



The 46th Annual Tom Quilty Gold Cup

Mt. Pleasant, SA

30th September - 2nd October, 2011

INVITATION

TO SPONSOR THE 2011 TOM QUILTY GOLD CUP

The South Australian Tom Quilty Committee Inc invites you to participate in our 2011 Tom Quilty Gold Cup. Please peruse the Sponsorship Opportunities outlined at the back in this document and complete the appropriate Application Form. We would welcome your participation in this National event.

The Tom Quilty is an annual equestrian endurance event, which is held in a different state every year. It attracts riders from all over Australia and overseas. The 160km course must be completed in a 24 hour period, and the horses must pass the 'fit to continue' criteria at a series of very stringent veterinary examinations. In 2010 the Quilty at Manila, near Tamworth, attracted nearly 300 entries and hundreds of spectators bringing business to the local area.

The Quilty is returning to SA and the Barossa Ranges in 2011 after its last visit in 2004 to Pt Elliot.

ONE HORSE, ONE RIDER, 100 MILES, ONE DAY



**P O Box 19
Lobethal, SA 5241**

www.satomquilty.com.au



The venue chosen for the 2011 Quilty is the Mt Pleasant Showgrounds. In October 2010 the South Australian Endurance Riders Association successfully ran their State Championships alongside International competitions based at the Showgrounds. The venue provided the necessary facilities and access to the Mt Crawford Forest and Barossa Ranges for a high standard of course.

Mt Pleasant is a small town in the Upper River Torrens Valley. An important centre for mixed grazing and farming properties, it is near the famous Barossa Valley. A number of Bed and Breakfasts and Hotels provide accommodation in the area. A 20 minute drive will have you in the heart of the Barossa Valley with its numerous Cellar Doors, restaurants, wineries, cafes etc

The SA Quilty Committee provides the following conservative estimates for your information. (based on information provided by the SA Tourism Commission)

Expected Number of People directly involved with the Quilty 2000
(ie Officials, Riders, Strappers)

Estimated Expenditure

Expenditure (overnight stays, approx 800 people)		\$80 per night
Expenditure (day visitors)		\$50 per day
Total Overnight Stays	(800 people @ 7 nights)	5600
Total Number of Day Visitors		1000

Total Expenditure **\$498,000**



Terms and Conditions

The number of Sponsorship opportunities is limited and will be allocated on priority of receipt of your signed application form. You have the option of making sponsorship payments in 2 instalments.

Instalments dates are 30th June 2011 and 30th August 2011

We will be pleased to provide your company with maximum exposure leading up to and during the event.





Sponsorship Levels Available



1. Platinum Sponsorship (\$40,000)
2. Gold Sponsorship (\$10,000 - \$40,000)
3. Silver Sponsorship (ie Place and Fittest Horse) (\$750-\$3000)
4. Bronze/Buckle Sponsorship (\$300)

Platinum and Gold Sponsors are considered corporate level sponsors. These sponsors will be affiliated with all aspects of this event. This unique opportunity enables your organisation to receive considerable exposure and recognition and demonstrate its support and commitment to the Tom Quilty.



PLATINUM SPONSORSHIP



One Only - \$40,000

- Full recognition as befitting the major Sponsor on the official 2011 Tom Quilty website and the opportunity to have the Sponsor's Internet site linked to the Quilty Internet site.
- Presentation of the Tom Quilty Gold Cup to the winner.
- A wild-card entry (subject to Quilty entry requirements).
- Sponsor's Name and Logo on rider's vests.
- All Quilty Merchandise, official stationary and correspondence will carry the Sponsor's name and logo.
- A full-page colour advertisement in the professionally printed Quilty booklet issued to all entrants and sold to the public at the event.
- Ten Gold passes to the VIP area and Corporate Tent.
- Ten passes to the Quilty wind-up party.
- Opportunities to hang Sponsor's banners in prominent positions.
- Trade or promotional booth at the Tom Quilty.



GOLD/GOLD MEDIA SPONSORSHIP

Limited Opportunities



\$10,000 - \$40,000

- ✿ Ten Gold passes to the VIP area and Corporate Tent overlooking the Start/Finish line and vetting area.
- ✿ Ten passes to the Quilty wind-up party.
- ✿ Each Sponsor will receive a full page black and white advertisement in the professionally printed Quilty booklet issued to all entrants and sold to the public at the event.
- ✿ Promotion of the Sponsor in the media, including print, Internet and radio.
- ✿ Opportunities to have the Sponsor's Internet site linked to the Quilty Internet site.
- ✿ Opportunities to hang Sponsor's banners in prominent positions.
- ✿ Trade or promotional booth at the Tom Quilty



SILVER SPONSORSHIP

Limited Opportunities



Fittest Horse/Best Conditioned – 4 Divisions Available - \$3000

- ✿ Winners will receive a top quality saddle blanket embroidered with the Sponsor's name and logo.
- ✿ Winners will receive a trophy engraved with the Sponsor's name and logo.
- ✿ Each Sponsor will receive a full page black and white advertisement in the professionally printed Quilty booklet issued to all entrants and sold to the public at the event.
- ✿ Promotion of the Sponsor in the media, including print, Internet and radio.
- ✿ Six entry passes to the VIP area and Corporate Tent.
- ✿ Opportunities to have the Sponsor's Internet site linked to the Quilty Internet site.
- ✿ Opportunities to hang Sponsor's banners in prominent positions.

1st Place – 4 Divisions Available - \$1500

- ✿ Winners will receive a bottle green wool kersey rug embroidered with gold lettering with the Sponsor's name and logo.
- ✿ Winners will receive a Quilty Buckle on a handcrafted wooden stand with the Sponsor's name engraved on the stand. Winners will receive a Quilty Jacket embroidered with the Sponsor's name.
- ✿ Each Sponsor will receive a full page black and white advertisement in the professionally printed Quilty booklet issued to all entrants and sold to the public at the event.
- ✿ Promotion of the Sponsor in the media, including print, Internet, radio and television.
- ✿ Six entry passes to the VIP area and Corporate Tent.
- ✿ Opportunities to have the Sponsor's Internet site linked to the Quilty Internet site.
- ✿ Opportunities to hang Sponsor's banners in prominent positions.

2nd Place – 4 Divisions Available - \$1350

- ✿ Winners will receive a bottle green wool kersey rug embroidered with gold lettering with the Sponsor's name and logo. Winners will receive a Quilty Buckle on a handcrafted wooden stand with the Sponsor's name engraved on the stand.
- ✿ Winners will receive a Quilty Rugby Top.
- ✿ Each Sponsor will receive a half page black and white advertisement in the professionally printed Quilty booklet issued to all entrants and sold to the public at the event.
- ✿ Promotion of the Sponsor in the media.
- ✿ Two entry passes to the VIP area and Corporate Tent.
- ✿ Opportunities to have the Sponsor's Internet site linked to the Quilty Internet site.
- ✿ Opportunities to hang Sponsor's banner in prominent positions.

3rd Place – 4 Divisions Available - \$1200

- ✿ Winners will receive a bottle green wool kersey rug embroidered with gold lettering with the Sponsor's name and logo.
- ✿ Winners will receive a Quilty Buckle on a handcrafted wooden stand with the Sponsor's name engraved on the stand.
- ✿ Winners will receive a Quilty Vest.
- ✿ Each Sponsor will receive a half page black and white advertisement in the professionally printed Quilty booklet issued to all entrants and sold to the public at the event.
- ✿ Promotion of the Sponsor in the media.
- ✿ Two entry passes to the VIP area and Corporate Tent
- ✿ Opportunities to have the Sponsor's Internet site linked to the Quilty Internet site.
- ✿ Opportunities to hang Sponsor's banner in prominent positions.



BAROSSA RANGES 2011

4th Place – 4 Divisions Available - \$1000

- ✿ Winners will receive a bottle green wool kersey rug embroidered with gold lettering with the Sponsor's name and logo.
- ✿ Winners will receive a Quilty Buckle on a handcrafted wooden stand with the Sponsor's name engraved on the stand.
- ✿ Winners will receive a Quilty Cap.
- ✿ Each Sponsor will receive a quarter page black and white advertisement in the professionally printed Quilty booklet issued to all entrants and sold to the public at the event.
- ✿ Promotion of the Sponsor in the media.
- ✿ Two entry passes to the VIP area and Corporate Tent.
- ✿ Opportunity to sit in the VIP Sponsor's viewing area.

5th Place – 4 Divisions Available - \$750

- ✿ Winners will receive a bottle green wool kersey rug embroidered with gold lettering with the Sponsor's name and logo.
- ✿ Winners will receive a Quilty Buckle on a handcrafted wooden stand with the Sponsor's name engraved on the stand.
- ✿ Winners will receive a Quilty Cap.

Completion Buckle - \$300

- ✿ Buckles are presented with a polished wooden stand with sponsors name engraved on plate.

**6 Amundsen Drive
INGLE FARM, SA 5096**

www.satomquilty.com.au



BAROSSA RANGES 2011



Sponsorship Application Form



SPONSOR'S NAME : _____

ADDRESS : _____

PHONE : _____

EMAIL : _____

ABN (if applicable) : _____

Please list your preferred sponsorship package below.

PREFERRED SPONSORSHIP PACKAGE(S)

1. _____
2. _____
3. _____

Please send your completed application to:

The Treasurer
SA Tom Quilty Committee Inc
6 Admundsen Drive
INGLE FARM SA 5096

admin@satomquilty.com.au

ABN 78 085 184 252