



SEG Sponsorship Proposal 2010/2011

Who is SEG?

- Samford Equestrian Group is a local sporting organisation formed in 1987 by horing enthusiasts;
- We are a friendly group that encourages **all** interested riders at any level to participate in a wide range of equestrian activities;
- Our club's strategic plan aims to:
 - grow our club;
 - develop and foster equestrian activities and talent;
 - encourage competitive and non-competitive riders;
 - help those wanting to become officials, judges and coaches achieve their ambitions; and
 - improve our facilities for members and the local community so they can enjoy these for many years to come;
- Australia has won 6 gold medals, 2 silver and 4 bronze in equestrian events at Olympic Games so we need your help to keep supporting our equestrians!
- SEG currently has over 200 members.

What we do:

We are based at the Denis Goodwin Reserve (Club Grounds), next to the Samford Showgrounds, Showgrounds Drive in Highvale and regularly hold:

- Associate and Official Competitions and Members' Dressage days;
- Dressage, Show Jumping and other training clinics and protocol days;
- an annual Show Horse Hacking competition day;
- Educational seminars to benefit members and horse owners on horse topics including horse and rider health and safety; and
- Social activities.

Why should you support SEG by becoming a Sponsor?

- SEG members are predominantly local residents and families who live and shop locally supporting your businesses;
- We offer you easy access and high profile exposure to promote your business to a key targeted audience of actual and potential customers;
- The ever growing equestrian "world" in SE Qld is a great promotional tool with referrals and 'word of mouth' free advertising guaranteed;
- You will be contributing to strengthening our local community by supporting a local sporting group;
- Your personal enjoyment and fulfilment in supporting Equestrian Sports (and a potential future Olympian!);
- The possible tax benefits.

Sponsorship Packages and Benefits to chose from:

Bronze Sponsor

As the Sponsor you would be requested to provide goods, services or product to the value of \$250.00 per financial year and in return we would guarantee:

- ✎ Business card size advertisement in the monthly newsletter distributed to our members list and published on our website;
- ✎ Your business name, logo and website promoted on the SEG website which hits from all over the world <http://www.samfordequestriangroup.com>;
- ✎ Signage and trade displays/stands at all events (provided by the Sponsor & non powered unless prior arrangements made).

Silver Sponsor

As the Sponsor you would be requested to provide goods, services or product to the value of \$500.00 per financial year and in return we would guarantee:

- 👉 Business card size advertisement in the monthly newsletter distributed to our members list and published on our website;
- 👉 Your business name, logo and website promoted on the SEG website which currently has hits from all over the world <http://www.samfordequestriangroup.com>;
- 👉 Signage and trade displays/stands at all events (provided by the Sponsor & non powered unless prior arrangements made);
- 👉 Logo included on printed competition programs, draws and various other promotional materials for events hosted by SEG;
- 👉 P.A. announcements and various other promotional opportunities at all events hosted by SEG.

Gold Sponsor

As the Sponsor you would be requested to provide goods, services or product to the value of \$1,000.00 per financial year and in return we would guarantee:

- 👉 Business card size advertisement in the monthly newsletter distributed to our members list and published on our website;
- 👉 Your business name, logo and website promoted on the SEG website which currently has hits from all over the world <http://www.samfordequestriangroup.com>;
- 👉 Logo included on printed competition programs, draws and various other promotional materials for events hosted by SEG;
- 👉 V.I.P invitations & P.A. announcements and various other promotional opportunities at all events hosted by SEG;
- 👉 Marketing material for Riders' bags at any Official competitions;
- 👉 Naming rights and invitation to present at the SEG Annual Trophies and Awards night;
- 👉 Naming rights to a class at any Members or Associate competitions.

Platinum Sponsor – only 2 available:

As the Sponsor you would be requested to provide goods, services or product to the value of \$2,500.00 per financial year and in return we would guarantee:

- 👉 Business card size advertisement in the monthly newsletter distributed to our members list and published on our website;
- 👉 Your business name, logo and website promoted on the SEG website which currently has hits from all over the world <http://www.samfordequestriangroup.com>;
- 👉 Logo included on printed competition programs, draws and various other promotional materials for events hosted by SEG;
- 👉 Naming rights and invitation to present at the SEG Annual Trophies and Awards night;
- 👉 Front Page website promotion & Special full page advertisements distributed to our members list via email and monthly newsletter throughout the year;
- 👉 Signage and trade displays/stands at all events (provided by the Sponsor & non powered unless prior arrangements made);
- 👉 Marketing material for Riders' bags at any Official competitions;
- 👉 V.I.P invitations & P.A. announcements scripted to suit your requirements and various other promotional opportunities at all events hosted by SEG;
- 👉 Naming rights to a class at any Members or Associate competitions;
- 👉 Naming rights to 50% of the classes at any Official competitions;
- 👉 Business name on Sashes and/or Rugs for Official Competitions;
- 👉 Exclusivity of Sponsor Business /Category (ie only Saddlery Sponsor)

Other options:

We would love to discuss any other sponsorship proposal with you and can tailor a Sponsorship Package to suit your needs and wishes.

We are also very grateful for any of the following donations for which we would also guarantee to endorse your business:

- 👉 cash or donations in kind of goods, services or vouchers;
- 👉 provision of any food and/or catering supplies or services for events;
- 👉 Printing and copying;

- ✂ Flowers for judges and events;
- ✂ prizes for raffles and awards;
- ✂ trophies and engraving;
- ✂ embroidery.

If you have any questions, please feel free to contact Liz Inder or any of the friendly SEG committee members for a chat. Contact details can be found on our website.

If you are ready to commit then we have taken the liberty of enclosing our **Sponsorship Commitment Form** for you to complete and email or post back to us.

Thank you for taking the time to read our proposal,

Liz Inder
Sponsorship & Fundraising
SEG Committee
Email: lizinder@hotmail.com
Mobile: 0412 598 003



SEG Sponsorship Commitment Form 2010/2011

Instructions/Help

Please follow the instructions below when completing this form:

- 1) Complete Contact information
- 2) Select a Sponsorship Level
- 3) Add on any Additional Items/Sponsorships
- 4) Sign & Date
- 5) Submit your Form & make payment of Sponsorship

Contact information:

Sponsor Name:

Contact:

Telephone Nos:

Email:

Postal Address:

Website:

**To make the most of your sponsorship and gain maximum media exposure,
please supply your:**

- Company Name/Logo in .jpeg or .tif format
- The preferred wording for your public address announcements

Sponsorship Package Selected:

Please circle:

- Bronze - \$250.00**
- Silver - \$500.00**
- Gold - \$1,000.00**
- Platinum - \$2,500.00**

Additional items/sponsorships:

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I/We hereby agree and undertake to provide the benefits outlined in the sponsorship package chosen by no later than 31 August 2010.

Signed:

Date:

Payment:

In order to facilitate the collection of monies, it would be appreciated if all sponsorships are paid up front. Payment can be made via the following options:

- **Direct Deposit:**

Account Name: Samford Equestrian Group Inc.

Bank: Suncorp Metway

Bank BSB: 484 799

Account Number: 03095 7593

Reference: use your Name & S'Ship

- **Cheque/Money Order:**

Please make cheques payable to *Samford Equestrian Group Inc.*

Please return completed form to via post or email to :

Post to:

SEG

PO Box 41

Samford Qld 4520

Email: lizinder@hotmail.com