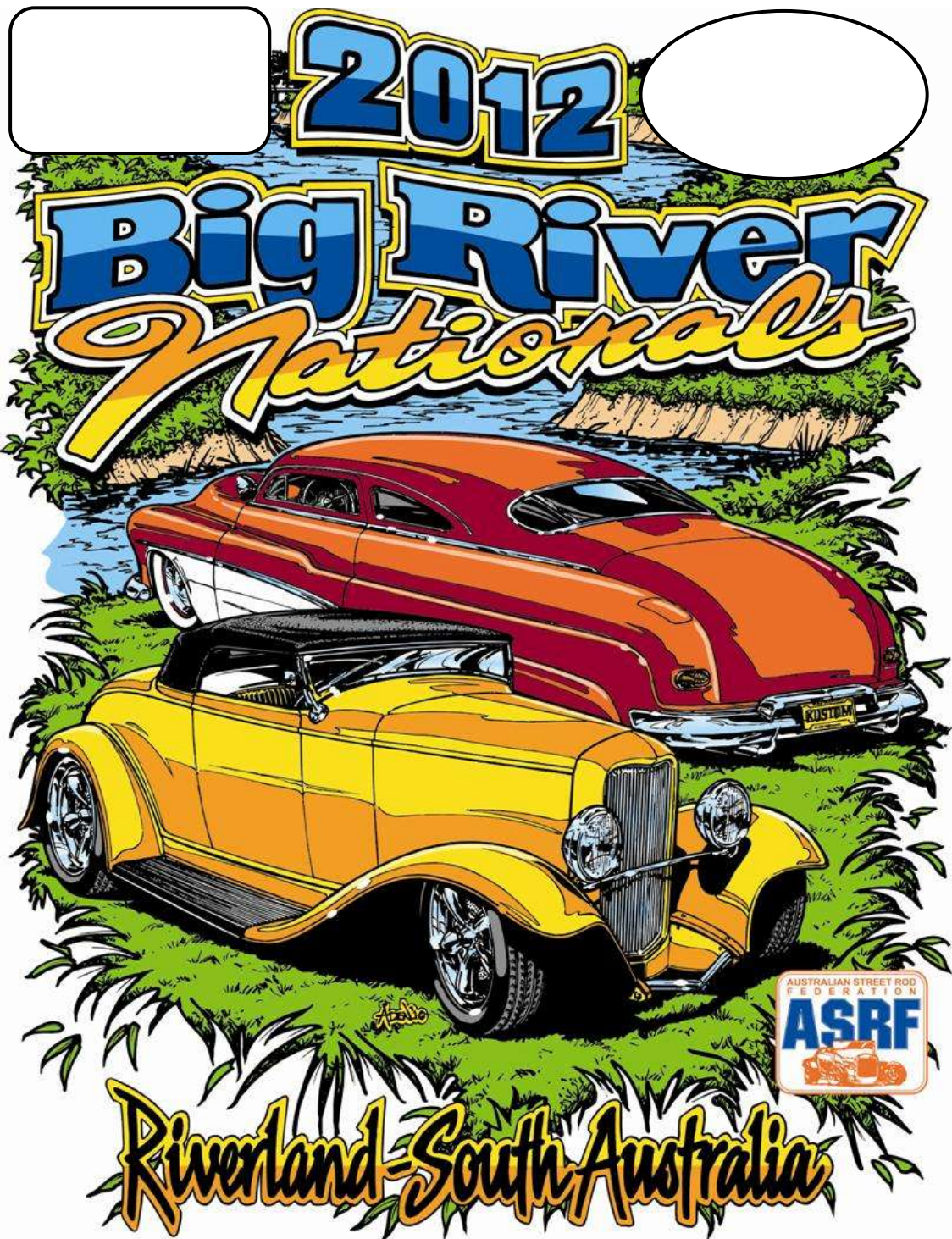
SPONSORSHIP PACKAGES

a) Platinum: \$10,000

As a Platinum Sponsor we will be pleased to offer and provide you with the following exposure, items, publicity and information. Only two Platinum Sponsor packages will be offered.

- * Company Name or logo in colour as part of BRN logo on entrants' Polo shirt and on front page of website.
- * Company Name on selected trophies and the opportunity to present these at the presentation night.
- * Your Company Logo on all appropriate printed advertising.
- * Full Page advertisement in event program.
- * Company Name or logo displayed prominently on the Sponsor Display boards.
- * Major acknowledgement in sponsor's area of website with direct link to your company website if requested.
- * Recognition of major involvement in all advertising mediums including television and radio. Plus opportunity to negotiate advertising with television and radio at attractive rates.
- * A Trade Stand area to your requirements will be available either inside the permanent pavilion or outside.
- * A Sponsor acknowledgement Plaque will be presented.
- * Daily Free Entry Passes for 6 persons to the Nationals.
- * 6 Tickets for the Dinner and Trophy Presentation Night - Sun 15th April.
- * You will receive regular updates by either email or post.

As a Platinum sponsor your company name or logo will become part of our new logo placed prominently at the top and clearly legible whenever and where ever the logo is utilised. Remember only two Platinum Sponsor packages will be offered.



SPONSORSHIP PACKAGES

b) Gold: \$5,000

As a Gold Sponsor we will be pleased to offer and provide you with the following exposure, items, publicity and information. Only six Gold Sponsor packages will be offered.

- * Company Name or logo on a sleeve of the entrants' Polo shirt.
- * Your Company Logo on all appropriate printed advertising.
- * Half Page advertisement in event program.
- * Company Name or logo displayed in semi prominent position on the Sponsor Display boards.
- * Acknowledgement in sponsors' area of website with direct link to your company website if requested.
- * Recognition of involvement in all advertising mediums including television and radio. Plus opportunity to negotiate advertising with television and radio at attractive rates.
- * A Trade Stand area of 6 metres by 6 metres will be available either inside the permanent pavilion or outside.
- * A Sponsor acknowledgement Plaque will be presented.
- * Daily Free Entry Passes for 4 persons to the Nationals.
- * 4 Tickets for the Dinner and Trophy Presentation Night - Sun 15th April.
- * You will receive regular updates by either email or post.



SPONSORSHIP PACKAGES

c) Silver: \$2,000

As a Silver Sponsor we will be pleased to offer and provide you with the following exposure, items, publicity and information. Numbers not limited on this package.

- * Your Company Logo on all appropriate printed advertising.
- * Quarter Page advertisement in program.
- * Company Name or logo displayed on the Sponsor Display boards.
- * Acknowledgement in sponsors' area of website.
- * Opportunity to negotiate advertising with television and radio at attractive rates.
- * A Trade Stand area of 6 metres by 3 metres will be available either inside the permanent pavilion or outside.
- * A Sponsor acknowledgement Plaque will be presented.
- * Daily Free Entry Passes for 2 persons to the Nationals.
- * 2 Tickets for the Dinner and Trophy Presentation Night on Sun 15th April.
- * You will receive regular updates by either email or post.



SPONSORSHIP PACKAGES

d) Bronze: \$1,000

As a Bronze Sponsor we will be pleased to offer and provide you with the following exposure, items, publicity and information. Numbers not limited on this package.

- * Business Card size advertisement in program.
- * Company Name displayed on the Sponsor Display boards.
- * Acknowledgement in sponsors' area of website.
- * A Sponsor acknowledgement Plaque will be presented.
- * Daily Free Entry Pass for 2 persons to the Nationals.
- * 2 Tickets for the Dinner and Trophy Presentation Night on Sun 15th April.
- * You will receive regular updates by either email or post.



SPONSORSHIP PACKAGES

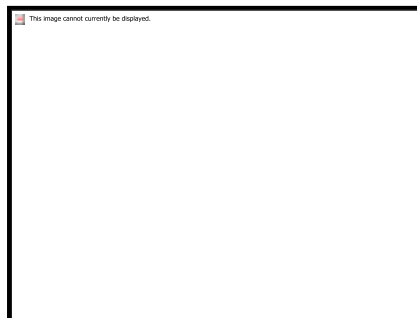
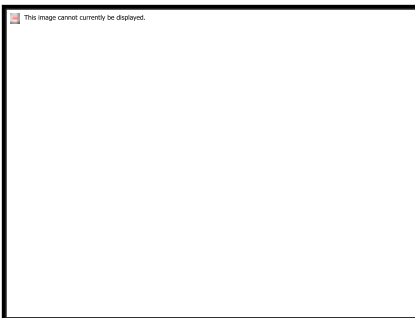
e) Iron: \$500

As an Iron Sponsor we will be pleased to offer and provide you with the following exposure, items, publicity and information. Numbers not limited on this package.

- * Listing as sponsor in program.
- * Company Name listed on the Sponsor Display boards.
- * Acknowledgement in sponsors' area of website.
- * A Sponsor acknowledgement Plaque will be presented.
- * Daily Free Entry Pass for 2 persons to the Nationals.

f) Lanyard Sponsor

A new type of sponsorship available for the Big River Nationals in 2012 will offer a person or company the opportunity of supplying or sponsoring a lanyard printed with whatever message deemed appropriate. This may simply be information relevant to the person or company and contact details, or a company slogan with contact details, or more. This will be an excellent avenue for someone to put their message out there, however all content will be considered and at the discretion of the organising committee. Every entrant involved with the Big River Nationals will receive a lanyard to attach their personal and event participation details.



TRADE STAND PACKAGE

Trade stands and variety stalls were very popular in 2006. The venue offers a large permanent pavilion measuring 72 metres by 20 metres with 5 large and 4 personal access doors. There are many square metres of irrigated turf set aside for outdoor vendors utilising marquees or portable displays.

All trade stands in the pavilion will be secure as this is lockable, whereas security for the outside stands will be the responsibility of the owner.

✱ Costs are as follows:

Inside	3mx3m	=	\$200 (incl 1 trestle & 2 chairs)
	6mx3m	=	\$300 (incl 2 trestles & 2 chairs)
	6mx6m	=	\$600 (incl 3 trestles & 4 chairs)

Power is available & additional trestles & chairs available at cost.

Outside	3mx3m	=	\$150
	6mx3m	=	\$250
	6mx6m	=	\$500

Power is available, but you will need to supply your own trestles and chairs. Marquees can be arranged and supplied at your cost.

- ✱ Advertising will be available in the event program.
- ✱ There is also the opportunity to negotiate advertising with television and radio at attractive rates.
- ✱ Set up Times are 12 noon to 5.00 pm Thursday 12th April and 9.00 am to 5.00 pm Friday 13th April.
- ✱ Pull down Times are 6.00 pm to 7.00 pm Sunday 15th and 9.00 am to 12 noon Monday 16th April.
- ✱ Entrants will have access for the period of the event and the general public on Saturday 14th and Sunday 15th April.



FOR SPONSORSHIP & TRADE STAND PACKAGES

Please contact the following:

Sponsorship Packages

Mr. David Wehrman
Phone: 08 8289 1128
Mobile: 0432 512 281
Email: wehrman@optusnet.com.au

Trade Stand Packages

Mr. Scott Johncock
Phone: 08 8277 0111 wh.
Mobile: 0421 700 901
Email: bbwillys@tpg.com.au

Other Enquiries

Mr. Graham Matthews
Phone: 08 8588 7169
Mobile: 0419 807 837
Email: bimbimbi@hotmail.com



BIG RIVER NATIONALS 2012

Organising Committee

Manager: Graham Matthews
Finance & Website: Mobile: 0419 807 837 Ph: 08 8588 7169
bimbimbi@hotmail.net.au

Administration: Rod Saunders
Mobile: 0413 583 368 Ph: 08 8353 1040
rsaunders@internode.on.net

Sponsorship: David Wehrman
Mobile: 0432 512 281 Ph: 08 8289 1128
wehrman@optusnet.com.au

Trade Stands: Scott Johncock
Mobile: 0421 700 901 Ph: 08 8277 0111
bbwillys@tpg.com.au

Onsite Camping: David Wehrman
Mobile: 0432 512 281 Ph: 08 8289 1128
wehrman@optusnet.com.au

Awards: Steve Baum
Mobile: 0414 718 955 Ph: 08 8562 2068
statesidetrिम@bigpond.com

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Committee Backup: Shane Johncock
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spoolin@tpg.com.au

Committee Backup: Robert Riggs
Mobile: 0403 582 140 Ph: 08 8276 6185
rariggs@optusnet.com.au

ASRF State Director: Heiner Gossert
(South Australia) Mobile: 0403 352 695 Ph: 08 8398 2595
heiner27@bigpond.com

**Postal Address: Big River Nationals
P.O. Box 237,
Modbury North. S.A. 5092**

www.bigrivernationals.com

2006 TESTIMONIALS

Entrant response – by email

Congratulations to the organising committee, it was an excellent event, and I'm pleased to have been there.

Regards Paul Walsh

Promoter response – by email

To the Committee,
"Congratulations"

The committee & members of the Riverland Motorsport Club would like to thank you for the opportunity to promote the driver education facility & drag strip at the BRN.

We would also like to congratulate you on a very successful & professional organised event. Maybe our club could assist you in the future with other National events, hopefully the drag strip will be up and running.

Yours Sincerely,

Trevor Taylor

(Secretary for the Riverland Motorsport Club)

Australian Street Rod Federation – by email

Congratulations to South Australia

The Big River Nationals have been a huge success with higher than expected entrant numbers and way above all expectations for public attendance on both the Saturday and Sunday.

What a fantastic event! The organisation and planning and implementation for the Big River Nationals has been so very professional. South Australia's Graham Matthews (Event Co-ordinator) dared to be different and stated the case to move the event dates from the traditional Easter weekend to the weekend after Easter and thanks to this move South Australia have a huge attendance and financial success on their hands.

To Graham Matthews, Heiner Gossert, John McLean, Scott and Shane Johncock, Dave Wehrman and the whole BRN committee, wives, family and friends and volunteers, on behalf of the ASRF and the members we thank you for your professionalism and hospitality. What a fantastic event.

To the sponsors who supported the Big River Nationals we thank you, for without your backing we could not have staged such a relaxing and successful event.

ASRF Secretary

Entrant response – by email

Just a quick note to say we had a really great time at the run.

Regards Ian Hickey

2006 TESTIMONIALS

Trader response – by email

What can I say about your event, it was by far the best event we have ever attended, and we have attended quite a few car shows & events.

The organisation of the event, the organising staff, the help that was on hand, the facilities were all brilliant and second to none.

Thanks you for the area supplied to shoot the entrant vehicles, it was perfect, and I wish this were the case with all other shows.

All in all this was the most successful event we have attended & been part of to date, we did more sales than any other show, and we found the South Australian hospitality second to none.

I thank you and your staff once again, and if there is going to be another one, which we hope the answer is YES, we will certainly want to be involved in it again.

Thanks once again,

Paul & Michelle (Custom Car Photographics & T's)

Trader response – by email

It was great meeting you too, and you and your crew should be congratulated for a very fantastic weekend. We had a ball. We did our calculations when we got home and we were happy with the results. Please keep us on your database because if you are going to run one of these events again we would love to come.

Kind Regards,

Jacqueline Sheppard

PNF Figurines Australia & Rock N Roll Junction

Food Vendor response – by email

We just wanted to thank you for allowing us to cater for you at your hot rod show last weekend. We hope you were happy with the service we provided, we think you all did a great job of putting the show together and I'm sure that you will receive a positive feedback from a lot of people. Thank you once again and look forward to doing business with you again.

Regards

Brett and Julie Nelson (B J Nelson Outdoor Catering)

Venue owner response – by letter

The Riverland Field Days Committee extends their congratulations on holding a very successful Hot Rod event in April. The event received high acclaim throughout the region and augers well for a similar event sometime in the future.

Yours Faithfully,

Tim Grieger (Secretary/Administrator)

2006 Big River Nationals
"Revisited"

