



GC

GOLD CITY
BRAHMAN SALE

CHARTERS TOWERS

1ST NOVEMBER 2024

Sponsor Prospectus



ABBA GOLD CITY SPONSORSHIP MATRIX

Colour or B&W advertising in catalogues at other ABBA sponsored sales can also be negotiated

GOLD SPONSOR PACKAGE - ONE AVAILABLE		\$1,500*	\$1,000*	\$750*
1	Centre spread editorial in the Gold City 2024 Catalogue			
2	1st option of Trade Sites			
3	An in depth spiel before the sale and mentions throughout the sale			
4	Banners in sale ring			
5	Coverage throughout all advertising outlets (Papers, Television, Digital Media)			
6	Brahman News half page advertisement, September or December issues			

SILVER SPONSOR PACKAGE - TWO AVAILABLE				
7	Advertising inside front/back cover			
8	Trade site options			
9	Coverage throughout all advertising outlets (Papers, Television, Digital Media)			
10	Mentions throughout sale			
11	Brahman News quarter page advertisement, December issue			

BRONZE SPONSOR PACKAGE - NO LIMIT				
12	Advertising throughout catalogue			
13	Trade site options			
14	Coverage throughout all advertising outlets (Papers, Television, Digital Media)			

ADVERTISING PACKAGE - NO LIMIT - \$300				
15	Catalogue advertising - A4 full colour page			

\$ GST NOTE: *Exclusive of GST.



Gold City Brahman Sale Campaign & Distribution

550 Full colour A4 sale catalogues

- 125 Direct to mail out
- 260 Direct to agents
- 170 Distribute at the sale

Beef Central - beefcentral.com

- Digital advertising

ACM - Digital & Print Advertising

- 50,000 impressions
- The Land, QCL, Farm Weekly, NQ Register digital
- QCL - T34 print advertising

TV Advertising - Sale Promotion

- Sky News, Southern Cross

Socials - Sale Promotion & Thank You

- Youtube, Facebook, Instagram

ABBA website sale page

- Partner sponsor logos

Brahman News - Digital and Print - Sale advertising

- www.brahman.com.au/media-marketing/brahman-news-downloads/

Sale Flyer Electronic Mail Distribution (EDM)

- 2 x Emails sent out to ABBA members with Partner sponsor logos

Dear Sir/Madam

This year will mark the 24th annual Gold City Bull Sale to be held in Charters Towers on the 1st November at the Dalrymple selling complex. 2023, saw the new look printed A4 colour catalogue launched allowing partner sponsor to have full colour advertising.

The sale committee has a strong focus on improving the reputation and quality of the Gold City Brahman Sale. The commitment to continual improvement is ongoing. Feedback from buyers and agents alike, suggest that Gold City is a Bull Sale people don't want to miss.

We would like you to be a part of our team for 2024 and would appreciate your financial input toward the sale. Please find attached our sponsorship levels and details.

Yours sincerely,

Marsha Keily
General Manager





WWW.BRAHMAN.COM.AU