



PIAA

Pet Industry Association

piaa.net.au

Sponsorship Prospectus

Events 2018





Hawkesbury Race Club - Clarendon NSW
Saturday June 16 & Sunday June 17 - Grooming Competitions
Monday June 18 & Tuesday June 19 - Grooming Seminars

AusGroom is the annual conference for the grooming sector. In 2018 we will hold a two days competition and two-day conference program which will deliver education & professional development opportunities to dog & cat groomers.

Principal Sponsor

Sponsorship commitment - \$8000 + GST

Sponsorship benefits

1. Event co-branding – PIAA & your company present AusGroom 2018
2. Branding within the grooming ring, conference room and welcome dinner
3. Logo on all AusGroom marketing material – exhibitor prospectus, event brochure, website, social media, EDM's and Pet Industry News noting you as principal sponsor
4. Full page advertising space within the event brochure to advertise your product or services
5. Complimentary 18sqm booth space in the trade area in your preferred location
6. Two complimentary seats at the AusGroom seminars for VIP customers
7. Five-minute welcome address at the start of both conference days
8. Two inserts in the conference satchels
9. Footer banner in the PIAA fortnightly newsletter (4,000 recipients) from release of the event (approx. 6 months)
10. 2 x trestle tables and chairs within the conference space (value \$1,400)
11. Sponsorship acknowledgement during the grooming competition
12. Your company logo to appear on all competition ribbons & trophies

**** Sponsor will be asked to offer prizes for all class winners (1st, 2nd & 3rd), Best In Groups, Runner Up Best In Show, Best In Show & Novice Encouragement ****

Major Sponsor

Sponsorship commitment - \$4500 +GST

Sponsorship benefits

1. Logo on all AusGroom marketing material – exhibitor prospectus, event brochure, website, social media, EDM's noting sponsorship level
2. ½ page advertising space in AusGroom marketing material
3. Complimentary trestle table & chairs within the conference space (value \$700)
4. Complimentary seats at the AusGroom seminars for one VIP customer
5. One insert in conference delegate satchels
6. Sponsorship acknowledgement within the PIAA fortnightly newsletter (4000 recipients)



Mercure Hunter Valley Gardens Resort - Pokolbin NSW
Sunday August 19 – Wednesday August 22

AusBoard is a national, three-day professional development conference for the boarding kennel, training, pet sitting & daycare industry business owners and their staff. The three days will be filled with education & networking opportunities which will promote open discussions amongst the delegates.

Principal Sponsor

Sponsorship commitment - \$7000 +GST

Sponsorship benefits

1. Event co-branding – PIAA & your company present AusBoard 2018
2. Signage in the conference room & registration area (provided by you)
3. Logo on all AusBoard marketing material – exhibitor prospectus, event brochure, website, social media, EDM's and Pet Industry News noting your company as the principal event sponsor
4. Full page advertising space within the event brochure
5. Two complimentary trestle tables & chairs within the trade exhibitor area
6. Two complimentary seats at the AusBoard seminars for two VIP customers
7. Five-minute welcome address at the start of the conference
8. Two inserts in the conference delegate satchels
9. Side banner on the PIAA fortnightly newsletter (4,000 recipients) from release of the event (approx. 6 months)
10. Opportunity to have a representative present at one of the conference sessions

Major Sponsor

Sponsorship commitment - \$4500 +GST

Sponsorship benefits

1. Logo on all AusBoard marketing material – exhibitor prospectus, event brochure, website, social media, EDM's noting sponsorship level
2. ½ page advertising space in AusBoard marketing material
3. Complimentary trestle table & two chairs within the trade exhibitor area
4. Signage at welcome drinks (provided by you)
5. Five-minute welcome address at welcome drinks
6. Complimentary seats at the AusBoard seminars for a VIP customer
7. Insert in conference delegate satchels

Royal & Consumer Show Grooming Competitions

Sydney Royal, Melbourne Royal, Adelaide Royal, Dogs QLD, Dogs ACT (TBC) Perth Pet Expo

Six years ago, the PIAA, in conjunction with the RAS in each state held the first State by State grooming challenge. In 2018, the competitions continue. The PIAA will also be hosting the competitions at the various consumer events in the ACT, Brisbane & Perth. With a mix of purebred and mixed breed classes, including freestyle, creative and traditional breed specific grooming, these competitions provide an opportunity for everyone. These events have a broad appeal due to their location and therefore a broad reach for potential event sponsors.

Principal Sponsor - \$5,000 + GST

Sponsor of Best in Groups, Best In Show, Runner-up Best In Show and State Champion

1. Branding within the grooming ring (pull up banners supplied by you)
2. Logo on all marketing material – Grooming competition event brochure, website, social media, EDM's and Pet Industry News noting you as the principal sponsor
3. Full page advertising space within the grooming competition event brochure
4. Complimentary trestle table and chairs at each event (subject to venue conditions)
5. Sponsorship acknowledgement during the grooming competition
6. Sponsorship acknowledgement in PIAA fortnightly newsletter (4000 recipients)
7. Your company logo to appear on all competition ribbons & trophies

** Sponsor will be asked to offer prizes for Best In Groups, Runner Up Best In Show, Best In Show & State Winner**

Major Sponsor - \$3,000 + GST

Sponsor all class winner (1st, 2nd & 3rd place getters)

1. Branding within the grooming ring (pull up banner supplied by you)
2. Logo on all marketing material – Grooming competition event brochure, website, social media, EDM's and Pet Industry News noting your sponsorship level
3. 1/2-page advertising space within the grooming competition event brochure
4. Sponsorship acknowledgement in PIAA fortnightly newsletter (4000 recipients)
5. Your company logo to appear on all class ribbons

** Sponsor will be asked to offer prizes for 1st, 2nd & 3rd place in each class**

Prize Sponsor - product only

In kind sponsorship of all prizes in all competitions.

This sponsorship level offers brand exposure across both grooming and general public due to the nature of the location of our competitions.

1. Logo on all marketing material – Grooming competition event brochure, website, social media, EDM's
2. Sponsorship acknowledgement in PIAA fortnightly newsletter (4000 recipients)
3. Your company logo to appear on all ribbons

Sydney Royal – Sydney Olympic Park – Monday April 2- Tuesday April 3

Dogs ACT International – Exhibition Park Canberra – Dates TBC

Dogs QLD All Dogs Sports Spectacular – Dogs QLD Durack – Sunday August 26

Adelaide Royal – Adelaide Showgrounds – Sunday September 2

Melbourne Royal – Melbourne Showgrounds – Sunday September 30

Perth Pet Expo – Claremont Showgrounds – Saturday November 17 & Sunday November 18



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PIAA

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