

Displaying Sponsor Terms & Conditions

(Including Commercial Exhibitor Requirements)

The following Terms & Conditions apply to all **Displaying Sponsors** of the SWS Stud Merino Breeders (SWSSMB) Field Day. Submission of a sponsorship form constitutes acceptance of these conditions. All sponsors agree to the **General Terms & Conditions**, the **Commercial Exhibitor Requirements**, and the **Tier-Specific Sponsor Benefits** outlined below.

GENERAL TERMS & CONDITIONS

(Applicable to All Displaying Sponsors)

1. Sponsorship Acceptance

Sponsorship opportunities are offered at the discretion of the SWSSMB Committee. The Committee reserves the right to accept or decline sponsorships to ensure alignment with the values and objectives of the Field Day.

2. Confirmation & Payment

Sponsorship is confirmed upon receipt of a completed sponsorship form and full payment by the specified due date. Late payment may result in exclusion from promotional materials or loss of allocated display space.

3. Displaying Sponsor Status

Displaying Sponsors receive a physical display site and must comply with all operational, safety, and site requirements applicable to commercial exhibitors.

4. Promotional Material Requirements

Sponsors must provide high-quality logos, advertisements, and written content by the required deadlines. SWSSMB may decline or request amendments to any material deemed unsuitable or inconsistent with event standards.

5. Acknowledgement & Promotion

Sponsors will be acknowledged according to their tier. SWSSMB retains full discretion over placement, scheduling, and format of all promotional acknowledgements across print, digital, and on-site materials.

6. No Endorsement Implied

Sponsorship does not imply endorsement of a sponsor's products, services, or business practices by SWSSMB.

7. Adjustments to Benefits

SWSSMB may adjust promotional benefits due to printing deadlines, operational constraints, or unforeseen circumstances. Any changes will be communicated where possible.

8. Cancellation Policy

Cancellations must be submitted in writing. Refunds are not guaranteed and may be declined if promotional materials have already been produced or published.

9. Liability

SWSSMB accepts no responsibility for any loss, damage, theft, or reputational impact incurred by sponsors as a result of participation in the event or associated promotions.

10. Event Changes or Cancellation

If the Field Day is postponed, modified, or cancelled due to weather, biosecurity, or other circumstances beyond SWSSMB's control, sponsorship benefits may be adjusted. Refunds will be considered at the discretion of the Committee.

11. Privacy

Sponsor information may be used for event administration, promotion, and acknowledgement. Information will not be shared with third parties except where required for event operations.

COMMERCIAL EXHIBITOR REQUIREMENTS

(Mandatory for All Displaying Sponsors)

1. Invitation-Only Event

The Field Day is an invitation-only event. Displaying sponsors are selected annually at the discretion of the SWSSMB Committee.

2. Application Deadline

All required forms must be submitted by the deadline specified for sponsors. Failure to submit may result in forfeiture of your position.

3. Non-Transferability

Invitations are issued to the business owner/principal and are **non-transferable**. If the business is sold or changes ownership, a new application must be submitted.

4. Site Allocation

Display sites are allocated solely at the discretion of the SWSSMB Site Committee. Preferences may be noted but cannot be guaranteed.

5. Insurance Requirements

All displaying sponsors must hold current **Public & Product Liability Insurance** and provide a certificate of currency with their registration.

6. Liability

SWSSMB accepts no responsibility for damage, loss, or theft of property belonging to sponsors.

7. Set Up Access

Sponsors may set up on **Monday** prior to the event. Overnight security will be present.

8. Event-Day Set-Up Procedure

Sponsors setting up on **Tuesday morning** must:

- Unload at their allocated site
- Immediately move their vehicle to the designated parking area
- Complete setup after parking All vehicles must be parked by **9:00am**.

9. Equipment Requirements

Sponsors are responsible for providing all display equipment, furniture, signage, and weather protection.

10. Zero-Waste Commitment

This is a **zero-waste event**. Compostable and recyclable products and packaging are preferred.

11. Food Safety Compliance

Sponsors providing food or beverages must comply with all relevant food safety regulations and best-practice standards.

12. Site Clean-Up

Display sites must be left clean and free of waste at the end of the day. Failure to do so may result in exclusion from future events.

TIER-SPECIFIC SPONSOR BENEFITS

DIAMOND SPONSOR

1. Sponsorship Investment & Commitment

- **Investment:** \$4,200 + GST (cash sponsorship)
- **Commitment:** 3-year sponsorship term
- **Availability:** One Diamond Sponsor position only

2. Field Day Branding

Diamond Sponsors are acknowledged as:

“SWS Stud Merino Breeders Field Day, proudly sponsored by...”

3. Recognition & Publicity

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

4. Advertising & Promotional Benefits

- **Full back cover advertisement** in the SWSSMB Booklet
- **One full-page feature** highlighting the business, team, or key products/services
- **Dedicated business page** on the SWSSMB website, including:
 - Direct website links
 - Optional written contribution from the sponsor

5. Event-Day Benefits

- **Prime commercial display site** (complimentary)
- **Loudspeaker promotion opportunity** at a designated time
- **Photo opportunity** with the *Ram of the Year* winner, with the image:
 - Featured on the **next year's Booklet cover**
 - Shared across all SWSSMB social media
 - Published on the SWSSMB website

PLATINUM SPONSOR

1. Sponsorship Investment & Commitment

- **Investment:** \$2,200 + GST (cash sponsorship)
- **Commitment:** 3-year sponsorship term
- **Availability:** One Platinum Sponsor position only

2. Recognition & Publicity

Platinum Sponsors receive high-level visibility, including:

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

3. Advertising & Promotional Benefits

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

4. Event-Day Benefits

- **Commercial display site** at the SWSSMB Field Day (complimentary)
- **Photo opportunity** with the winner of *Pen of Three*, with photos:
 - Shared across all SWSSMB social media platforms
 - Published on the SWSSMB website

GOLD SPONSOR (Unlimited)

1. Sponsorship Investment & Commitment

- **Investment:** \$700 + GST and above (cash sponsorship or equivalent goods/services)
- **Commitment:** 2-year sponsorship term

2. Recognition & Publicity

Gold Sponsors receive strong visibility, including:

- Designation 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**

3. Advertising & Promotional Benefits

- **Full-page advertisement** in the SWSSMB Booklet (complimentary)

BRONZE SPONSOR (Unlimited)

1. Sponsorship Investment & Commitment

- **Investment:** Up to \$700 + GST (cash sponsorship or equivalent goods/services)
- **Commitment:** 1-year sponsorship term

2. Recognition & Publicity

Bronze Sponsors receive:

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