

EVENTS



Partnerships
PROSPECTUS

International Dairy Week 2025
Saturday 18 - Thursday 23 January
Tatura Park, VIC

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0458 602 103



@International Dairy Week



@International Dairy Week

A message from the Director

Dear Valued Partners,

Thank you for taking the time to review our Partnerships Prospectus. Celebrating it's 35th year, International Dairy Week will be held on Saturday 18 - Thursday 23 January 2025 at Tatura Park, in the heart of Tatura - The Epitome of dairy excellence.

International Dairy Week (IDW) is the largest annual dairy conference and sale in the Southern Hemisphere and is nationally and internationally recognised as being amongst the top five cattle shows in the world. It is indisputably the most prestigious event in the Australian dairy industry, showcasing the best quality dairy cattle to over 4,500 visitors from every state in Australia and over 20 countries internationally. The iconic event showcases the best from Australia's dairy breeds including Holstein, Jersey, Illawarra, Brown Swiss, Ayrshire and Guernsey.

We will provide opportunities to showcase the latest developments in dairy farming practice, breeding, genetics, machinery, equipment, technology and services, environmental issues, seminars, livestock marketing, property tours and promotion of dairy food products. An important base from which to network, IDW aims to be the place to be for all operating within the dairy industry. From producers to consumers - All are welcome to attend IDW.

We are extremely proud to promote the Australian dairy industry to the world and maintain a long term charter to foster innovation and development in this industry.

IDW will continue to seek alignment with businesses and companies who have a similar mission and outlook.

Please don't hesitate to contact Emmelie or I to discuss your partnership enquiries, and allow us to tailor a package suitable to your specific business needs.

In the interim, stay up to date by following us on social media. We look forward to working with you on what will be another excellent event in the Australian dairy industry!

Declan Patten

Director
International Dairy Week

At a glance...

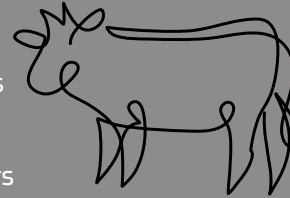
7
Breeds represented



60
Trade Exhibitors

1,100
Cattle entrants

160
Cattle exhibitors



\$ 2.2 Million

Economic impact for
Tatura Region

4,500
Patrons
attending



1990

International Dairy Week established as a Holstein Show & sale

1997

Jerseys & Brown Swiss breeds introduced

1998

Ayrshire & Guernseys breeds introduced

1999

Illawarra breed introduced

2000

New infrastructure build completed at Tatura Park, for International Dairy Week.

2021

Change of event ownership to current team.

2024

Near record cattle entries of 1,100.

2025

International Dairy Week celebrates 35 years.

Our Purpose

International Dairy Week aims to be the premier dairy event in Australia mirroring the World Dairy Expo in the United States of America but doing so in such a way that retains the wonderful uniqueness of the Australian event.

Our objectives are:

- To become the premier event on the Australian dairy calendar.
- To promote the Australian dairy industry as a whole to the national and international arena, particularly within the Asia/Pacific region.
- To continually provide new and innovative ideas for dairy farmers to enhance the quality of their enterprises.
- To acknowledge and reward excellence within the Australian dairy industry.
- To provide a range of events and activities within the week to provide the platform for the showcasing Introduction of the Australian dairy industry.

What the week looks like....



7 National Breed Shows and a Youth Show where over 1000 head of cattle are competing for recognition by Australian and International Judges and the chance to be Australia's Grand Champion.



A field day event to service the needs of the commercial dairy farmers and businesses.



Industry breakfasts, dinners and other networking opportunities.



Cattle Sales and the chance to secure elite dairy progeny.



Property and Progeny Tours.



Workshops and Seminars providing the latest information on a wide range of dairy related topics.



The Tatura Food Truck Festival.



170+ breeders on site showcasing the best of their stud animals.



Click here to check out our wrap up video!

Sponsorship Opportunities

NAMING RIGHTS PARTNER

\$25,000

Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns
- IDW merchandise

Advertising

- IDW website banner
- Show Schedule (Full page)
- FB & IG - Social media posts (3)
- Signage displayed on show ring fence
- 30-60 sec 'Big screen & IDW Live video (4 p/day)
- "Around The Barn" podcast feature

Competition:

- Class naming rights
- Presentation of class awards

Add ons:

- Exhibitor site - Indoor
- Access to exhibitors
- Opportunity to privately host a breed judge (At sponsors cost)
- Opportunity to host seminar onsite
- Weekly entry passes (20)
- Additional benefits by individual request and negotiation

(4 Available)

DIAMOND PARTNER

\$15,000

Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns
- IDW merchandise

Advertising

- IDW website banner
- Show Schedule (Full page)
- FB & IG - Social media posts (2)
- Signage displayed on show ring fence
- 30-60 sec 'Big screen & IDW Live video (3 p/day)

Competition:

- Class naming rights
- Presentation of class awards

Add ons:

- Exhibitor site - Indoor
- Opportunity to host seminar onsite
- Weekly entry passes (10)
- Additional benefits by individual request and negotiation

(4 Available)

GOLD PARTNER

\$8,000

Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns

Advertising

- Show Schedule (Half page)
- FB & IG - Social media posts (1)
- 30-60 sec 'Big screen & IDW Live video (2 p/day)

Competition:

- Class naming rights
- Presentation of class awards

Add ons:

- Exhibitor site - Indoor
- Weekly entry passes (8)
- Additional benefits by individual request and negotiation

(3 Available)

Sponsorship Opportunities

SILVER PARTNER

\$4,000

Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns

Advertising

- Show Schedule (Quarter page)
- FB & IG - Social media posts (1)
- 30-60 sec 'Big screen & IDW Live video (1 p/day)

Competition:

- Class naming rights
- Presentation of class awards

Add ons:

- Weekly entry passes (6)
- Additional benefits by individual request and negotiation

(3 Available)

BRONZE PARTNER

\$2,000

Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns

Advertising

- FB & IG - Social media posts (1)

Competition:

- Class naming rights
- Presentation of class awards

Add ons:

- Weekly entry passes (4)
- Additional benefits by individual request and negotiation

(3 Available)

NATIONAL YOUTH SHOW

\$4,250

Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns

Advertising

- Show Schedule (Quarter page)
- FB & IG - Social media posts (1)
- 30-60 sec 'Big screen & IDW Live video (1 p/day)

Competition:

- Full naming rights
- Presentation of class awards

Add ons:

- Exhibitor site - Indoor
- Weekly entry passes (6)
- Additional benefits by individual request and negotiation

(2 Available)

YOUTH ACTIVITIES

\$1,250

Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns

Advertising

- FB & IG - Social media posts (1)

Competition:

- Class naming rights
- Presentation of class awards

Add ons:

- Additional benefits by individual request and negotiation

(1 Available)

Awards Opportunities

INTERBREED

\$2,250

Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns

Advertising

- Show Schedule (Quarter page)
- FB & IG - Social media posts (1)

Competition:

- Class naming rights
- Presentation of class awards

Add ons:

- Additional benefits by individual request and negotiation

(2 Available)

BEST DISPLAYS

\$700

Logo placement

- IDW website
- Inside show schedule
- Email marketing campaigns

Competition:

- Class naming rights
- Presentation of class awards

Add ons:

- Additional benefits by individual request and negotiation

(2 Available)

PREMIER & JUNIOR

\$250

Logo placement

- IDW website
- Inside show schedule

Competition:

- Class naming rights
- Presentation of class awards

Add ons:

- Additional benefits by individual request and negotiation

OPTIONS:

- Premier Breeder
- Premier Exhibitor
- Junior Premier Exhibitor
- Junior Premier Breeder
- Exhibitor Encouragement

(7 Available of each)

Advertising Opportunities

Show Program

Advertisement in the 'Show Program' distributed to all cattle exhibitors, available for patrons and viewing online.



PRICING

Full Page @ \$600.00 Exc
Half Page @ \$350.00 Exc

ART DUE DATE

Friday 15 November 2024

SPECIFICATIONS

To be advised

IDWLive

Broadcast a video (30 - 60 seconds) on the big screen & livestream (22,000+ viewers)



PRICING

\$700 Exc

ART DUE DATE

Friday 15 November 2024

SPECIFICATIONS

To be advised

Cattle Shed

Naming rights to (One) cattle shed, alongside opportunity to display brochures



PRICING

\$600 Exc

ART DUE DATE

Friday 15 November 2024

SPECIFICATIONS

To be advised

Volunteer & Staff Shirts

Prominent logo placements on staff & volunteers t-shirts worn throughout week.



PRICING

\$1,000 Exc

ART DUE DATE

Friday 15 November 2024

SPECIFICATIONS

To be advised

Exhibitor Opportunities

3m x 3m

OUTDOOR

Main Pathway or Shaded Willson Hall Area



PRICING

\$500 Exc

EXHIBITION DAYS

Monday - Thursday

6m x 6m

OUTDOOR

Main Pathway or Shaded Willson Hall Area



PRICING

\$600 Exc

EXHIBITION DAYS

Monday - Thursday

12m x 12m

OUTDOOR

Wilson Hall Area or oval.



PRICING

\$800 Exc

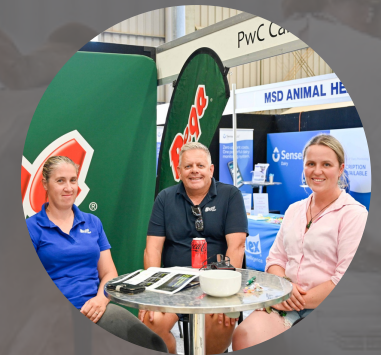
EXHIBITION DAYS

Monday - Thursday

Indoor

INDOOR

Placement around show arena.
Available by request only.



PRICING

\$1,250 Exc

EXHIBITION DAYS

Monday - Thursday

Previous exhibitors will receive preference of their existing site.

Exhibitor registrations open
August 2024

Additional Information

FUNDING

IDW is self-funded through the support of sponsors that attend the week-long event and present their latest innovations and services to the Australian dairy industry. Without the trade sponsors being unbelievably supportive since its inception, (around 80% being in continual support each year), this event would not be possible. Sponsors come from breeding, genetics, animal health, livestock marketing and machinery industries.

Corporate sponsorship is an important and vital part of the event and helps the IDW committee cover the ever-increasing costs of staging such a large event. Funding is invested back into the event to replace, improve and modernise infrastructure and to continue to improve the event each year

IDW LIVE

IDWlive is a live showing broadcast of the Dairy Cattle Shows and recorded Seminars using professional video cameras to catch the action and detail of each event. This footage is then supplied live to a 4.5 x 2.4 metre LED screen in the showing and also to the world via livestreaming on the IDW, Cowsmopolitan, and Holstein Australia websites. During the 2023 week, 19,835 people logged on to watch the livestreaming from Australia (82% of connections) and 22 countries. Thus- the audience reach of IDW is significantly growing.

MEDIA COVERAGE

In the months leading up to IDW each year the media coverage of the event is extensive to generate interest across rural Australia and beyond. While there is a lot of self-generating interest in the event, IDW invests considerable time, effort and money to promote the event and guarantee saturation exposure.

Marketing through radio, social media, electronic, print media and direct marketing through the 'Official Program' guarantee a significant dairy audience every year. Specifically, IDW is promoted heavily in the following print publications over the months October - February:

- Dairy News Australia
- The Australian Dairyfarmer
- Cowsmopolitan Inc
- The Holstein & Jersey Journals
- The Weekly Times
- The Stock & Land
- Country News & Dairy Direct

International Dairy Week has a Facebook following of 11,000 likes & 21,000 followers.

ARRIVAL OF EXHIBITS

Setup of exhibitor sites will be available from Sunday at which time security will be onsite. Entry prior to these hours is available by arrangement with the office only.

AUDIT

Exhibitor sites will be subject to inspection/audit by the International Dairy Week Safety Officer and may be subject to inspection by Work Safe Victoria and Energy Safe Victoria inspectors at any time prior to and during the event.

DISPLAY EQUIPMENT HIRE

IDW contracts the setting up of the display areas, marquees and the hire of equipment, which is not included in sponsorship levels, to Bourke Hire.

For those situated inside the complex- hardwood flooring must be laid. Please view the equipment hire information for further details.

Please contact Bourke Hire directly to discuss display equipment options:

Chris King
Dillon Street, Cobram Vic 3644
info@bourkehire.com.au
Phone (03) 5872-1433
www.bourkehire.com.au

ELECTRICITY

Requests for power must be made in the application process. Exhibitors must supply own tagged extension leads.

EXHIBITOR TRADING TIMES

All exhibitors are expected to trade from 09.00 on all days.

FRONTEND LOADERS, TELEHANDLERS & FORKLIFTS

Any private frontend loaders, telehandlers and forklifts used in Tatura Park must be operated by a qualified license holder.

IMAGERY & PHOTOGRAPHY

Exhibitors and competitors may be photographed during the event. Photographs may be used in promotional material, media or websites to promote International Dairy Week.

INFORMATION

Information and assistance is provided at the Office.

MARQUEES

All outdoor exhibitors need to book all marquees direct with the supplier, all marquees must fit within site boundaries and must not intrude into adjacent sites. Exhibitors are responsible for safety issues such as the coverage of pegs or damage to sites. All exhibitors must liaise directly with marquee suppliers in terms of marquee placement within their site, and must meet with the supplier on site. International Dairy Week will not be held responsible for the placement of marquees.

OCCUPATIONAL HEALTH & SAFETY

International Dairy Week has a Safety Policy, Emergency Plan and Risk Assessment for the entire site and we would advise exhibitors to complete a self assessment for their own sites. The site holder and International Dairy Week have responsibility for the safety of staff and visitors to your site. The Site Safety Plan must be completed with your application.

PRINTED MATERIALS

Permission will not be granted for exhibitors to hand out material at the gates, in the car parks or on the grounds. Exhibitors may only do so from their sites. Nature of printed material needs to be non offensive and suitable to all age brackets.

PUBLIC LIABILITY INSURANCE

Our public liability risk advisers require International Dairy Week to ensure that each exhibitor has public liability insurance in addition to the existing IDW public liability cover. As a part of the application process for IDW 2025, each exhibitor must provide a Valid Certificate of Currency for an amount not less than \$10 million.

APPLICATION PROCESS

Partnership & exhibitor applications are now open for International Dairy Week 2025!

All requests can be made directly to:

Emmelie Nijskens
Events Coordinator
Events@idwaus.com
0458 602 103

Please note, previous partners & exhibitors will have first option of their existing site.

