

# LOWLINE

## 2021 ROYAL MELBOURNE AUSTRALIAN LOWLINE FEATURE SHOW

**Chairman: Ken Lorains**

*Ph - 0448 810 186*

*Email -*

*whitbyfarm235@bigpond.com*

**Sponsorship: Matt Cooney**

*Ph - 0409 388 435*

*Email - mattcooney98@gmail.com*

Dear Potential Sponsor.

The Australian Lowline Cattle Association is celebrating our Feature Show at Royal Melbourne Show in 2021. It has been 21 years since the Australian Lowline Breed has had a feature show at Melbourne. Since that time, the Breed has been successful in many Stud and Hook competitions. In today's world with the need for efficiency and environmental sustainability the Lowline breed shines. With more beef and less bone these easy doing cattle continue to prove their value to the wider beef industry. The Australian Lowline Breed is now highly recognised worldwide.

We proudly offer sponsors the opportunity to tap into the ever-increasing popularity of Australian Lowline cattle. Please join us in making our 2021 Australian Lowline Feature Show a spectacular & memorable event.

The Southern Region Promotion Group (SRPG) is working hard to make this a successful event that showcases our breed. Organisers recognise that preparing cattle for showing involves a significant financial and time commitment from exhibitors and we hope to be able to reward that effort. To that end the SRPG is looking for generous sponsors to come on board and support the Australian Lowline Feature show with cash and/or product to be offered as prizes to exhibitors or as auction items to assist with the running costs of the event. We need your help to make this show a tremendously successful event.

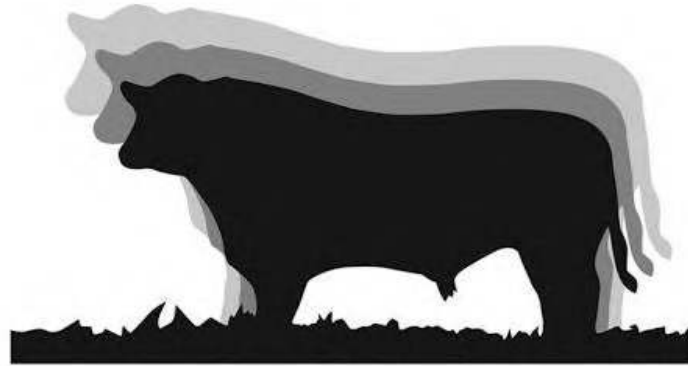
With the cancellation of a large number of shows in 2020 due to COVID - 19, The Royal Melbourne Show is going to be bigger and better in 2021 and attract many exhibits, exhibitors, national and international visitors.

By becoming a sponsor of the Royal Melbourne Australian Lowline Feature Show 2021 your business will have exposure to some of Australia's leading cattle producers and the opportunity to grow your client base. Sponsorship of this event represents a fantastic opportunity to capitalise on the high visitor numbers coming through the cattle sheds daily. To maximise your sponsorship benefits, commitment is required by March 2021. We look forward to hearing from you to discuss a package to suit your needs.

Please find attached sponsorship packages and benefits.

With Kind Regards,

Southern Region Promotion Group of the Australian Lowline Cattle Association



**LOWLINE**

2021 ROYAL MELBOURNE AUSTRALIAN LOWLINE FEATURE SHOW

**SPONSORSHIP BENEFITS**

*“ Celebrating 25 Years of showing at the Royal Melbourne Show ”*

	<b>PLATINUM \$2,500</b>	<b>GOLD \$1000</b>	<b>SILVER \$500</b>	<b>BRONZE \$250</b>	<b>CLASS \$150</b>	<b>DONATION \$100</b>
<b>LOWLINE PUBLICATION- Great advertising, posted to all members around Australia and overseas</b>	Half Page	Quarter Page	Name			
<b>FEATURE SHOW CLOTHING</b>	Logo	Logo	✓	✓	✓	
<b>RASV SCHEDULE - Commitment before March 2021</b>	Half Page	Listed				
<b>RASV CATALOGUE</b>	Half Page	Listed				
<b>ADVERTISING VIA SOCIAL MEDIA &amp; WEBSITE</b>	✓	✓	✓	✓	✓	✓
<b>YOUR INFORMATIVE TALK AT OUR LOWLINE DINNER</b>	✓					
<b>SIGNAGE WITHIN OUR HOSPITALITY AREA</b>	✓	✓				
<b>CLASS NAMING &amp; PRESENTATION RIGHTS</b>	Grand Champion	Champion	Reserve Champion	Group Class	✓	
<b>SIGNAGE AROUND JUDGING RING - Approved by RASV</b>	✓	✓	✓			
<b>LOGO DISPLAYED ON JUDGING SCREENS</b>	✓					
<b>ACKNOWLEDGEMENT DURING JUDGING</b>	✓	✓	✓	✓	✓	✓
<b>AUSTRALIAN LOWLINE DINNER TICKETS</b>	2	1				
<b>RASV ADMIT ONE ADMISSION TICKETS</b>	10	8	6	4	2	



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**SPONSORSHIP COMMITMENT FORM**

**SPONSOR DETAILS**

Company / Name: \_\_\_\_\_

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

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

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

**SPONSORSHIP DETAILS**

Platinum \$2,500

Bronze \$250

Gold \$1,000

Class \$150

Silver \$500

Donation \$100

**PAYMENT DETAILS**

I wish to pay by:

Direct Debit  
SRPG  
BSB: 083638  
Acc No: 66457  
2423

Cheque (attached)



**PLEASE RETURN FORM TO:**

Matt Cooney  
315 Thompsons Rd  
Tallygaroopna VIC 3634  
mattcooney98@gmail.com

*We thank you for your generosity and support  
of the 2021 Australian Lowline Feature Show*