



20
27

7TH BORDER COLLIE NATIONAL

SPONSORSHIP PROPOSAL

HOSTED BY
**BORDER COLLIE CLUB
OF SOUTH AUSTRALIA INC.**



BCCSAsponsorship@gmail.com

Gawler Showgrounds, Nixon Tce



ABOUT THE EVENT



BORDER COLLIE NATIONAL

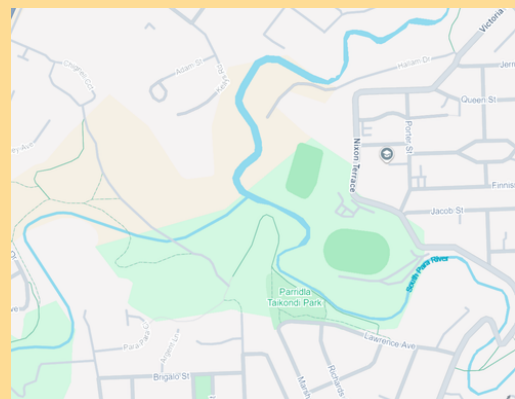
- Held every 3 - 4 years, the Border Collie National is the largest National of any breed in Australia, comprised of a Conformation Show, Trick Dog Test, Dances With Dogs Competition, Agility, Jumping, Agility Games, Obedience, Rally, Herding, Scent Work and SprintDog™ Trials.
- Expected to draw over 500 entries across all disciplines on offer both local and interstate, as well as attract a high number of spectators from Australia and internationally, mainstream media coverage and digital presence through online live streaming, local television coverage and advertising prior to and during the event both physical and digital.

EVENT DETAILS

Thursday 7th October 2027
to
Sunday 10th October 2027

All events (with the exception of Herding) to be held at:

Gawler Showgrounds
Nixon Tce, Gawler, SA



BRAND VISIBILITY OUTLINE

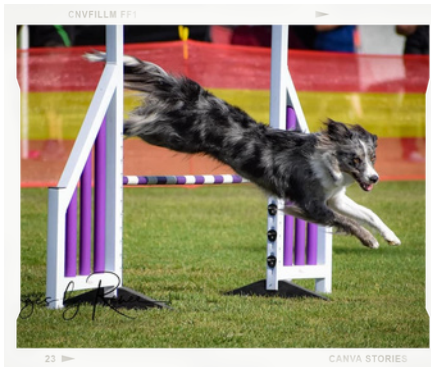


COMPETITIVE EVENTS



CHAMPIONSHIP SHOW

Ringside Signage, Prize Table Display, PA Announcements



TRIALS AND TESTS

Ringside Signage, Prize Table Display, PA Announcements



OFFICIAL PLACEMENT

Vendor Site Allocation, Official Catalogue, Exhibitor Bags

SOCIAL/NETWORKING EVENTS



OPENING CEREMONY

PA Announcements, Signage



STUD DOG EVENT

Separate Catalogue, Signage



PRESENTATION DINNER

PA Announcements, Signage, Relevant Award Presentation

MEDIA COVERAGE

PHYSICAL & DIGITAL MEDIA

Signage and Promotion on Club Website, Social Media (BC National Facebook & Instagram), Television & News Coverage, Official Online Streaming, Flyers, Posters and Brochures

SPONSOR PACKAGE DETAILS



TIER	VALUE
BRONZE	CASH/PRODUCT \$150 - \$499
¼ Page Advertisement in Official Catalogue	
Acknowledgement on Border Collie National Website Page	
Initial Appreciation Notice including Logo & Website on Social Media	
SILVER	CASH/PRODUCT \$500 - \$1,499
½ Page Advertisement in Official Catalogue	
Ongoing Acknowledgement incl. Logo and Links on National Website Page and Social Media	
PA Acknowledgement During Event	
Vendor Area at Event - Unpowered	
GOLD	CASH/PRODUCT \$1,500 - \$2,999
1 Full Page Advertisement in Official Catalogue and Advertisement or Product Placement in Official Exhibitor Bags	
Ongoing Acknowledgement incl. Logo and Links on National Website Page and Social Media	
Ringside Signage (provided by Sponsor), PA Acknowledgement During Event	
Vendor Area - Powered, Access to Hospitality Room, 1 Ticket to Presentation Dinner	
PLATINUM	CASH/PRODUCT \$3,000+
2 Full Pages Advertisement in Official Catalogue and Advertisement or Product Placement in Official Exhibitor Bags	
Ongoing Acknowledgement incl. Logo and Links on National Website Page and Social Media	
Ringside Signage (provided by Sponsor), PA Acknowledgement During Event	
Vendor Area - Powered, Access to Hospitality Room, Lunch Provided Daily for 1 Person, 2 Tickets to Presentation Dinner	



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THANK YOU

CONTACT US

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@BCnationalsaust