



7th World Merino Conference
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A U S T R A L I A

**An opportunity to partner the
Australian Stud Merino Industry**

**In staging the
7th World Merino Conference**

Perth, July 2006



Sponsorship Management Contact:

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Esther Price Promotions

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Our Vision

To deliver the “world’s best” World Merino Conference in a style and manner that is commensurate with the leading position of the Australian Merino Industry.



Strategic Objectives:

- To reinforce Australia’s position as a world leader in the growth and development of the Merino.
- To extract maximum marketing opportunity from the event in a manner that will play a key role in gaining further market share of the Merino sheep in (a) Australia and (b) other Merino producing countries
- To up-skill members of the stud and commercial Merino industry by way of innovative programming that will deliver relevant and timely information to assist delegates in the decision making process surrounding their Merino enterprise





The World Merino Conference (WMC) 2006

The WMC program will attract a delegate base that is a productive mix of international Merino breeders; registered Merino breeders from throughout Australia; and commercial sheep producers, predominantly from Western Australia. Our target numbers in these categories aim at achieving 200 international delegates; 400 registered Merino stud breeders from throughout Australia and 300 West Australian commercial sheep producers.

Our innovative committee and cooperative approach to marketing will ensure that every possible endeavour is made to reach this challenging but achievable target.

The marketing strategy will include a strong endeavour to attract a "new generation" sheep producer age demographic of below 40 years and the programming will strongly reflect this.

But partnering the WMC in delivering this conference of excellence will provide marketing opportunities that extend way beyond that of the valuable delegate mix.

The WMC operational timeline and marketing activities **span four financial years.**

Marketing activities will be intense and prolonged in order to achieve the target numbers and appropriate prestige, therefore giving all WMC partners the same period of opportunity.



The staging of the 7th WMC will be a “reason to communicate” with industry. The communication content will be relevant, interesting and simple and will work well across a range of mediums. These communication activities will therefore provide an exceptional marketing opportunity for all WMC partners.

WMC partners will share handsomely in the prestige this event will deliver to the West Australian and Australian Merino industry.





Keep it simple

Our partnership/sponsorship strategy is one of simplicity.

We are seeking the perfect mix of cash partners that will compliment each other and the ethos of the World Merino Conference and who are positioned to take maximum advantage of this opportunity.

We seek a naming rights sponsor, two supporting partners to underpin the naming rights and a maximum of 8 Gold Sponsors to share the hosting responsibilities with the Australian Stud Merino Breeders.

The 8 Gold Sponsors shall be of complimentary industries and in no way demonstrate a conflict of interests with those of the Naming Rights or Supporting Partners.

These partnering organisations will take on a key role in contributing to the shape, content and nature of the WMC.

Representatives of each will be asked to sit on a special consultative planning committee to facilitate constructive review of the conference development and foster commercial and creative input to ensure each of the partnering organisations are an integral part of this team.





Sponsorship Breakdown:

World Merino Conference 2006 cash partners will be broken down into the following categories:

Naming Rights	1 position
Supporting Partners	2 positions
Gold Sponsors	8 positions

All fees will be payable across four financial years.



In-Kind partnerships:

Media Partner

1 Position
In-kind value TBA

Legal/Accounting Partner

1 Position
In-kind value TBA





Programming

Pre Conference Tour

Saturday July 1, 2006 to Tuesday July 11th 2006

World Merino Conference Exhibition Day

Wednesday, July 12th 2006. Venue tba

World Merino Conference

Thursday, July 13th and Friday, July 14th 2006
Burswood International Resort Convention Centre

The Fees

Sponsorship fees for the categories listed are available on request. All sponsorship fees quoted in the prospectus are exclusive of gst.

Heads of Agreement

In every instance, a Heads of Agreement shall be signed between the sponsor and the Stud Merino Breeders Association of WA (Inc), represented by the World Merino Conference Organising Committee.

This document will describe the full terms and conditions of the partnering arrangement, including key performance indicators and activity milestones

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