



2017 NATIONAL MERINO CHALLENGE

MELBOURNE SHOWGROUND – SATURDAY, 27 & SUNDAY, 28 MAY

WHAT IS THE NATIONAL MERINO CHALLENGE?

The National Merino Challenge (NMC) is a two-day, national Australian Wool Innovation (AWI) initiative which improves the engagement of young people with the sheep and wool industry by developing their knowledge, skills and networks. It involves presentations and demonstrations from industry professionals, with students participating in seven 'mini-challenges' over two days, testing their knowledge of Merino fleece, production, breeding and selection.

The 2017 NMC, to be held in Melbourne on Saturday, 27 & Sunday, 28 May 2017, offers an unparalleled opportunity for your business to invest in the next generation of the sheep & wool industry.

The inaugural event in 2013 was reported across media as a great success, with over 60 secondary and tertiary students from NSW, Victoria and WA competing. 2014 saw more than a 50% increase in numbers, with over 90 students from around Australia coming together to participate in this one-of-a-kind event. The 2015 NMC saw another jump in participation, with over 100 students converging on Adelaide to gain new skills and meet like-minded young people and industry figures. In 2016, the first year outside of the pilot phase, the NMC attracted 140 students to the Sydney-based event from NSW, SA, WA and Victoria.

Students participating in the previous NMCs found it was not only educational, but also a great networking opportunity, with many commenting they left with a greater understanding of the opportunities in the wool industry and the career paths that can be explored.

AWI's support of this initiative ensures its success and industry relevance. There is significant media coverage and promotion of this event, promising great exposure for your business.

Click this link to hear first-hand accounts from participants as to why they love the National Merino Challenge, and what it offers them, please [click here](#).



INDUSTRY OVERSIGHT AND GUIDANCE

The NMC benefits from guidance to the project from a team of industry professionals by way of a Steering Committee. The Steering Committee members also attend the Challenge to assist in delivering the activities.

Another key function of the Steering Committee is to provide inspiration to participants of the NMC as to the range of employment opportunities available in the sheep and wool industry.

NMC STEERING COMMITTEE AND STAFF

Dale Bruns	Hamilton, Victoria	NMC Steering Committee
Michelle Cousins	Burra, SA	NMC Steering Committee
Mitchell Crosby	Perth, WA	NMC Steering Committee
Malcolm Edwards	Wagin, WA	NMC Steering Committee
Caris Jones	Armidale, NSW	NMC Steering Committee
Danielle Krix	Windsor, NSW	NMC Steering Committee
Sydney Lawrie	Tumby Bay, SA	NMC Steering Committee
Michael Peden	Goulburn, NSW	NMC Steering Committee
Fiona Raleigh	Cootamundra, NSW	NMC Steering Committee
Ben Watts	Molong, NSW	NMC Project Manager
Stephen Feighan	Australian Wool Innovation	Country Manager, Australia & NZ
Stuart Hodgson	Australian Wool Innovation	Sheep Industry Specialist
Emily King	Australian Wool Innovation	AWI Program Manager



2017 NMC PARTNERSHIP OPPORTUNITIES

RAM PARTNER (5 AVAILABLE)

\$5,000 plus GST

As the Ram Partner of the NMC, you receive the following benefits:

- Your logo included on all event signage as Ram Sponsor
- Your logo in all event marketing print material and possible newspaper advertising
- Company logo on the cover of the event program
- Opportunity to contribute to the competition prizes
- Ram Sponsor status on NMC website with a link to your website
- 6m x 3m product display area or stall at the event
- Company brochure, flyer or product sample in event giveaways where applicable
- Verbal acknowledgement at the event
- Opportunity to supply a company representative to the Careers Panel
- 6 complimentary tickets to the National Merino Challenge Industry Dinner

EWE PARTNER (4 OF 5 AVAILABLE)

\$3,000 plus GST

As a Ewe Partner of the NMC, you receive the following benefits:

- Company logo in all event marketing print material and possible newspaper advertising
- Company logo in the event program
- Ewe Sponsor status on the NMC website with a link to your website
- 3m x 3m product display area or stall at the event
- Verbal acknowledgement at the event
- 4 complimentary tickets to the National Merino Challenge Industry Dinner

LAMB PARTNER (9 OF 10 AVAILABLE)

\$2,000 plus GST

As a Lamb Partner of the NMC, you receive the following benefits:

- Company logo in the event program
- Lamb Sponsor status on the NMC website with a link to your website
- 3m x 3m product display area or stall at the event
- Verbal acknowledgement at the event
- 2 complimentary tickets to the National Merino Challenge Industry Dinner



DINNER PARTNER (1 AVAILABLE)

\$5,000 plus GST

As the Dinner Partner of the NMC, you receive the following benefits:

- Your logo on all event signage at venues as Dinner Sponsor
- Your logo in all event marketing print material and possible newspaper advertising
- Company logo in the event program and on the dinner menu
- Dinner Sponsor status on NMC website with a link to your website
- 3m x 3m product display area or stall at the event
- Verbal acknowledgement at the event
- 6 complimentary tickets to the National Merino Challenge Industry Dinner

MORNING TEA & LUNCH PARTNER (3 OF 4 AVAILABLE)

\$1,000 plus GST

As a Meal Break Partner of the NMC you receive the following benefits:

- Morning Tea or Lunch Sponsor status on the NMC website with a link to your website
- Company name in the event program and all marketing material
- Verbal acknowledgement during the event
- Opportunity to put an insert into the NMC student satchels
- 1 complimentary ticket to the National Merino Challenge Industry Dinner

VENUE PARTNER (ALLOCATION EXHAUSTED)

Negotiable

As the Venue Partner of the NMC, you receive the following benefits:

- Company logo in all event marketing print material and possible newspaper advertising
- Company logo in the event program
- 3m x 3m product display area or stall at the event
- Venue Sponsor status on the NMC website with a link to your website
- Verbal acknowledgement at the event
- 4 complimentary tickets to the National Merino Challenge Industry Dinner

EXHIBITION PARTNER

\$1,000 plus GST

The NMC Exhibition Partner package includes the following:

- Exhibition Sponsor status on the NMC website with a link to your website
- Company name in the event program and all marketing material
- Verbal acknowledgement during the event
- 3m x 3m product display area or stall at the event
- Opportunity to put an insert into the NMC student satchels
- 1 complimentary ticket to the National Merino Challenge Industry Dinner



PARTNERSHIP BOOKING FORM

Please post or email this form to:

National Merino Challenge

Att: Emily King

Level 6, 68 Harrington St

THE ROCKS NSW 2000

0437 523 036

emily.king@wool.com

CONTACT DETAILS

COMPANY NAME _____

CONTACT NAME _____

POSITION _____

POSTAL ADDRESS _____

STATE _____ POSTCODE _____

PHONE _____ MOBILE _____

EMAIL _____

PARTNERSHIP LEVEL

ALL PARTNERSHIP AMOUNTS EXCLUDE GST AND ARE PAYABLE PRIOR TO THE EVENT. PLEASE INDICATE BELOW WHICH LEVEL YOU ARE INTERESTED IN:

- Ram Partner – \$5,000 plus GST**
- Ewe Partner – \$3,000 plus GST**
- Lamb Partner – \$2,000 plus GST**
- Dinner Partner – \$5,000 plus GST**
- Morning Tea or Lunch Partner – \$1,000 plus GST**
- Venue Partner – ALLOCATION EXHAUSTED**
- Exhibition Partner – \$1,000 plus GST**
- Please contact me to discuss a personalised package**