



Sponsorship Opportunities Available

Sponsorship Packages

PLATINUM

GOLD

SILVER

SPECIALTY

Apply
now



Expo 2019

**Founders Pavilion, Toowoomba Showgrounds
10am - 3pm Saturday 20 July 2019**

We invite you to become a sponsor for the 2019 Toowoomba Baby & Toddler Expo.

This exciting event is Toowoomba's premier parent, baby and toddler expo. It targets thousands of families from Toowoomba and surrounds who are looking for the latest products, services and information to help during all stages of their parenting journeys.

We look forward to working with our 2019 sponsors to showcase your business. We have created a dynamic and successful platform for businesses to promote their goods and services, and create a memorable and exciting Expo for families from Toowoomba and surrounds.

- ★ Over 100 exhibitors
- ★ Thousands of people
- ★ Exceptional presenters
- ★ Quality demonstrations
- ★ Great feedback

"We sold more here in our first 3 hours than we did in Brisbane in 3 days - book me in!"



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Sponsorship Packages



All Expo Sponsors receive the following Standard Benefits:

- long term promotional opportunity from date of sponsorship until 1 September 2019
- recognition as a sponsor (Platinum, Gold, Silver, Specialty) in pre-event marketing materials and advertising
- promotion in Expo media releases
- website package*
- insertion of promotional material in Expo goodie bags
- logo on Expo sponsor signage (platinum sponsor only) and documentation
- signage on Expo stage (sponsor to provide)
- opportunity to present from the stage for up to 30 minutes
- exclusive sponsors-only access and set up time on the day before the expo.
- branding on Expo floor plan

* Website package includes listing on Expo website on a dedicated sponsors page, 500 x 500px logo, 200 word blurb, website link, social links, logo and promotional blurb on Expo Facebook page.

Select from the following range of additional sponsorship benefits:

\$3,000+ GST

SILVER SPONSOR

- *Standard Benefits+*
- dedicated advertising package for your business (value \$250 inc GST) in the two months prior to Expo. includes 1 x 30sec to 1 minute promotional web video produced by Tweek Productions. Includes 1 hour basic film shoot at 1 location, end graphic with sponsors contact information and logo.
- premium Expo space including a 3m x 6m indoor site in prominent position with power
- silver photography package - one hour photo shoot with Danielle Leigh Photography (e.g. business premises, products, or headshots), 10 photos in digital hi res, one 28cm x 35cm foam-mounted image
- 10 free tickets

*"We had a great deal of interest from a really good target market!
They were extremely happy to see us there!"*



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\$5,000 + GST

GOLD SPONSOR

- *Standard Benefits+*
- dedicated advertising package for your business (value \$500 inc GST) includes 1 x 30sec to 1 minute promotional web video produced by Tweek Productions. Includes 1 hour basic film shoot at 1 location, end graphic with sponsors contact information and logo.
- premium Expo space including a 6m x 6m indoor site in prominent position with power
- 5m x 5m outdoor site at Expo entrance
- 25 free tickets (value \$250)
- gold photography package - one hour photo shoot with Danielle Leigh Photography (e.g. business premises, products, or headshots), 20 photos in digital hi res, one 40cm x 50cm foam-mounted image

\$10,000 + GST

PLATINUM SPONSOR

Only 1 Available

- *Standard Benefits+*
- long-term branding opportunity from the time this package is claimed until 1 September 2019
- prominent inclusion in Expo branding
- cross-branding on Expo 2018 car including your logo and colours
- opportunity to provide Expo staff with branded hats and/or T-shirts (sponsor to provide) to wear with black trousers at the Expo
- branding on Expo bag
- Logo on road signs
- entry & exit signage (sponsor to provide)
- dedicated advertising package for your business (value \$1,000 inc GST) includes 1 x 30sec to 1 minute promotional web video produced by Tweek Productions. Includes 1 hour basic film shoot at 1 location, end graphic with sponsors contact information and logo.
- premium Expo space including a 9m x 6m indoor site in prominent position with power
- outdoor site at Expo entrance (space to be negotiated)
- platinum photography package - two hour photo shoot with Danielle Leigh Photography (e.g. business premises, products, or headshots), 30 photos in digital hi res, one 50cm x 61cm foam-mounted image



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Specialty sponsorship packages

Specialty packages offer an opportunity for sponsors to increase their brand exposure through signage and product placement in selected areas of the Expo. Specific areas which may be sponsored include the Baby Change and Feeding Area, Education Hub, Speech Presentation Area, Workshop Room and Dining Area. We can work with you to specifically tailor a unique package to your business needs and strengths.

\$3,000 + GST

SPECIALTY SPONSOR

- *Standard Benefits+*
- branding the selected area of sponsorship in a style of your choice (sponsor to cover costs) including product placement if desired
- premium Expo space including a minimum 6m x 3m indoor or outdoor site depending upon the area sponsored, with power
- 10 free tickets (value \$100)

- dedicated advertising package for your business (value \$400 inc GST) in the two months prior to Expo. Includes 1 x 30sec to 1 minute promotional web video produced by Tweek Productions. Includes 1 hour basic film shoot at 1 location, end graphic with sponsors contact information and logo.
- gold photography package - one hour photo shoot with Danielle Leigh Photography (e.g. business, products, or headshots), 20 photos in digital hi res, one 40cm x 50cm foam-mounted image



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