

**M<sup>c</sup>INTOSH & SON**  
**MINGENEW MIDWEST EXPO**



SPONSORSHIP  
PROSPECTUS  
THE MAIN EVENT  
See you in Mingenew  
In 2022

## A message from our Chair, Andrew Cosgrove

For many of the Mingenew Expo board, volunteers, staff, corporate partners, and exhibitors 2021 was a challenging year on many levels. The uncertainty created by the global pandemic has served up challenges that many didn't see coming – from supply chain issues and labour shortages to the emotional impact of not being able to see loved ones living overseas or just over the border. In the Midwest many of us experienced the devastation of Tropical Cyclone Seroja and a season in farming that has had some high highs and some days that have been just plain tough going. In amongst all of this rural communities have continued to support each other, prosper and grow as the rest of the world has come to discover something that we already know -agriculture is a great industry and community to be a part of. Whether you are in the paddock, the office, the research lab, the media, the workshop or the kitchen; being part of ag in 2021 has been a highlight for many people.

August 2021 saw the successful return of Expo in its traditional format. The return of crowds of familiar and new faces to our little town helped us achieve big things. In September I was privileged to be able to present a cheque for \$50,000 to the Lord Mayor's Distress Relief Fund for Tropical Cyclone Seroja. These funds have since been distributed to families across the Midwest towns that felt the devastation of the cyclone in April. The same families and communities that have supported Expo over the past 39 years were the people we wanted to help.

Mingenew is my family home and a community that myself and my fellow board members are very proud to be part of. We are very grateful for the support of our corporate partners and exhibitors who understand the power of making connections and giving back to the people who support them and their businesses. We are looking forward partnering with you again to host Expo 2022.

Expo 2022 will see some changes to our event in terms of site layout, special events, new sponsors, and new opportunities for exhibitors to get the most out of their Expo experience, but one thing will remain the same –the enduring connections that the Mingenew Community has with all our Expo visitors, exhibitors, and partners, not to mention the genuinely warm welcome that our volunteers and staff provide to new and old friends.

On behalf of the Mingenew Expo Board and Staff I invite you to join us, and we'll see you in Mingenew in 22!

Yours sincerely

Andrew Cosgrove



## Sponsorship Benefits

Partnership Levels	Diamond *** Not Available***	Platinum *** Not Available***	Gold	Silver	Bronze
Exclusivity	Max 1 Partner	Max 1 Partner	Max 2 Partners	Maximum 3	Unlimited
Naming Rights	Entire Expo Event McIntosh & Son	Seminar Tent Nutrien Ag Solutions	None	None	None
Contribution	\$20,001 - \$30,000 & In-kind	\$10,001-\$20,000 & In-kind	\$4001-\$10,000 & In-kind	\$1,001-\$4,000 & In-kind	\$500 - \$1,000 & In-kind
Complimentary Tickets	20	15	10	5	2
Discounted tickets	Unlimited up to 50%	15 at 50% discount	10 at 50% discount	5 at 50% discount	-
Exhibitor discount	Free site up to \$5000 Premium site location	Free site up to \$2500 Prominent Site location	Free site up to \$1000	40% off site fees up to \$500	-
Value	\$5400	\$2650	\$1100	\$550	\$40

**CONNECTING PEOPLE  
BUILDING FUTURES**



## Sponsorship Benefits

Partnership Levels	Diamond Major Event Sponsor	Platinum	Gold	Silver	Bronze
<b>Marketing</b>	<p>4 PA Announcements</p> <p>Logo incorporated into Expo logo</p> <p>Large logo on all Expo promotions &amp; publications</p> <p>Large logo on the Expo website &amp; social media platforms including Facebook banners</p> <p>Reposts/Shares on Expo social media</p> <p>Link on Expo website</p> <p>Business named in all digital advertising Including radio</p> <p>Inclusion in event program – editorial and advertising</p> <p>Invitation for 3 x guest speakers</p> <p>Continued promotion of your business via Expo marketing throughout the year &amp; post event</p> <p>Large banner at entrance</p>	<p>3 PA Announcements</p> <p>Medium size logo on all Expo promotions &amp; publications</p> <p>Medium logo on all Expo website &amp; social media platforms</p> <p>Reposts/shares on Expo social media</p> <p>Link on website</p> <p>Inclusion in event program – editorial and advertising</p> <p>Business name included on media promotions (radio)</p> <p>Invitation for 2 x guest speakers</p> <p>Medium sign at entrance / venue</p>	<p>2 PA Announcements</p> <p>Logo on website &amp; promotion of your support</p> <p>Logo on Expo website &amp; social media platforms</p> <p>Reposts/shares on Expo social media leading up to and during the event</p> <p>Thank you post on Facebook &amp; Twitter</p> <p>Link on website</p> <p>Inclusion in event program – editorial and advertising</p> <p>Invitation for 1 x guest speaker</p> <p>Signage at entry to sponsored venue</p>	<p>2 PA announcements</p> <p>Logo included on website</p> <p>Reposts/shares on Expo social media leading up to and during the event</p> <p>Thank you post on Facebook &amp; Twitter</p>	<p>1PA Announcement</p> <p>Logo on website</p> <p>Reposts/shares on Expo social media leading up to and during the event</p> <p>Thank you post on Facebook &amp; Twitter</p>
Your customers	Exclusive area at the Evening Entertainment from 4pm -4.30pm	Exclusive area at the Evening Entertainment from 4.30pm -5pm			

## Collaborate. Communicate. Celebrate



1 DAY ONLY



Trade displays



Guest Speakers



Panel Discussion



Agtech Displays



Evening Entertainment



Food



Equipment



Face-to-face engagement



Latest R & D

“Congratulations! The input by so many young people of the district is very heartening. A great job by you all.

It is also a compliment that the 'older' generation are still involved with their skills, expertise, and hands-on efforts.

A valuable event that needs to continue to promote local community, importance of agriculture and 'a voice in the wilderness' that rural WA is still alive and well.”

“You’re doing a great job. Thank you for giving us the opportunity to earn money for our clubs/groups. Expos a fun family event and it’s great for our town.

“Congratulations on being prepared to think outside the box and try new things”

“Well worth the travel”

“Thanks again for having us on board, was an absolute pleasure working with the whole team – also a huge credit to you all for a fantastic event CONGRATULATIONS.

I would also like to report we enjoyed the Expo, another well run event, this is our second year attending the event and look forward to many more.

We will see you in Mingenew 😊”

**CONNECTING PEOPLE  
BUILDING FUTURES**



A massive THANK You to our Partners in 2021, we look forward to welcoming you back!



CONNECTING PEOPLE  
BUILDING FUTURES

2021 CORPORATE PARTNERS

DIAMOND



GOLD



SILVER



BRONZE

MERKANOOKA HAULAGE BREDAL AUSTRALIA EDWARDS & PARTNERS O'BRIEN 4WD WARATAH

THE ROOF AND WALL DOCTOR STARICK TRANSPORT GOPP REFUEL AUSTRALIA ADVOCATE AG

HOLLIDAY TRANSPORT MIDLAND STOCKYARDS NUFAB INDUSTRIES MINGENEW TYRE SERVICE

MEDIA SUPPORT FROM - **Countryman** **Farm WEEKLY**