



Baw Baw Big Blokes Inc.

PO Box 1329

WARRAGUL VIC 3820

Email: bbbigblokes@gmail.com

Baw Baw Big Blokes BBQ – October 18, 2019 Sponsorship Packages

Thank you for considering a sponsorship package for the Baw Baw Big Blokes BBQ in 2019 – West Gippsland's premier men's event. Over 4000 men have attended the event over the past six years, vastly improving awareness for prostate cancer in the community. Also, well over \$900,000 has been raised for men's health and local community programs including;

- ✓ Funding the Prostate Cancer Foundation of Australia to a level of \$570,000
- ✓ Funding the training of over 4,300 year nine students in Baw Baw Shire to achieve a first aid level 1 certificate
- ✓ Funding the purchase of assorted men's health devices and a piece of equipment used for the early detection of prostate cancer for the West Gippsland Hospital
- ✓ Funding of a methamphetamine forum in Warragul
- ✓ Funding of a methamphetamine Support Group
- ✓ Funding a public convenience advertising campaign reminding men over 40 years of age to ask their GP about prostate cancer testing options
- ✓ Funding for special projects for West Gippsland Hospital that support specialists in our local region
- ✓ Funding to purchase equipment for a new prostate cancer clinic in Warragul

So what will you get in our sponsorship packages?

Firstly, our patron level sponsor The Warragul & Drouin Gazette will ensure your involvement in the event is widely promoted. Over the past four years every sponsor has commented on the added value that being a Baw Baw Big Blokes BBQ sponsor brings with coverage across a range of mediums that they did not expect. The 2018 campaign ran from early July 2018 to late October 2018 and consisted of;

- 12 x half page advertisements in The Gazette
- 4 x full page advertisement in The Gazette
- 6 x half page advertisements in The Trader
- 2 x full page advertisements in The Trader
- Multiple editorials and photos in The Gazette promoting the event including editorial and pictorial coverage after the event.

Each advertisement features the logos of patrons, major sponsors and sponsors.





In general terms, The Gazette is a weekly paid publication with an audited circulation of 10,300 and the Trader is a weekly free home delivered publication with an audited circulation of 14,150. Both papers are 'must read' for the vast majority of the community from Bunyip in the West to Trafalgar East in the east, Poowong to the south and Noojee to the north. The Gazette boasts the highest non-daily paid circulation of any newspaper in regional Victoria.

In addition to the press campaign 1000 stubby holders are made for the event promoting patrons and major sponsors that are fast becoming collector items as we change the format and design each year. We also have program booklets for every person that attends the event that lists the program, auction items and sponsor information.

Of course we have some 8000 raffle tickets produced for the event also that promotes all levels of sponsors and the President's speech at the launch night and the event includes naming and thanking sponsors along with MC references throughout the day.

We would welcome any discussion with you on any level of sponsorship that your company may be keen on undertaking.

We look forward to hearing from you and seeing you at the event.

Make sure you lock in Friday, October 18, 2019 for this year' exciting event it promises to be bigger than usual.





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Sponsorship Options

Patron level \$5,000

Patron sponsors are offered the following promotional opportunities:

- Prominent display of two freestanding company banners on the stage at the event and the pre-event launch party;
- Display space at the event venue for company marketing material;
- Logo placement and recognition as a Patron Sponsor on promotional material and marketing campaigns for the Event;
- Logo placement on stubbie holders at the event;
- Logo placement on event information packs;
- Logo placement and recognition as a Patron Sponsor on the Baw Baw Big Blokes website;
- Recognition as a Patron Sponsor in any media activities undertaken;
- Logo placement and recognition as a Patron Sponsor in all Baw Baw Big Blokes multimedia presentations;
- Recognition as a Patron Sponsor in any post event promotions;
- Placement of promotional material in the event welcome packs; and
- Ten free tickets and a table at the event;

Major Sponsor \$2,500

Major sponsors are offered the following promotional opportunities:

- Display of two freestanding company banners in the pre-function area at the event and at the pre event launch party;
- Display space at the event venue for company marketing material;
- Logo placement and recognition as a Major Sponsor on promotional material & marketing campaigns for the Event;
- Logo placement on event information packs;
- Logo placement on stubbie holders at the event;
- Logo placement and recognition as a Major Sponsor on the Baw Baw Big Blokes website;
- Recognition as a Major Sponsor in any media activities undertaken;
- Logo placement and recognition as a Major Sponsor in all Baw Baw Big Blokes multimedia presentations; and
- Placement of promotional material in the event welcome packs





Sponsor \$1,000

Sponsors are offered the following promotional opportunities:

- Display of one freestanding company banners in the pre-function area at the event;
- Display space at the event venue for company marketing material;
- Logo placement and recognition as a Sponsor on the Baw Baw Big Blokes website;
- Logo placement and recognition as a Sponsor in all Baw Baw Big Blokes multimedia presentations;
- Placement of promotional material in the event welcome packs

If you would like to help please contact any of the following people for more information;

Michael Grogan	0417 581 991	Andrew Schreyer	0404 140 995
Craig Debnam	0418 598 970	Rachael Newton	0409 747 101
Duncan McNeil	0418 515 512	Dale Cook	0418 594 172
Luke Patterson	0439 311 569	Michael Blackwood	0418 515 233
Dave Wouters	0419 364 251	John Davine	0428 887 070
Michael Slaughter	0490 451 698		

Don't miss you chance to get on board with this fantastic local event.

Thank you for your support in advance.

