

SOUTH WEST SLOPES STUD MERINO BREEDERS

FIELD DAY

WHERE THE BEST IN MERINO
BREEDING COME TOGETHER!



Nutrien
Livestock

SPONSORSHIP PACKAGES



ABOUT US

The SWS Stud Merino Breeders proudly host their annual **Field Day** at Harden Showground, showcasing over **600 Merino sheep** from more than **60 of the top registered Merino** studs across NSW. This prestigious event has grown into one of the largest gatherings of registered Merino studs in Australia - bringing them all together, on the same day, under one roof.

Attracting visitors from across the country, the Field Day has earned a **distinguished reputation**, with an **extensive waiting list** and minimal changes in stud participation each year. This one-day event offers producers and industry professionals a rare opportunity to explore **diverse Merino genetics** suited to their enterprises and farming environments. It also serves as a valuable networking hub where like-minded individuals can connect with elite breeders and gain insights from leading **industry specialists**.

Beyond the impressive Merino displays, the Field Day features an extensive showcase of industry-related commercial exhibitors and the highly anticipated **AWI Fashion Parade**. The parade highlights the **AWI Runway Collection** alongside renowned brands incorporating **Australian Merino wool** into their designs.

The SWSSMB Field Day enjoys broad media coverage across radio, print, and digital platforms, including **Facebook, Instagram, and X** (formerly Twitter). Thanks to this extensive reach, the event continues to expand and attract a growing audience each year.

With **free entry** and convenient **onsite parking**, every visitor receives a **complimentary full-colour SWSSMB Booklet** and a **branded pen** upon arrival. To enhance the experience, Margaret House Catering and specialty coffee carts provide a delicious selection of hot and cold meals, beverages, and irresistible **homemade cakes and slices** - perfect for satisfying every craving!

DIAMOND SPONSOR

Diamond Sponsor (1 Position – Currently Nutrien)

Investment: \$4,200 + GST cash sponsorship

Commitment: 3 years

Field Day Branding: No exclusive naming rights, but acknowledged as “SWS Stud Merino Breeders Field Day, proudly sponsored by...”

Recognition:

- Designated as a *Major Sponsor* in the SWSSMB Booklet, Flyer, Website, and across all social media platforms (Facebook, Twitter, Instagram, X)
- Featured in all SWSSMB publicity campaigns (online, print, and radio)

Advertising & Promotion:

- Full **back cover** advert placement in the SWSSMB Booklet
- **One full-page feature** to highlight the business, team members, or key products/ services
- **Dedicated business page** on the SWSSMB website with links to their website, plus a potential write-up from the business owner about their involvement in the event and the merino industry

Event Benefits:

- Prime **commercial display site** at SWSSMB Field Day (complimentary)
- **Loudspeaker promotion** opportunity at a designated time on event day
- **Photo opportunity** with the winner of *Ram of the Year* – featured on next year's Booklet cover and shared across all SWSSMB social media platforms and website



PLATINUM SPONSOR

Platinum Sponsor (1 Position – Currently RaboBank)

Investment: \$2,200 + GST cash sponsorship

Commitment: 3 years

Recognition:

- Acknowledged as a **Secondary Major Sponsor** on the SWSSMB Website and all social media platforms
- Company logo featured in the Booklet, Flyer, and Website
- Included in SWSSMB online and print publicity campaigns

Advertising & Promotion:

- **Full-page advert** (inside front cover) in the SWSSMB Booklet (complimentary)

Event Benefits:

- **Commercial display site** at SWSSMB Field Day (complimentary)
- **Photo opportunity** with the winner of **Pen of Three** – photos shared on all SWSSMB social media platforms and website

GOLD & BRONZE SPONSOR

Gold Sponsor (Unlimited)

Investment: Value from \$700+ GST and over cash sponsorship or equivalent value in goods/services

Commitment: 2 year

Recognition:

- Designated as a **Gold Sponsor** in the SWSSMB Booklet, Flyer, Website, and across all social media platforms
- Logo featured in all SWSSMB online and print publicity campaigns

Advertising & Promotion:

- **Full-page advert** in the Booklet (complimentary)

Bronze Sponsor (Unlimited)

Investment: Up to \$700 + GST cash sponsorship or equivalent value in goods/services

Commitment: 1 year

Recognition:

- Designated as a ***Bronze Sponsor*** in the SWSSMB Booklet, Flyer, Website, and all social media platforms



ARTWORK REQUIREMENTS

To ensure your Advertisements and Logo prints and views well, we request they comply with the following specifications.

Please provide the following three files:

- 1. Your Logo**
File: Illustrator EPS file
Colour: CMYK
- 2. An Advertisement for social media**
File: Medium-resolution JPG file (200dpi)
Colour: RGB
Size: 210mm wide x 262mm high
- 3. An Advertisement for printing in our Booklet**
File: High-resolution PDF (300dpi)
Colour: CMYK
Size: See Specs on right

Fonts

All fonts should be embedded or outlined.

Supplying Artwork

All PDF and JPG files are to be emailed to Kylie at swsmerinobreeders@gmail.com.

Artwork Assistance

Should you require assistance with your advertisement or flyer design, please contact Carley by emailing carley@cwdd.com.au. Charges will apply.

Outside Back Cover Specs

(only for Diamond sponsor)

Size: 148mm wide x 210mm high

Bleed: 3mm on all sides

Full Bleed Size: 154mm wide x 216mm high

Crop Marks: Not required

Safety area: 10mm on all sides

Full Page Specs

(For Platinum, Gold & Bronze sponsors)

Size: 138mm wide x 195mm high

Bleed & Crop Marks: Not required

Safety area: 5mm on all sides

DEADLINES

To ensure the SWSSMB Booklet is ready for distribution the following deadlines must be adhered to.

Sponsorship Deadline

COMMITTMENT & PAYMENT DUE – 31 MAY

The deadline to confirm your sponsorship commitment is 31st May.

Sponsorship invoices are due no later than 31st May.

Please ensure payment is completed by the deadline to guarantee your inclusion.

Artwork Deadline

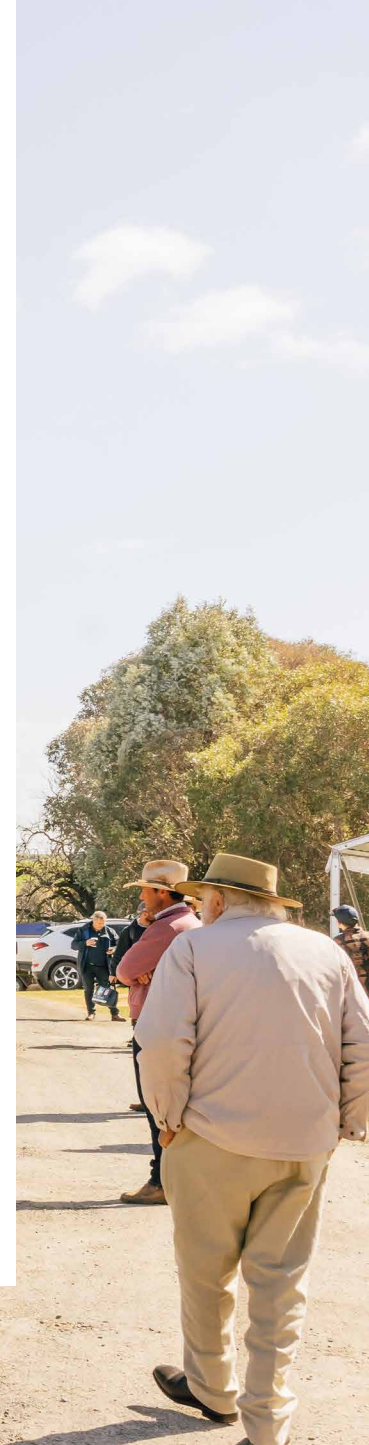
ARTWORK DUE – 31 MAY

All advertisement high-resolution PDFs for the SWSSMB Booklet must be received by 31st May.

All PDF, JPG and EPS files must be emailed to swsmerinobreeders@gmail.com

Any artwork PDFs that do not comply with SWSSMB's Artwork Requirements may require additional artwork management charges, or will be returned to advertiser for amends.

Any advertisements received after the artwork deadline will not be accepted.



For more information please contact **SWSSMB**
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X: x.com/SWSSMB

Your support for the SWSSMB Field Day
and the Merino industry is truly valued
- we appreciate it immensely. Thank you!



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