



ALL FORD DAY SOUTH AUSTRALIA

SPONSORSHIP & TRADE

PROPOSAL PACK

30TH OCTOBER 2022



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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.

After a deferred event in 2020 due to COVID, the All Ford Day SA 2021 event moved to an exciting new location in the Adelaide Hills. The new venue at Oakbank Racecourse proved to be an excellent move for the event with another successful year, including operating under a SA Health approved COVID Management Plan. The All Ford Day SA team is looking forward to returning to Oakbank Racecourse in 2022, where we will be celebrating 90 years of the mighty Ford V8.

All Ford Day SA is organised by a group of volunteers from two local South Australian Car Clubs, the Model A Club South Australia and the FPV and XR Car Club - SA Inc., and we are currently looking for businesses to come on board and support the 2022 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'.

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 five All Ford Day SA events have enabled donations in excess of \$25,000 to be made to local charities. In 2021, the Team donated to five charities: St John Ambulance, The Hospital Research Foundation, Variety - Aussie Muscle Car Run, The Smith Family, and Kickstart for Kids.

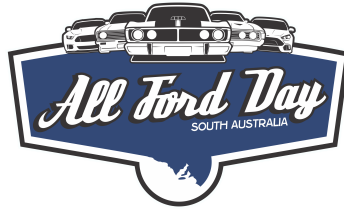
In 2021, we had more than 400 vehicles on display and in excess of 2000 additional visitors come out to Oakbank to enjoy the All Ford Day SA event. This presents your organisation with a great opportunity to use the atmosphere of All Ford Day SA to promote your business to a wide and captive audience. 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





2022 All Ford Day SA Sponsorship Options

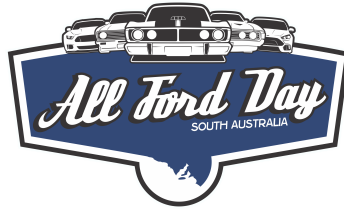
The following provides an overview of our sponsorship packages that are available for this year's All Ford Day South Australia.

Major Sponsor (\$2500) – Only 1 available

- Key sponsor of the All Ford Day SA 2022 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 2,750 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 banners displayed around the venue at the event (Banners/signage 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

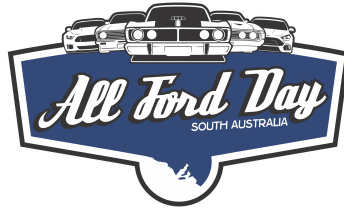
- Company logo / details advertised on the All Ford Day SA website
- Company logo / details advertised on our Facebook and social media pages (AFD SA has over 2,750 Facebook Followers)
- Company logo advertised on the Event Flyer and marketing materials*
- Company logo advertised on Entry Forms and other 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”?’)
- Company logo on Entrant Pack Information provided to all event entrants prior to the event
- Opportunity to promote your Company by way of banners displayed around the venue at the event (Banners 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 2,750 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 3 m, No Car)	\$50
Small site (3m x 3 m, Car behind)	\$75
Standard site (8m x 4 m)	\$200
Large site (12.5m x 7.5 m)	\$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 Interested --

- Any interested businesses 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, etc.

Thank you for your consideration,

All Ford Day SA Team





2022 All Ford Day SA Expression of Interest

If you are interested getting your business involved with All Ford Day SA 2022 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 forms or invoices.

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

Sponsorship Option:

☐

Major Sponsorship

☐

Market Site (Small – no car)

☐

Gold Package Sponsorship

☐

Trade Site (Small)

☐

Silver Package Sponsorship

☐

Trade Site (Standard)

☐

Goodie Bag / Raffle Prize

☐

Trade Site (Large)

☐

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





www.allfordday.net.au

Event Director: 0402 965 154
Oakbank Racecourse
PO BOX 1003
Prospect East, SA 5082
allforddaysa@gmail.com

