

Sponsorship Proposal: QHR 2024



Our Vision . . .



The Callide Dawson Machinery Preservation Club's vision for the 2024 Queensland Heritage Rally is:

- To bring together similar Clubs from across Queensland (and Australia);
- To strengthen the lines of communication; and
- To foster interaction between the Clubs; whilst
- Providing an opportunity to showcase their work and their dedicated efforts in restoring the many unique, if not rare, items of Queensland's past.

MAKE A DIFFERENCE

. . . and help us to turn back time for future generations.

IT'S A WIN-WIN

Sponsoring the 10th Biennial Queensland Heritage rally provides you with the unique opportunity to connect with a diverse audience consisting of locals, the wider Queensland community and interstate travellers, whilst celebrating our nation's glorious past and the pioneering spirit of Australians.

QHR 2024 : THE EVENT

The 10th Biennial Queensland Heritage Rally is Queensland's premiere event for machinery enthusiasts, collectors and restorers.

The 2024 event is proudly being hosted by the Callide Dawson Machinery Preservation Club Inc. at the Queensland Heritage Park, 11 Exhibition Avenue, Biloela, Central Queensland.

This year, the Club seeks to transport exhibitors, back in time to a bygone era

whilst focusing on the rich history of Biloela and celebrating 100 years of its story by highlighting the changes over those years and seeing the progression of machinery and other artefacts from 1924 to the present day.

It is expected the event will attract 5000+ visitors and 500+ exhibitors from across Queensland, and beyond. Machinery displays and operating demonstrations will mingle with a diverse range of exhibits and hands-on workshops aimed at educating and entertaining exhibitors and visitors to the event.

"Rare Trade" Workshops will be offered over the three days, including blacksmithing, coopering and leatherworking, providing everyone with a valuable opportunity to learn and appreciate skills which would otherwise be lost.

QHR 2024: Make A Difference

Demonstrations, including the art of scrollwork and pin-striping will also astound you with the amount of creativity and precision required.

Live entertainment and a variety of novelty events (some more quirky than others) will ensure that there is something for everyone. Market and food stalls will entice you and swap meet sites will undoubtedly lead to the discovery of a real bargain, or two!!

But, this is just the tip of the iceberg. We invite you to visit our website www.qldheritagerally.com.au to view all the latest news and updates as we continue toward building an amazing program of activities, displays and demonstrations.



PARTNERSHIPS ARE KEY

The 2024 Queensland Heritage Rally will undoubtedly draw upon numerous clubs, organisations and interested individuals who share the passion of preserving items of heritage.

In addition, these groups will be joined by the many businesses, volunteer community groups, and service groups within the Banana Shire and Central Queensland region who will ultimately become involved in the preparation, and subsequent running of the weekend.

So, as you can see, the creation of partnerships are key in ensuring the success of this event. And, it is for this reason, that we now seek to form a partnership with your business. A partnership that will not only ensure that our vision is attained, but will also provide your business with that “feel good” moment when your support is acknowledged.

WE’LL FIND THE RIGHT FIT

Now, our Club does realise that all businesses are not the same, and that levels of support and partnership needs may differ.

To this end, the Club has a range of partnership opportunities that will ensure that we will find the right fit for your business.

Herein, we have outlined an array of options for your business to consider. So, please take the time to look at your options.

Welcoming Dinner Sponsor (One Only @ \$3,000.00)

The Welcoming Dinner has become a tradition for the Callide Dawson Machinery Preservation Club Inc. The Club hosts this complimentary dinner for all the exhibitors, site holders, performers and rally participants to say “thanks for coming” and to acknowledge their contribution to this great event.



QHR 2024: Your Chance To Shine



The Welcoming Dinner will be held on Thursday, 18th July, 2024.

As the sponsor for this dinner, your business will be acknowledged in the following ways:

- Verbal acknowledgement as the Welcoming Dinner Sponsor during the Welcoming Dinner.
- Acknowledgement as the Welcoming Dinner Sponsor in the Event Program (if confirmed prior to print).
- An opportunity to address guests at the Welcoming Dinner (5 minute presentation only).
- Business/company name/logo on Welcoming Dinner function ticket.
- Signage prominently displayed at the Welcoming Dinner. (Signage to be provided by the sponsor by the advised deadlines).
- An opportunity to place one (1) promotional item at each place setting at the Welcoming Dinner (supplied by the sponsor by the advised deadlines and no larger than A4 size).
- Four (4) complimentary tickets to the Welcoming Dinner.
- Business/company logo on event website with links to business/company website.
- One (1) rally pack insert (supplied by the sponsor by the advised deadlines, lightweight and no larger than A4 size).

Rally Pack Sponsor (One Only @ \$1,500.00)

All exhibitors and registered guests receive a rally pack upon check-in at the rally site. This year we hope to present our rally information in a handy backpack that can be reused well after the event.

As the rally pack sponsor, your business will be acknowledged in the following ways:

- Business/company logo/name on all backpacks.
- Acknowledgement as the Rally Pack Sponsor in the Event Program (if confirmed prior to print).
- Business/company logo on the event website with links to business/company website.
- One (1) rally pack insert (supplied by the sponsor by the advised deadlines, lightweight and no larger than A4 size).



PARTNER US AND MAKE HISTORY HAPPEN IN 2024!!

QHR 2024: Make History Happen

Rare Trades Workshop Sponsors (Three Only @ \$2,000.00*)

Help us provide our community with an amazing opportunity to partake in hands-on workshops during the event.

The Callide Dawson Machinery Preservation Club Inc. has contracted with some amazingly talented individuals who will teach blacksmithing, coopering and leatherworking.

On each day of the event our teachers will conduct small workshops, offering personalised experiences .



These workshops can usually be quite expensive and seen as a luxury many cannot afford. It is our hope that we can assist in subsidising these costs so that anyone in the community can put their hand up to partake in these workshops.

It will cost the Club approximately, \$21,000.00 to put on these workshops so we are prepared to match monies that we are able to obtain through grants and through sponsorships to assist in making these workshops a reality at our event.

As a Rare Trades Workshop Sponsor, your business will be acknowledged in the following ways:

- Verbal acknowledgement as a Rare Trades Workshop Sponsor during the event.
- Acknowledgement as a Rare Trades Workshop Sponsor in the Event Program (if confirmed prior to print).
- Signage prominently displayed at the workshop site. (Signage to be provided by the sponsor by the

advised deadlines).

- An opportunity to view the workshops in progress during the event via the provision of day passes for up to two (2) people.
- Business/company logo on the event website with links to business/company website.
- One (1) rally pack insert (supplied by the sponsor by the advised deadlines, lightweight and no larger than A4 size).

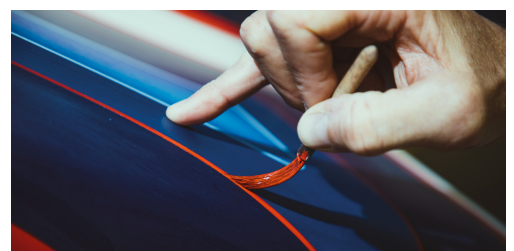
** If your business/organisation is in a position to provide further assistance/sponsorship with regard to the Rare Trade Workshops, please feel free to discuss this with us.*

Specialist Displays & Live Entertainment (Ten Only @ \$1,500.00*)

The Callide Dawson Machinery Preservation Club Inc. is always looking for ways in which it can improve on the line-up of displays, demonstrations and live entertainment at its events.

For the Queensland Heritage Rally in 2024 the following additions have been made, which we believe will add to the atmosphere of the event:

- an amazing line up of steam traction engines from across Queensland,
- chainsaw wood carving demonstrations (maybe with a Biloela 100 theme?? - you'll have to wait and see),
- scrollwork & pin-stripping demonstrations (a truly amazing art form),
- the Advance Australia Fairground Organ, and
- live entertainment throughout the three days of the event.



QHR 2024: Partnerships Are Key



Sponsors for specialist displays, demonstrations and live entertainment will be acknowledged in the following ways:

- Verbal acknowledgement as sponsors throughout the event.
- Acknowledgement as sponsors for the specialist displays, demonstrations and live entertainment in the Event Program (if confirmed prior to print).
- Signage prominently displayed at the specialist display sites. (Signage to be provided by the sponsor by the advised deadlines).
- Business/company logo on the event website with links to business/company website.
- One (1) rally pack insert (supplied by the sponsor by the advised deadlines, lightweight and no larger than A4 size).

** If your business/organisation is in a position to provide further assistance/sponsorship with regard to the Specialist Displays & Live Entertainment please feel free to discuss this with us.*

**TURNING BACK
TIME FOR FUTURE
GENERATIONS :
QHR 2024**

People's Choice Awards (Seven Only @ \$250.00)

Exhibitors are the lifeblood of these events. Without them, there would be no event. As such, the Callide Dawson Machinery Preservation Club Inc. appoints a committee of community members that are tasked with the job of judging the People's Choice Awards.

These awards acknowledge the exhibitor's labours in restoring and preserving the exhibits that have on display at the event.

Sponsors of the People's Choice Awards may choose to sponsor one, or more, of the following categories:

- Veteran, Vintage & Classic Motor Vehicles.
- Vintage Trucks & Commercial Vehicles
- Vintage Tractors & Crawlers
- Stationary Engines
- Vintage Motorcycles
- Steam
- Collectables & Memorabilia

Sponsors of the People's Choice Awards will be acknowledged in the following ways:

- Verbal acknowledgement as sponsors of the People's Choice Awards throughout the event.
- Acknowledgement as the People's Choice Awards Sponsor/s in the Event Program (if confirmed prior to print).
- Business/company logo on the event website with links to business/company website.
- One (1) rally pack insert (supplied by the sponsor by the advised deadlines, lightweight and no larger than A4 size).



QHR 2024: Join The Celebration

SMALLER SPONSORSHIPS ARE WELCOME TOO!!

Your business/company may choose to sponsor an event/event category. Choose from one of the following:



The Tractor Pull - A Crowd Favourite

**(Entire Event \$1,000.00) or
(Event Category \$150.00)**

You may choose to sponsor the entire event for \$1,000.00 or you might like to choose to sponsor one category of the event. The categories are as follows:

- Under 30HP
- 31HP - 40HP
- 41HP - 50HP
- 51HP - 60 HP
- 61HP - 70HP
- 71HP - 80HP
- Over 80HP

Motorkhana Events - Something a Little Fun & Quirky

**(Event Series \$400.00) or
(Event Category \$150.00)**

You may choose to sponsor the series of events for \$400.00 or you might like to choose to sponsor one of the events for \$150.00. There will be three (3) events held over the three days.

Tractor Balancing - A Test of Skill

(Entire Event \$200.00)

The Slow Tractor Race - A Test of Patience

(Entire Event \$200.00)

The Stockman's Challenge

**(Junior Event \$250.00) or
(Senior Event \$250.00)**

A novelty event to be enjoyed by all. See participants complete various tasks that would come second nature to an Australian stockman or stockwoman.

Sponsors of an Event/Event Category will be acknowledged in the following ways:

- Verbal acknowledgement as sponsor of the particular Event/Event Category.
- Acknowledgement as the Event/Event Category Sponsor in the Event Program (if confirmed prior to print).
- Business/company name on the event website with links to business company website.

AUCTION TIME!!

If none of these options seem to fit, you could always consider the donation of a quality item for an auction to be held during the weekend.

We are looking for items that will draw the keen interest of exhibitors and guests alike.

CAN'T SEE AN OPTION...

If you can't quite see an option that suits you, and your business/company and you would still like to partner with us, please contact us to discuss ways in which we can tailor something to suit.

For more information

please contact:

**Mrs Cindy Cooper,
Rally Coordinator,
on**

**(07) 4992 2400
or 0429 383 296.**

QHR 2024: Yes!! We'll Partner You

TAKING THE FIRST STEP TOWARDS MAKING A DIFFERENCE ...

Congratulations, you're about to make your first step towards partnering with the Callide Dawson Machinery Preservation Club Inc.

Simply indicate how your business would like to make a difference and forward this completed form to us using one of the methods below:

- via post to QHR 2024,
PO Box 1246, Biloela,
QLD, 4715.
- via email to
cdmpc@bigpond.com

Mrs Cindy Cooper (Secretary & Rally Coordinator) will then contact you to finalise details and provide additional information (e.g. deadlines for materials/logos, etc.)

Business/Company Name:

Contact Person:

Postal Address:

Contact Number:

Email:

Please nominate your preferred partnership opportunity/opportunities and the amount of sponsorship being offered: