

Biggest and best value Brahman bull sale!

Rockhampton

BRAHMAN WEEK SALE

7TH, 8TH AND 9TH OCTOBER 2024
CQLX GRACEMERE

DESTINATION
BRAHMAN WEEK



7 - 9 OCTOBER 2024

Partner Prospectus



ABBA

RBWS 2024 SPONSORSHIP MATRIX

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

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SPONSOR PACKAGE ITEMS		GOLD PACKAGE	SILVER PACKAGE	BRONZE PACKAGE
		\$3,200*	\$2,850*	\$1,850*
1	Recognition as a sponsor on all print & TV Advertising.			
2	Advertising in sale catalogue - Outside Back Cover - 4 Colour.			
3	Advertising in sale catalogue - Inside Front or Inside Back Cover - 4 Colour.			
4	Advertising in sale catalogue - Inside Pages - Monochrome Black and White.			
5	Advertising in Brahman News - September issue - Complimentary full page (Gold & Silver). Can be combination of editorial and advert. Bronze half page only.			
6	Advertising in Brahman News - December issue - Complimentary full page. Can be combination of editorial and advert.			
7	Use of function room @ CQLX on Sunday PM for information presentation.			
8	Display of logo on the revolving sales results board throughout 3 days.			
9	Display material at the sale venue.			
10	Display banner at the sale venue.			
11	Trade site @ sale venue.			
12	ABBA Email Blasts to members x2.			
13	Opportunity to speak with vendors and buyers @ RBWS function.			
GOLD SPONSOR PACKAGE - ONE AVAILABLE				
SILVER SPONSOR PACKAGE - TWO AVAILABLE				
BRONZE SPONSOR PACKAGE - NO LIMIT				

PLATINUM SPONSOR PACKAGE - ONE AVAILABLE		\$3,000*
P	Introduced in 2023, ABBA is offering naming rights to the pre-sale function on Sunday 6th October 2024. Includes: Advertising in sale catalogue - Inside Pages - Monochrome Black and White. Display of logo on the revolving sales results board throughout 3 days. Trade site @ sale venue. ABBA Email Blasts to members x2.	

\$GST NOTE: *Exclusive of GST.

IMPORTANT NOTE: All sponsorships offered as a multi event partner. Lock in 2024.

RBWS = Rockhampton Brahman Week Sale



Dear Sir/Madam

This year will mark the 47th annual Rockhampton Brahman Week Sale to be held in Gracemere from the 7th October to the 9th October 2024 at COLX Gracemere selling complex.

The sale committee has a strong focus on keeping and improving the reputation and quality of the Rockhampton Brahman Week Sale. The 2023 sale turned over \$7,878,000 with a top of \$120,000.

A total of 770 bulls were sold over 3 days; with applications from vendors at our highest. This commitment to continual improvement is represented from the sale committee, vendors and agents and is talked about throughout the year.

We start our sale event with a pre-sale inspection on the Sunday Afternoon (6th October, 2024) concluding with a BBQ and social drinks event, where Vendors, Buyers, Agents and Sponsors are able to come together, before we enter into Monday morning with a fantastic line up of grey Brahmans to be followed by the red Brahman bulls commencing around midday Tuesday. An opportunity exists for sponsors to meet with existing and future clients as a bar will open from 3-6pm each afternoon of the sale. Rockhampton Brahman Week Sale is a destination and we look forward to seeing you here.

Please find attached our sponsorship levels and opportunity to lock in future support.

I look forward to your contribution and partnering with you for another successful Brahman Week Sale

Yours sincerely,

Marsha Keily
General Manager



www.brahman.com.au



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AUSTRALIAN BRAHMAN BREEDERS' ASSOCIATION LIMITED



WWW.BRAHMAN.COM.AU