

## 2010 May Day Goat Races!

This year we anticipate the Barcaldine Tree of Knowledge Festival May Day Goat races to be bigger and better than ever. If you would like the opportunity to have your business support this unique and exciting event here is how you can do it:

### **Package A – Full Sponsorship of One of Three Major Races**

There are five major races this year but now only three chances for you to have your own race.

Ultimately you will have the race named after your business eg “Sunshine Juice Staggering Stinkers Stakes” and thereafter your business name will be incorporated with all goat racing advertising.

Your business/organization’s name and logo will be included in:

1. The Goat Race Book. We plan to make “The Race Book” bigger and better this year and your logo and business will head up all of your race’s pages
2. All goat racing television and radio advertising.
3. All press releases which refer to specific races in the event.
4. All goat racing signage throughout the event and the entire festival
5. All Tree of Knowledge Festival promotional material – posters, brochures, programmes
6. A complimentary Tree of Knowledge Festival T-Shirt

In addition to this you will receive:

Your very own jersey as one of the six competitors in the “Celebrity Race”. This is our way of acknowledging our sponsors and providing you or a representative of your organization with the opportunity to join in the fun.

You or a representative or your business will also be asked to present the place getters immediately after the running of “your” race on the day.

Full sponsorship of a race is **\$1,500** which will be allocated as prize money for your race in the following way:

1<sup>st</sup> - \$600, 2<sup>nd</sup> - \$400, 3<sup>rd</sup> - \$200, 4<sup>th</sup> - \$100, 5<sup>th</sup> - \$70, 6<sup>th</sup> - \$30

### **Package B – Shared Full Sponsorship of One of Three Major Races**

If you would like to be a major sponsor but would like to share the cost with other business houses then you can either arrange this or we can do it for you. Just let us know what you would like to do.

## **Package C – Sponsor a Billy Goat Rumble Heat**

Every year our led children's Billy Goat Rumble race attracts a lot of competitors – this one is for the kids and the fastest runners which can get them across the line. This year we have a change of format. We anticipate running six heats with the first placegetter of each heat receiving \$100 first prize.

With a change of format we would like to name this race the “Barcaldine Business Houses’ Billy Goat Rumble” and offer local businesses the opportunity to sponsor one heat for **\$100**.

For this you will receive:

1. The heat will be named after your business house and on the day you, or a representative of your business, will be asked to present the winner's prize.
2. The heat will be named after your business house in the official Race Book.
3. You will be listed in the programme as a sponsor of the event
4. You will be listed on all nominations forms etc as a sponsor.
5. Where practical you will be listed as a sponsor of the event on promotional material
6. There will be a jersey in the “Celebrity Race” for a representative of one of the six businesses.

## **Package D – Race Book Draws**

Another new feature we are introducing this year is a comprehensive Race Book which will not only list all the racing particulars of the competing goats and jockeys but which will also act as a major prize draw and this could be a way which your business could really support the goat races.

This year each official Race Book will bear a number on the front cover which will effectively turn the Race Book into a “raffle ticket”. Some sponsors like to support the races by donating for example, “a meal for two” or a “\$50 fuel voucher”. These prizes will then become part of our “Racebook Raffle” and will be drawn in between races. We plan to sell the Race Books and see this as a way to thank the crowd for attending the races, make them more actively involved in the event by giving them a “win” as well as assisting the committee to raise money to continue to host the event.

For their support sponsors will receive:

1. A block advertisement in the Race Book programme
2. Be included in our list of sponsors in the Race Book programmes and where practical in other goat racing promotional material
3. Have a real presence at the goat races when the draw is undertaken with your business being seen as actively supporting the event.

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We hope there is a sponsorship package which suits you because we look forward to having your business on board to ensure that Barcaldine's goat races are bigger and better than ever.

We thank you for considering how you will be able to assist us and should you have any queries, or wish to show your support in some other way please do not hesitate to contact:

**TOM LOCKIE** – 46512211 - 0427465122



## 2010 Goat Racing Sponsorship

Thank you for supporting the 2010 Barcaldine Tree of Knowledge Festival May Day Goat Races. To assist us with providing you with the best possible service, could you please fill in your details below the package which you would be interested in undertaking.

### **Package A – Full Sponsorship of One of Three Major Races**

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

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ (work) \_\_\_\_\_ (mobile)

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

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

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

Could you please forward your business logo and details, and a block advertisement which you would like included in promotional material to [rccammo@bigpond.com](mailto:rccammo@bigpond.com)

Yes, we plan to be at the Tree of Knowledge Festival May Day Goat races to present the prize winners

Yes, we plan to be at the Tree of Knowledge Festival May Day Goat Races and ride in the “Celebrity Race”

### **Package B – Shared Full Sponsorship of One of Three Major Races**

Business Names: \_\_\_\_\_

Contact People: \_\_\_\_\_

Addresses: \_\_\_\_\_

Telephone: \_\_\_\_\_

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

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

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

Could you please forward your business logo and details and a block advertisement which you would like included in promotional material to [rccammo@bigpond.com](mailto:rccammo@bigpond.com)

Yes, we plan to be at the Tree of Knowledge Festival May Day Goat races to present the prize winners

Yes, we plan to be at the Tree of Knowledge Festival May Day Goat Races and ride in the "Celebrity Race"

**Package C – Sponsor a Billy Goat Rumble Heat**

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

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ (work) \_\_\_\_\_ (mobile)

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

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

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

Could you please forward your business logo and details and a block advertisement which you would like included in promotional material to [rccammo@bigpond.com](mailto:rccammo@bigpond.com)

Yes, we plan to be at the Tree of Knowledge Festival May Day Goat races to present the prize winner for our heat

**Package D – Race Book Draws**

We would like to support the goat races by donating to the Race Book Raffle:

\_\_\_\_\_

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

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ (work) \_\_\_\_\_ (mobile)

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

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

Could you please forward your business logo and details and a block advertisement which you would like included in promotional material to [rccammo@bigpond.com](mailto:rccammo@bigpond.com)