

COROWA SALEYARDS ADVERTISING PROSPECTUS

Federation Council is pleased to provide the opportunity for businesses, community groups and organisations to purchase advertising space at the Corowa Saleyards.

OVERVIEW OF THE COROWA SALEYARDS

The Corowa Saleyards is owned and managed by the Federation Council and has been operating for more than sixty years.

Location

The Corowa Saleyards is located on Honour Ave, on the North-East outskirts of the Corowa township.

Sale Day

Sale days are held each Monday commencing 10.00am and attract agents, farmers and members of the general public.

A number of special sales are also held throughout the year.

Throughput

This highly successful facility is the fourth largest sheep and lamb livestock exchange facility in New South Wales and achieves an annual throughput of 700,000 sheep and lamb sales.

Sales have consistently grown at the Corowa Saleyards, having experienced a 36% increase over the last five years.

Marketing Activities

To encourage market share growth and increase sale throughput, a strong commitment to livestock marketing initiatives will be delivered. Marketing strategies will focus on advertising, community and public relations and direct marketing.

The revenue raised from selling advertising space at the facility will be directly used to fund ongoing marketing initiatives to effectively promote the Corowa Saleyards.

Recent Upgrades

Federation Council has committed upgrading the facility to increase capacity through better utilisation of the existing site footprint. The upgrade has included:

- 8 new ramps
- additional holding and selling pens
- Landscaping and presentation improvements
- Signage and lighting improvements

SIGNAGE OPTIONS (ANNUAL FEE INCLUDING GST)

The following advertising space is available on the fencing of the holding pens and ramps:

- Type 1: Single holding pen full colour sign (950mm x 810mm) - \$550 per sign
- Type 2: Double holding pen full colour sign (1900mm x 810mm) - \$715 per sign
- Type 3: Small full colour ramp sign (4m x 900mm) - \$1320 per sign
- Type 4: Large full colour ramp sign (9m x 900mm) - \$1650 per sign

Please note that only limited ramp signage is available and will be on a 'first in' basis.

CORPORATE ADVERTISING PACKAGE - \$5500 ANNUALLY (INCLUDING GST)

Corporate Advertising packages include:

- Placement of two full colour signs on ramps (Type 4 - 9m x 900mm and Type 3 - 4m x 900mm)
- Placement of three double holding pen full colour signs on fencing (Type 2 - 1900mm x 810mm)
- 3 x sale day exhibitions

SALE DAY EXHIBITOR (INCLUDING GST)

\$880 per sale day. This opportunity enables businesses, groups or organisations to attend a sale day and promote their products or services in a way they feel suitable. This may include having a stand/ marquee, holding demonstrations, distributing product samples and information/marketing material (either directly to attendees or by placing flyers on cars).

- Only one exhibitor per sale day, to eliminate competition for audience attention
- Additional signage/branding can be placed around the facility for maximum exposure
- 52 possible sale days available throughout the year



WHY ADVERTISE AT THE COROWA SALE YARDS

The Corowa Saleyards has experienced consistent market growth over the last twenty years, at a time when the industry has faced a number of challenges including the impact of long term drought.

The facility upgrade, access and transport linkage improvements and effective management will ensure the Corowa Saleyards are one of the most highly regarded and utilised livestock facilities.

The advertising opportunities available at the facility will compliment your existing marketing activities and create an awareness of your brand that is targeted and direct.

Increased marketing activities implemented by Council will ensure the facility continues to achieve growth, providing additional value to your advertising dollar.

FURTHER INFORMATION

Federation Council looks forward to working with you to ensure your business or organisation receives the most value from the opportunities available at the Corowa Saleyards.

For further information, to discuss this opportunity in more detail or to arrange an on site meeting, please contact Council's Parks and Facilities Manager on (02) 6033 8935 or email

david.carroll@federationcouncil.nsw.gov.au

TERMS AND CONDITIONS

- Signage to be provided by each business, group or organisation. Signage can be arranged through Corowa Signs as a preferred contractor and quotes are available on request (including artwork, printing and installation of sign). Signage specifications can be provided upon request, however contractors must meet Council's W H & S requirements.
- Advertising of alcohol or tobacco will not be permitted.
- Federation Council has the right to refuse any advertising deemed to be offensive.
- Applications to advertise products or services that are in direct competition with the facility or deemed generally inappropriate will not be accepted at the sole discretion of the Facility Manager.
- Positioning of signs will be on a 'first in' basis.
- Signage fees outlined in this prospectus are for a 12 month period from the installation date of the sign, at which point a new invoice will be issued. Should payment not be received within 14 days, Federation Council has the right to remove the sign and sell the advertising space. Please note signs will remain the property of the business, group or organisation.
- Signs must at all times remain visually appealing and safe. Signage maintenance is the responsibility of the business, group or organisation and must be addressed in a timely manner if and when directed by the Facility Manager.
- Sale Day Exhibitors must complete a separate application form for each exhibit and must adhere to the terms and conditions of the advertising prospectus.

APPLICATION FORM

DETAILS

NAME:	
POSITION:	
ORGANISATION:	
ADDRESS:	
EMAIL:	PHONE:
Corporate Advertising Package:	
Signage: Please circle each type of sign required below Sign Type: 1 2 3 4 Sign Type: 1 2 3 4	
Sale Day Exhibit: Please describe details of exhibit and date requested below. NB: Council will advise if a Risk Assessment is required.	

PAYMENT DETAILS

AMOUNT PAYABLE \$
<input type="checkbox"/> Please invoice my business, group or organisation
<input type="checkbox"/> Cheque payable to Federation Council
<input type="checkbox"/> Direct debit A/C Name: Federation Council BSB: 062 527 A/C: 00000022

Federation Council ABN 30 762 048 084. All prices include GST.

Confirmation of your application will be sent via email.

