



ALL FORD DAY SOUTH AUSTRALIA

SPONSORSHIP & TRADE

PROPOSAL PACK

29TH OCTOBER 2023



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www.allfordday.net.au

Event Director: 0402 965 154

PO BOX 1003

Prospect East, SA 5082



October 29, 2023
Oakbank Racecourse

allforddaysa@gmail.com

Dear Prospective Sponsor,

The All Ford Day Team has been running South Australia's premier Ford Motor Vehicle Appreciation Day for over 40 years. All Ford Day South Australia attracts thousands of Ford Motoring Enthusiasts from all across South Australia and Interstate.

All Ford Day SA 2023 is returning to our excellent Adelaide Hills venue at Oakbank Racecourse. This venue has proven to be a location that suits the event very well, catering for all entrants, vendors and visitors alike. The huge arena space allows for current volume and will easily suit future expansion of the event with great facilities including toilets, undercover areas and a large viewing platform. There are designated areas for food and trade vendors as well as ample space for public parking. The All Ford Day SA team is looking forward to returning to Oakbank Racecourse in 2023, where we will be celebrating 75 years of the Ford F series vehicles.

All Ford Day SA is organised by volunteers from a local South Australian Car Club; the FPV and XR Car Club - SA Inc., along with other passionate Ford enthusiasts from the community who donate their time for the charity support that the event brings. We are currently looking for businesses to come on board and support the 2023 event. All Ford Day SA events represent a great opportunity for organisations to promote their brand, products and services through our network of entrants, attendees, and local and interstate car enthusiast groups.

We have a wide range of sponsorship options available including Event Sponsorship, Trade Stalls, Trophy Sponsorship, or supplying material for the Entrant 'Goodie Bags'. This allows various ways to promote your business, not only on the day of the event, but also throughout the year leading up to the event.

Sponsorship packages are negotiable and can be tailored to suit the needs of your organisation. Attached is a guideline of the financial investment and what is included. Along with the opportunity to promote your business you will be helping All Ford Day SA support local charities through the donation of part proceeds of the event. The last 6 All Ford Day SA events have enabled donations in excess of \$29,000 to be made to local charities. In 2023, the AFD Team donated to five charities: St John Ambulance, The Hospital Research Foundation, Variety, The Smith Family, and Kickstart for Kids.

Previous events have seen more than 400 vehicles on display and in excess of 2000 additional visitors. This presents your organisation with a great opportunity to use the atmosphere of All Ford Day SA to promote your business to a wide and captive audience. If you are interested in becoming a sponsor, participating in any way, or even just entering a car and want more information please contact:

Alex (Event Director) on 0402 965 154 or Email: allforddaysa@gmail.com

Thank you for your consideration,

All Ford Day SA Team





2023 All Ford Day SA Sponsorship Options

The following provides an overview of our sponsorship packages that are available for this year's All Ford Day South Australia; these apply to a single event in the nominated year.

Major Sponsor (\$2500) – Only 1 available

- Key sponsor of the All Ford Day SA event, with prominent marketing with the event
- Pre-event publicity / advertising opportunities with the event team
- Prominent positioning of Company logo / details advertised on the All Ford Day SA website
- Company logo / details advertised on our Facebook and social media pages (AFD SA has over 3,100 Facebook Followers)
- Prominent positioning of Company logo advertised on the Event Flyer and marketing materials*
- Prominent positioning of Company logo advertised on Entry Forms and other literature*
- Opportunity to have input into the Entry Forms* (e.g. Specific marketing questions from your company – 'Would you like to be contacted by "Your Company Name"?)
- Prominent positioning of Company logo on Entrant Pack Information provided to all event entrants prior to the event
- Opportunity to provide paper materials to distribute within Entrant Packs
- Opportunity to promote your Company by way of signage, banners, or flags displayed around the venue at the event (to be supplied by your Company)
- Free Extra Large Trade Stall site (15m x 9m) in a prominent site location
- Access for up to 15 vehicles for display purposes within prominent site location
- Free sponsorship of the 'Sponsor's Choice' Blue Ribbon Trophy and at least two regular category trophies
- Company promoted throughout the day by our MC
- Participation in the Trophy presentation ceremony (optional)
- Opportunity to 'value add' by way of merchandise to entrant goodie bags
- Opportunity to advertise by way of business cards, flyers, etc. in entrant goodie bags
- Certificate of Appreciation and event medallion

NOTE: This package can be customised to meet the Sponsor's requirements.





Gold Package (\$1000) – Only 4 available

- Company logo / details advertised on the All Ford Day SA website
- Company logo / details advertised on our Facebook and social media pages (AFD SA has over 3,100 Facebook Followers)
- Company logo advertised on the Event Flyer and marketing materials*
- Company logo advertised on Entry documentation and other literature*
- Opportunity to have input into the Entry Forms* (e.g. Specific marketing questions from your company – ‘Would you like to be contacted by “Your Company Name”?’)
- Company logo on Entrant Pack Information provided to all event entrants prior to the event
- Opportunity to promote your Company by way of signage, banners or flags displayed around the venue at the event (to be supplied by your Company)
- Free Large Trade Stall site (12.5m x 7.5m)
- Access for up to 5 vehicles for display purposes within site location
- Free sponsorship of a Blue Ribbon Trophy (only 4 available) and at least one regular category trophy
- Company promoted throughout the day by our MC
- Opportunity to ‘value add’ by way of merchandise to entrant goodie bags
- Opportunity to advertise by way of business cards, flyers, etc. in entrant goodie bags
- Certificate of Appreciation and event medallion

Silver Package (\$500)

- Company logo / details advertised on the All Ford Day SA website
- Company logo / details advertised on our Facebook and social media pages (AFD SA has over 3,100 Facebook Followers)
- Company logo advertised on the Event Flyer and marketing materials*
- Free sponsorship of one regular category Trophy
- Free Standard Trade Stall site (8m x 4m)
- Company promoted throughout the day by our MC
- Opportunity to ‘value add’ by way of merchandise to entrant goodie bags
- Opportunity to advertise by way of business cards, flyers, etc. in entrant goodie bags
- Certificate of Appreciation and event medallion

**Inclusion of Company Logos on the event flyer, entry form and other printed materials are subject to publish dates determined by the All Ford Day SA Team.*





Trade Sites (see pricing below)

- Company logo / details advertised on our Facebook and other social media pages before the event
- Opportunity to 'value add' by way of merchandise to entrant goodie bags
- Opportunity to advertise by way of business cards, flyers, etc. in entrant goodie bags

<i>Trade Site</i>	<i>Cost</i>
Market Site (3m x 3m, No Car)	\$50
Small site (3m x 3m, Car behind)	\$75
Standard site (8m x 4m)	\$200
Large site (12.5m x 7.5m)	\$250

Trophy Sponsorship (\$50)

- Company name promoted with the presentation of the trophy
- Opportunity to 'value add' by way of merchandise to entrant goodie bags
- Opportunity to advertise by way of business cards, flyers, etc. in entrant goodie bags

Goodie Bag and Raffle Donations (no charge)

-- Open to any Business/Organisation Interested --

- Any interested businesses or organisations are welcome to donate items to be included in our Entrant goodie bags (given to the first 400 entrants) and/or Raffles
- Opportunity to 'value add' by way of merchandise to entrant goodie bags
- Opportunity to advertise by way of business cards, flyers, etc. in entrant goodie bags
- Suggested items include – pens, pencils, note pads, stickers, printed brochures, product samples, magazines, discount vouchers, etc.
- We are also accepting items for our raffle prizes, examples include – hats, t-shirts, gift certificates, free passes, hampers, memorabilia, merchandise, etc.

Thank you for your consideration,

All Ford Day SA Team





2023 All Ford Day SA Expression of Interest

If you are interested in getting your business involved with All Ford Day SA 2023 please complete the information below and return via email to allforddaysa@gmail.com. Once we have received your Expression of Interest we will be in contact with you to provide any required additional information, forms or invoices.

Business Name:			
Contact Name:		Position:	
Mailing Address:			
Suburb:			
State:		Postcode:	
Contact Email:		Contact Phone Number:	

Sponsorship Option:

- | | | | |
|--------------------------|----------------------------|--------------------------|------------------------------|
| <input type="checkbox"/> | Major Sponsorship | <input type="checkbox"/> | Market Site (Small – no car) |
| <input type="checkbox"/> | Gold Package Sponsorship | <input type="checkbox"/> | Trade Site (Small) |
| <input type="checkbox"/> | Silver Package Sponsorship | <input type="checkbox"/> | Trade Site (Standard) |
| <input type="checkbox"/> | Goodie Bag / Raffle Prize | <input type="checkbox"/> | Trade Site (Large) |
| <input type="checkbox"/> | Trophy Sponsorship | | |

If you have any questions please contact:

Alex (Event Director) on 0402 965 154 or Email: allforddaysa@gmail.com

Regards,

All Ford Day SA Team





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