**SPONSORSHIP PROPOSAL**

# Overview

In November 1999, the Darling Harbour Convention Centre will throw open its doors and welcome 65,000 enthusiastic fishermen and women to the Sydney International Fishing Expo.

They will be treated to over 100 demonstrations and activities for all types and levels of experience. They will enjoy over 450 exhibitors from Australia and overseas and will have the opportunity to try out their gear on the largest indoor trout lake in the world. And as high consumers of fishing tourism, they will flock to our brand-new Fishing Adventures area and can even book their trips on-site.

Approximately 40% of Australian men fish at least once a year, with a quarter of them fishing at least once a month. These men love their sport and they make sure that they are equipped for it to be as successful and enjoyable as possible. On average, these fishermen and women spend over $150 each at the Expo.

Where does Australiana fit in? Based upon our visitor survey last year, over 65% of fishermen fly to a fishing destination at least once every two years, with the average size of their group being 4-6. This is broken down very evenly between overseas and rural Australian destinations, allowing Australiana to showcase not only major international destinations, but your extensive regional network, as well.

As a major sponsor of the Sydney International Fishing Expo and naming rights sponsor to our new travel area, Australiana Fishing Adventures, complete with exclusive on-site booking facilities, Australiana will enjoy both a major profile with this lucrative market. You will also have the platform to create meaningful promotions, cementing the relationship with these consumers, tourist boards, adventure travel specialists, and travel agents.

**Event Details**

**Dates & Times:** Friday, 12 November 1999, 1:00 - 10:00 PM

Saturday, 13 November, 10:00 AM - 6:00 PM

Sunday, 14 November, 10:00 AM - 6:00 PM

**Location:** Darling Harbour Convention Centre, Sydney

**Attendees:** We are targeting 65,000 attendees over the three-day show. This is a projected 5% increase on 1998. Attendance has increased by an average of 5% over each of the past five years.

**Target**

**Demographics:** Our primary demographic target is Males 18-35. The secondary demographic is Males 35-50. A comprehensive breakdown of target markets and an overview of recent audience research is attached.

**Cost:** $12 adults, $5 for children under 12, $30 for a family of four. This is consistent with charges for similar shows and reflects a $1 increase on the adult fee from 1998.

**Parking &**

**Transportation:** There are 5,000 parking spots at the Convention Centre ramp. In addition, we have arranged for a free shuttle bus service from the Casino parking ramp.

The Convention Centre is accessible by bus, light rail, as well as by ferry from Circular Quay.

# Target Audience

1. Fishing enthusiasts -- People from all walks of life that fish more than 20 times per year. Based on audience research, these people make up 13% of our audience, and accounted for 37% of all product sales in 1998.
2. Upscale males, 28-45, who generally take one major fishing trip per year, generally travelling in groups of 4-6. Low consumers of fishing products, high consumers of fishing tourism. These people make up 5% of our audience, and average $3200 per year expenditure on fishing tourism.
3. Males 18-35, occasional to regular fishermen, tend to fish in groups of family or friends, see fishing as a quality time activity for families, and in particular, to bond with their children
4. Males 35+, regular fishermen, generally fathers/grandfathers, similar psychographic to above
5. Other markets -- People who would rather go to a show than stay home, fathers who need to entertain the kids for a weekend, people whose existing plans are cancelled by bad weather.

As with the previous five years, we will be embarking upon comprehensive market research again in 1999. We are happy to include up to four travel-related questions on Australiana’s behalf and will provide Australiana with the full results of the research.

**Media Support**

Our total budget for paid and promotional media is $150,000, and with that we have been able to negotiate $450,000 in media value. A full media schedule and an audience profile are attached in the Appendix.

Write one paragraph outlining your television advertising and promotion, as well as any sponsorship deals you have with a TV station that might increase the value of your media further. Be sure to note what is and is not confirmed. Do not mislead your sponsors. Take the same approach for each media vehicles.

### Television

Our comprehensive television campaign focuses on two main areas:

* Two four-week media promotions, run in conjunction with Channel 8 programs “Lon Davies’ Fishing World” and “Great Vacations”. “Fishing World” reaches 100,000 avid fishermen and women in the greater Sydney area every week. “Great Vacations”, Channel 8’s new vacation program, reaches 350,000 people, mainly active travellers, each week.
* Paid media schedule on Channel 8, supported by tactical advertising on Channels 7 and 10. These schedules will run for four weeks prior to and through the Sydney International Fishing Expo.

### Radio

We have negotiated a three-week drive-time promotional schedule on 2UW running prior to and through the Expo. The schedule is anchored by a major fishing vacation promotion. This station matches our core audience profiles almost exactly.

This schedule will be augmented by two-week limited schedules on NNN and 2SS, reinforcing the messages on the other two stations most listened to by our audience and ensuring that we get the most complete coverage of our key markets in the lead-up to the Expo.

### Newspaper

The Sydney International Fishing Expo is sponsored by the Sydney Mirror. As part of that partnership, we have negotiated a series of five advertisements per week, including 1/6th page ads in the Friday What’s On section and page-dominant ads in the Saturday Travel section.

### Magazines

We are embarking upon a limited magazine campaign, with placements in Ralph and Fish Lover’s magazines.

## Other Event Promotion

In addition to paid and promotional media, we will embark upon a comprehensive publicity and non-media promotional campaign.

### Publicity

We have engaged the services of one of the country’s top publicists, [insert publicist or company name], who have designed a campaign targeting both general and niche media. This campaign will kick off with a media launch on 27 October and will continue through the Expo.

We will be providing media access to top experts and celebrities, including Lon Davies and the cast of Great Vacations for interviews, photos, and expert commentary.

As this is the first year for the Australiana Fishing Adventures area, we will be concentrating a large portion of our publicity effort on the promotion of this part of the Expo. Australiana will benefit greatly from the promotion of travel destinations and packages, a key part of this strategy. We are also very happy to assist Australiana in developing a publicity plan that targets your specific consumer and intermediary markets.

### Signage

For two weeks prior to the Expo, and running through the Expo, ten vertical flags will be featured around the Darling Harbour area. During that period, the Expo will also be promoted on Convention Centre’s electronic billboard.

### Web Site

We have a year-round web site, generating 480,000 hits annually, with 35% of those hits in the month prior to the Expo. The web site includes a wide variety of information about the show, its sponsors, and exhibitors, and is featured on all appropriate media promotion and publicity.

### Direct Mail

As we have a strong internet presence, we conduct our direct mail using e-mail to the 88,000 people who have requested notification and early ticket booking. We will be contacting them, including a link to our site, six weeks prior to the Expo and again two weeks prior.

# On-Site Activities

If hospitality it is a major factor in the package, outline all hospitality opportunities here. If it is a minor factor, move this back towards the benefits section.

If on-site sales, preferred vending status, or product demonstration is a big factor. You will also want to include a section on Sales, Vending, and Display in this area of your proposal.

A number of on-site activities will have major impact for Australiana, including both hospitality and on-site sales.

## Hospitality

On Saturday night, 13 November, we will be throwing a travel agents-only cocktail party in the Australiana Fishing Adventures area. Australiana will be promoted as the host of this party and you are welcome to invite up to 100 agents on top of the 250 core adventure travel specialists identified by the Expo.

A number of our celebrities and demonstrators will be on-hand to discuss these destinations with agents. A feature will be a fishing “tournament” where agents will compete for a number of travel prizes by casting their line into the trout lake (it borders the Australiana Fishing Adventures area). To keep it light, prizes will be awarded for biggest fish, smallest fish, prettiest fish, most stylish cast, etc.

Finally, as part of your package, we will provide Australiana with 2500 double passes to the Expo, so that you can provide added-value to your core business travellers.

## On-Site Sales

As naming rights sponsor to the Australiana Fishing Adventures area, you will be located in a large, central area, themed to resemble a fishing cabin. Arrangements have been made to provide this area with power and other cabling necessary to run a Australiana reservations area on-site. Australiana will be the exclusive air travel company represented at the Expo.

As this is the first year for the Australiana Fishing Adventures area, there is little direct precedent, but similar areas at the Great Adventure Sports Expo and Harbour Golf Show have resulted in on-site bookings valued at between $6-8 per attendee. At a projected 65,000 attendees, this equates to on-site sales valued at between $390,000-520,000.

To ensure the greatest possible opportunity for Australiana to develop travel packages with our other travel exhibitors, we will provide Australiana with an exhibitor list and contact details no later than eight weeks prior to the Expo.

**Suggested Promotional Overlays**

This area is optional but, if you have done your homework on the sponsor, is your opportunity to solve their problems and/or meet their needs.

For instance, you could...

* Tell the airline how they can incent their frequent fliers or VIP lounge members
* Tell the brewer how they can run promotions in pubs for free merchandise and tickets
* Tell the cereal company how they can use your even to get into schools
* Tell the insurance company how they can support the launch of their new product
* Tell the mobile company how they can capture potential customer details and the age of their current phones (for replacement)

Brainstorm with your staff. Do lots of research on precedent, both national and international, as there is a wealth of information about what works and there is no reason why you need to re-invent the wheel.

As fishing travel correlates strongly with business travellers, we suggest the following promotions to make this partnership relevant to your key customers.

## Australiana Club Promotion

We suggest that you run a simple enter-to-win promotion for your highest value customers, members of the Australiana Club. As these members are generally in the higher socio-economic bracket, it would be important to ensure that entry is easy and the perceived value of the prizes is high.

The grand prize winner would receive a group fishing package for six to an exotic international location. The Cook Islands Tourist Board has expressed interest in providing hotel accommodation and daily top-level fishing trips (both deep sea and inland) if you think this destination is appropriate for your core customers.

A second place winner would receive a group fishing package for four to one of Australia’s top regional fishing destinations. Again, the Snowy Mountain Tourism Council has agreed to provide lodge accommodation, meals, and fishing trips, including a full day at a destination so remote it can only be reached by helicopter. If you would prefer to feature another destination, we are happy to work with you to arrange the ground portion of the package.

2500 third prize winners will receive a complimentary double pass to the Sydney International Fishing Expo (provided as part of your sponsorship package).

Entry will be in Australiana Club lounges, and could be as simple as swiping their Club membership cards (as you did last year for the Indy Car promotion).

## Fishing Travel Features

We strongly suggest that you utilise this sponsorship across your range of customer publications, including Australiana Club News, your Frequent Flyer newsletter, and your in-flight publication, Go Australiana. These could feature a range of subjects, including:

* Fishing destination profiles and specials
* Fishing tips from our experts
* Fishing-oriented promotions
* How to pack your fishing gear for air travel

We will provide all required assistance to develop content for these publications and have several exhibitors who are already interested in advertising and/or developing co-promotions with you.

# Benefits

As a major sponsor of the Sydney International Fishing Expo and naming rights sponsor of the Australiana Fishing Adventures area, you will receive the following comprehensive package of benefits:

We have only provided a sampling of the benefits that might go along with this package – ideally, this list should be at least a couple of pages long. Use your inventory and create a comprehensive list of real benefits. Depending upon how long the list is, you may want to categorise the benefits (like the inventory). A hint to all of you -- logo exposure is only a small fraction of a good benefits package. This package must, must, must be customised to your sponsor’s needs.

## Sponsorship

* Naming rights sponsorship of the Australiana Fishing Adventures area, incorporating the Australiana logo in all signage and promotional material
* Major sponsorship of the Sydney International Fishing Show (we are limited to three major sponsors)
* Official airline partner status
* Sponsorship and sales exclusivity in the category of air travel

## On-Site

* 10m x10m site in prime, central location in the Fishing Adventures area. This site has a themed “fishing cabin” structure on it and is fully cabled for computers and telephone access
* Opportunity to book air travel and packages on site
* Logo acknowledgment on all “Sydney International Fishing Expo” signage

## Hospitality and Networking

* Host status for Saturday evening travel agent cocktail party
* Ability to invite up to 100 additional travel agents (on top of the 250 adventure travel specialists we have already identified)
* Introduction to all Fishing Adventures exhibitors a minimum of 8 weeks prior to the Expo
* Facilitation of travel cross-promotions and packages with other exhibitors

## Media Profile

* Use of Australiana as an intrinsic part of all travel-oriented publicity activities (promoting travel packages, destinations, on-site booking, etc.)
* Logo/name inclusion in all paid and promotional media and publicity
* Assistance with developing and implementing a publicity plan for Australiana’s key marketplaces

## Tickets

* 25 VIP passes to the Expo
* 8 VIP car parking spaces
* 2,500 adult double passes to the Expo, for use in promoting the Expo to your business travel customers

# Investment

Outline how much this is going to cost in cash and contra. Be sure to include a proposed payment schedule. We also like to include a minimum promotional commitment, ensuring that they embark upon at least some activities to maximise the sponsorship, and that they are activities that will benefit you, the sponsorship seeker, as well.

Your investment for this comprehensive sponsorship relationship will be:

* $90,000 cash
* $5,000 domestic air travel for use by event staff (to be used by 31 December 1999)
* Provision of return air travel for two to Bali, for use as a drawing prize facilitating our audience research (full credit for the prize will be given to Australiana)
* Provision of return air travel for two to Darwin, for use as the major prize for our promotion on 2UW (full credit for the prize will be given to Australiana)
* Commitment to strongly promote the Sydney International Fishing Expo to your Australiana Club members and frequent fliers, as well as in Go Australiana magazine

Half of the cash component will be due upon signing a contract, with the remainder due on 1 September 1999. The entire domestic air travel fund should be made available to the Sydney International Fishing Expo upon signing the contract.