



Other Sponsorship Opportunities

Supreme Tradesman's Challenge

Cash or prize to the value of \$1500

- Dedicated editorial/advertising with a focus on this event
- Naming rights to the event
- Marketing material with sponsors logo (eg caps/t-shirts)
- Event public launch 6 week prior to the Tradies Expo
- Facebook page for registration

Apprentice Challenge

Cash or prize to the value of \$750

- Apprentices nominated by their training provider
- Naming rights to the event
- Marketing material with sponsors logo (eg caps/t-shirts)



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Photos from last years Expo

TRADIE'S EXPO 2 DAY SPECTACULAR

FREE ENTRY BOTH DAYS

Full race card on Friday

Gates open 10.30 on Friday

Gates close 3.00pm

Saturday

Tools

The latest and greatest tools
Demonstrations of the tools
Discounts and show specials

Workplace health and safety displays

PPE suppliers and interactive displays

Ipswich Economic Development

How to be part of the growth

Find a tradie

Matching trades to homeowner and business

Commercial vehicle displays

Supreme Tradesman Challenge

TRADE AGAINST TRADE
MATE AGAINST MATE
BRING IT ON!
Fastest time wins – lift it, measure it, drill it ...

Apprentice Challenge

Apprentices testing their trade skills against each other.



2 DAY SPECTACULAR

Major Sponsor \$15,000

An initiative of Apprenticeships Queensland
25th & 26th May 2012 @ IPSWICH TURF CLUB

Exclusive Naming Rights to the event

March 2012

- Media launch for the sponsorship with Mayor Paul Pisasale to announce and endorse
- Full coverage by all local media

Friday 30th March Public Launch

- Ipswich Turf Club – Trackside Lounge Sponsors Race Named

April 2012

- Business launch at fully marketed Chamber of Commerce Breakfast/Lunch Seats at the Mayors Ball (Ipswich Festival)2

May 2012

- General event promotions throughout May
 - All media
 - Street signs
 - Banners
 - Billboard
- Launch of Tradies and Apprentice Challenge
 - Public Event – Shopping Centre Thursday night in partnership with Challenge Sponsor

Event Day promotions

- Naming rights for the main race of the day (Broadcast on Sky Channel – Nationally)
- Company display in prominent position
- Corporate Race Day Package for 10 guests in Trackside Lounge
- Full page advertisement in event feature

Media Coverage following the event

- Coverage for winner of the Tradies Challenge
- Corporate Tent at the Ipswich Cup 16th June 2012 for 50 people
- All event signage co-branded Major Sponsors an initiative of Apprenticeships Qld with logos

Gold Sponsor \$4000 + gst

- Naming rights for a race on the day (Broadcast on Sky Channel – Nationally)
- Exhibitors Stall or static display at the Expo in position of your choice
- Corporate Race Day Package for 10 guests in Trackside Lounge
- ½ page advertisement in event feature and catalogue for the event
- Logos on all marketing material and promotional advertising for the event
- Ongoing marketing opportunities to registered attendees and Apprenticeships Queensland host employers and apprentices

Silver Sponsor \$2000 + gst

- ¼ Page advertisement in event feature
- Exhibitors Stall or static display at the Expo in premium location
- Logos on all marketing material and promotional advertising for the event
- Corporate Race Day Package for 5 guest in Trackside Lounge
- Naming rights for a race on the day (Broadcast on Sky Channel – Nationally)
- Ongoing marketing opportunities to registered attendees and Apprenticeships Queensland host employers and apprentices.

Bronze Sponsor \$1000 + gst

- 1/8 Page advertisement in event feature
- Exhibitors Stall or static display at the Expo in premium location
- Logos on all marketing material and promotional advertising for the event
- Corporate Race Day Package for 5 guests in Trackside Lounge
- Naming rights for a race on the day (Broadcast on Sky Channel – Nationally)
- Ongoing marketing opportunities to registered attendees and Apprenticeships Queensland host employers and apprentices

VIP Exhibitor \$750 + gst

- Premium exhibit space at the Expo
- Advertisement in event feature
- 2 tickets to the Trackside Function on the day
- Ongoing marketing opportunities to registered attendees and Apprenticeships Queensland host employers and apprentices

Standard Exhibitor \$550 + gst

- All exhibitors will be undercover or in marquee
- Standard Business Card size ad included in the event feature