



KPCA 2024 Conference

Red Earth Arts Precinct, Karratha, Western Australia, 31 October - 1 November 2024

Kimberley Pilbara Cattlemen's Association Annual Conference

Host City Partner- City of Karratha

Sponsorship Proposal

Project Title	Kimberley Pilbara Cattlemen's Association Annual Conference
Location	Red Earth Arts Precinct – Karratha
Product	Host City Partner
Start / End date of conference	31 st October – 1 st November
Target market	Producers, Politicians, Agricultural Industry representatives and community.
Project Summary and strategic outcomes.	<ul style="list-style-type: none"> • Theme - "Better Beef Business". • Enhance the northern beef industry through sustainable practices, technological innovation, and a focus on quality assurance. • Attendees will explore market trends, consumer preferences, and global perspectives, with the aim of growing collaboration, knowledge sharing, and encouraging positive changes that contribute to a more sustainable, efficient and well-informed beef industry.
Requested Contribution	\$40,000
Host City Benefits	<p>Brand exposure and recognition - Digital Presence and Marketing:</p> <ul style="list-style-type: none"> • Recognition as the Conference Host City with City of Karratha Logo featured prominently on the following - <ul style="list-style-type: none"> ○ KPCA conference website and hyperlinked to your webpage. ○ Logo placement on Conference promotional materials (digital and print) ○ Recognition as Host City Partner in KPCA monthly newsletter (distribution to over 2000 pax) ○ Host City Partner Banner on KPCA Facebook • Logo on large screen during the Conference and Gala Dinner • Host City Partner acknowledgement throughout the Conference by the emcee • Banner on Stage during Conference and Gala Dinner. • Banner display at all social functions – Ladies Lunch, Lads Long Lunch and Welcome Drinks. • Banner display at entrance to the REAP or in another prominent position. • If the City of Karratha has any additional branding they would like to display which has been custom made for the REAP venue, this can also be displayed during the course of the event.



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	<ul style="list-style-type: none">• Trade stand and/or promotional exhibition space or networking lounge located in prominent location of your choosing in the REAP.• Acknowledgment in press release, media interview opportunity, and social media posts.• Inclusion in pre-event marketing campaigns targeting industry professionals.• 'Explore Karratha' page added to Conference website to promote local tour operators, Karratha businesses and local restaurants and offerings.• 'Host City Partner Sponsor Spotlight' on the Conference website with a dedicated page promoting your desired content (Content to be supplied).• Opportunity to run 3 targeted promotional advertisements in the KPCA Monthly Milestones newsletter in the month of your choosing during 2024. This can include an advertisement promoting tourism and cultural activities around the Conference date in the coming months or event of note which is coming up in Karratha. (City of Karratha to provide content.)• KPCA to also promote the City of Karratha's advertisements on their social media channels.• Conference App notifications with desired messaging x 2. City of Karratha to supply content.• Full page program advert in Conference program• KPCA and City of Karratha co-branded campaign, to promote local restaurants and businesses that the Conference is being held at in Karratha. <p>Tickets and social functions</p> <ul style="list-style-type: none">• 4 full Conference registrations – (\$1000 value)• 10 Gala dinner tickets – (\$2000 value)• 6 tickets to either the Ladies Lunch or Lads Long Lunch social events – (\$900 value)• 2 Media passes (Conference only) – (\$500 value)• VIP seating for 2 guests to sit on the head table at the Gala Dinner.• Ability to purchase additional tickets to the Conference as KPCA member prices. <p>Speaking opportunities</p> <ul style="list-style-type: none">• Cr. Daniel Scott, Mayor of Karratha City, to welcome guests to Karratha at beginning of the Conference on the main Conference day. Introduce local Elder to deliver the Welcome to Country.• Opportunity to introduce and show regional tourism video during the Gala Dinner. This would be a cross promotion, with Nexus Airlines who are donating travel vouchers, which will be drawn at the dinner.
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	<ul style="list-style-type: none">• Opportunity for the Mayor of Karratha (or Council representative) to welcome guests back to Karratha at the conclusion of the event. <p>Branded Collateral and Merchandise</p> <ul style="list-style-type: none">• Ability to provide useful promotional material or gift (eg; pens, sunscreen, water bottle) to all attendees, available on conference round tables for the main Conference day.• Up to 2 satchel Inserts/merchandise to be placed in all delegate satchels (sponsor to supply 200 of each) <p>Post-Event Recognition and Follow-Up</p> <ul style="list-style-type: none">• Acknowledgment in post event thank you messages and newsletters.• Post event evaluation report with demographics and statistics provided to Council post event.• A delegates list of those who have agreed to have their details distributed post event.
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