

TSBE Food Leaders Australia presents

**DARLING DOWNS
BEEF BATTLE**

**SPONSORSHIP
OPPORTUNITIES**

3 OCTOBER 2024 | TOOWOOMBA

ABOUT THE EVENT

TSBE Food Leaders Australia is proud to announce the launch of the 2024 Darling Downs Beef Battle. This event showcases our region's beef brands as they go head-to-head for the title of the Darling Downs Best Beef Brand.

With the competition now in its seventh year, the night is set to be a fantastic celebration of Darling Downs Beef and a wonderful opportunity for industry to gather and acknowledge our leading grain fed brands. The 2024 competition will once again have two categories awarded on the night. The Darling Downs Beef Battle Winner will be 100% scrutinised by an exclusive panel of expert judges and the Darling Downs Beef Battle People's Choice judged by the audience on the night.

Sponsor opportunities are now available for the 2024 Darling Downs Beef Battle. This opportunity gives your business ample exposure to promote your brand within this targeted group of meat producers and company representatives. This sponsorship is a great opportunity for significant targeted exposure and engagement with many local businesses, community leaders and organisations which we have recognised to be your target client.



2023 BEEF BATTLE AUDIENCE OF
SPONSOR VALUE **500+**

MEDIA COVERAGE REACH
710,000
PEOPLE

VALUED AT
\$34,000+

SOCIAL MEDIA REACH
15,000+

National media coverage



Recognition on regional media channels



Be part of TSBE's largest event

**Please note 2023 sponsor deliverables are not guaranteed for 2024 sponsors*

MAJOR SPONSOR
\$20,000 (excl. GST)
one available



- **Named as 'Darling Downs Beef Battle proudly brought to you by (your business)**
- **2 x complimentary tables of 10 at the event with prominent table placement**
- **Opportunity to make an address at the event – 5 mins**
- First rights to sponsorship of the 2025 Beef Battle event
- Prominent logo placement as the Major sponsor on all event material including program, website, all social media posts, promotional material, name tags on the night, audio visual display on the night
- Recognition as the Major Sponsor in all media releases and associated marketing collateral
- Corporate banner displayed prominently at the event
- Verbal acknowledgements on the night
- A full page (A5 size) advertisement in the event program
- Representative included in photos with the winning brand on the night
- Option to run a digital business card draw, card details to be provided post event
- 2 x social media posts in the lead up to the event



2023 WINNER STOCKYARD


GOLD SPONSOR
\$8,000 (excl. GST)
Two available



- 6 x complimentary tickets at the event (option to purchase additional to make up a table at a discounted price of \$190 per ticket)
- Recognition as the Gold Sponsor on all event material including logo on the event program, website, all social media posts, promotional material, name tags on the night, audio visual display on the night
- Corporate banner displayed prominently at the event
- Verbal acknowledgements on the night
- A half-page advertisement in the event program (Program is A5 in size)
- 1 x social media post in the lead up to the event



2023 PEOPLE'S CHOICE STANBROKE



SILVER SPONSOR
\$6,500 (excl. GST)
Multiple available

BRONZE SPONSOR
\$4,500 (excl. GST)
Multiple available

- **4 x complimentary tickets at the event (option to purchase additional to make up a table at a discounted price of \$190 per ticket)**
- Recognition as the silver sponsor on all event material including logo on the event program, website, social media posts, promotional material, audio visual display on the night
- Corporate banner displayed at the event
- Verbal acknowledgements on the night
- Quarter page advertisement in program

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- **2 x complimentary tickets at the event (option to purchase additional to make up a table at a discounted price of \$190 per ticket)**
 - Recognition as the bronze sponsor on event material including logo on the event program, website, selected social media posts, promotional material
 - Corporate banner displayed at the event
 - Verbal acknowledgements on the night



Darling Downs Beef Battle Sponsorship Registration Form

PO Box 658
Toowoomba QLD 4350
P +61 0 4639 4600
W www.tsbe.com.au
ABN 85 155 004 523

Trading Name	
ABN	
Business Name (to be shown on marketing)	
Address	
Contact name	
Phone number	
Email	
Email and phone contact for marketing material	

Sponsorship Package (tick one)

<input type="checkbox"/>	Major Sponsor (\$20,000 excl. GST)	<input type="checkbox"/>	Silver Sponsor (\$6,500 excl. GST)
<input type="checkbox"/>	Gold Sponsor (\$8,000 excl. GST)	<input type="checkbox"/>	Bronze Sponsor (\$4,500 excl. GST)

Start date

This Sponsorship Agreement will commence on the date the TSBE Event Sponsorship Application is executed by the Sponsor and TSBE.

End date

The Sponsorship Agreement will end when the event is finalised, or when the Sponsor has fulfilled their obligations under the Agreement (whichever is later).

By signing below, the Sponsor agrees to be bound by this TSBE Event Sponsorship Application and the attached terms and conditions of TSBE Event Sponsorship Application, but understands this application is subject to TSBE's acceptance and is only for the Event on the Event Date.

Sponsor signature	
Name of signatory	
Date	

Please return completed registration form to events@tsbe.com.au

TERMS AND CONDITIONS OF TSBE EVENT SPONSORSHIP APPLICATION

IT IS AGREED

1. DEFINITIONS

Unless the context otherwise requires:

- (1) **Agreement** means the TSBE Event Sponsorship Application, these terms and conditions of TSBE Event Sponsorship Application and TSBE's acceptance of the Sponsorship Application;
- (2) **Effective Date** means the date TSBE confirms in writing the Sponsor's Sponsorship Application has been accepted by TSBE;
- (3) **Event** means the activity to be held by TSBE that the Sponsor is sponsoring on the Event Date;
- (4) **Event Date** means the date set out in the Sponsor's Sponsorship Application or such other date which TSBE notifies to the Sponsor as the date for the Event;
- (5) **Sponsorship Rights** means the inclusions which apply to the category of sponsorship which the Sponsor selects and which TSBE accepts and which are set out in the TSBE Event Sponsorship Application for the Sponsor;
- (6) **Sponsorship Fee** means the Sponsorship Fee set out in the Sponsor's Sponsorship Application;
- (7) **TSBE** means Toowoomba and Surat Basin Enterprise Pty Ltd ACN 155 004 523.

2. TERM

This Agreement will commence on the Effective Date and will end at the conclusion of the Event, unless terminated earlier in accordance with this Agreement.

3. PAYMENT

- (1) The Sponsorship Fee must be paid to TSBE in accordance with the invoice given by TSBE for the Event.
- (2) If the Sponsor does not pay the Sponsorship Fee in full by the due date:
 - (a) the Sponsor may not participate in the Event; and
 - (b) TSBE can withhold the provision of any, all or some of the Sponsorship Rights.
- (3) The Sponsor acknowledges and agrees that TSBE will incur costs and expenses to organise the Event.

4. EVENT DETAILS

- (1) Subject to these terms and conditions, the Event will take place on the Event Date at the time and venue notified by TSBE.
- (2) TSBE will notify the Sponsor, in advance of the Event, the date, time and logistics for the Event.

- (3) The Sponsor must comply with and cause its officers, employees and other contractors to comply with:
- (a) TSBE's:
 - (i) arrangements for the Event;
 - (ii) reasonable and lawful directions, including those relating to work, health and safety; and
 - (b) the terms, conditions and requirements which apply at the Event venue.
- (4) TSBE reserves the right to cancel or postpone the Event due to:
- (a) circumstances outside TSBE's control;
 - (b) the number of attendees:
 - (i) exceed the number permitted at the Event venue;
 - (ii) is less than the minimum number required by TSBE;
 - (c) work, health or safety risk, concerns or issues; or
 - (d) a requirement of a government department or agency.
- (5) If the Event is cancelled or postponed by TSBE all Sponsorship Fees will be refunded unless otherwise agreed by the Sponsor and TSBE.

5. SCHEDULING CHANGE

- (1) The Sponsor acknowledges and agrees, TSBE may, at any time, reschedule the location, date, time, and/or logistics of the Event.
- (2) TSBE will use best endeavours to notify the Sponsor of any rescheduling as soon as reasonably practicable.
- (3) A rescheduling of the Event will not automatically result in:
- (a) cancellation of the Event by TSBE; or
 - (b) the refund of any part of the Sponsorship Fee paid by the Sponsor to TSBE.

6. NO ENDORSEMENT

The Sponsor will not state or imply that its products or services are endorsed by TSBE and no approval by TSBE of any of the Sponsor's content or participation in the Event will be deemed an endorsement.

7. TERMINATION

TSBE may immediately upon written notice to the Sponsor terminate this Agreement, in whole or in part, including the Sponsor's Sponsorship of the Event, if the Sponsor fails to comply with this Agreement within a reasonable period of time after being notified of the failure.

8. WARRANTY

- (1) The Sponsor represents and warrants to TSBE:
- (a) it has the authority to enter into this Agreement;

- (b) the details and information provided to TSBE:
 - (i) are true and correct;
 - (ii) do not infringe on any other person's intellectual property rights;
- (c) its sponsorship of the Event will not breach any other agreement or understanding between the Sponsor and a third party;
- (d) the Sponsor will reimburse TSBE for any loss, cost, fine or expense which TSBE incurs arising from or relating to any:
 - (i) breach of this Agreement by the Sponsor;
 - (ii) damage caused or contributed by the Sponsor or its officers, employees or contractors, to any person or property;
 - (iii) any material provided by the Sponsor in connection with the Event that infringes any third party's rights;
- (e) the Sponsor will take out and maintain public liability insurance and must provide on demand by TSBE, evidence of such insurance cover;
- (f) the Sponsor will comply with all applicable federal, state and local laws and regulations in connection with its obligations under this Agreement and its conduct in connection with the Event.

9. INDEMNITY

The Sponsor indemnifies and holds TSBE, its directors, employees and shareholders (the "Indemnified Parties") harmless for and from any alleged or actual loss, liability, fine, cost, penalty or expense and any claim arising from or related to:

- (1) any damage to person or property caused by the Sponsor or an officer, employee or other contractor of the Sponsor relating to or connected with the Event;
- (2) any failure by the Sponsor to comply with, and cause its officers, employees and other contractors to comply with:
 - (a) any applicable federal, state, and local laws and regulations relating to or connected with the Event;
 - (b) this Agreement;
 - (c) directions given in relation to this Agreement or the Event.

10. NO PARTNERSHIP OR AGENCY

Nothing in this Agreement is intended to, or will be deemed to:

- (1) establish any partnership or joint venture between the parties to it;
- (2) constitute any party being the agent of the other party; or
- (3) authorise a party to make or enter into any commitments for or on behalf of any other party.

11. PERMISSION TO USE MATERIALS

- (1) The Sponsor:

- (a) permits TSBE to use any image, trade mark, logo and work provided by the Sponsor or an officer or employee of the Sponsor in relation to:
 - (i) the Event;
 - (ii) the promotion of the Event;
 - (iii) TSBE's marketing, business development or reporting purposes;
 - (b) permits TSBE to use, reproduce, combine with other works, and publish, in all media, the materials provided by the Sponsor or an officer or employee of the Sponsor.
- (2) TSBE may edit materials provided by the Sponsor or an officer or employee of the Sponsor as necessary to conform them to a given media, including, changing the size of an image, but will not modify the Sponsor's trademarks or logos in any other way without the Sponsor's prior consent.

12. ASSIGNMENT

Neither party may assign their rights under this Agreement to another party without the prior written consent from the other.

13. ENTIRE AGREEMENT

- (1) This Agreement constitutes the entire agreement between the parties and supersedes all prior or contemporaneous agreements or representations, written or oral, concerning the subject matter hereof.
- (2) This Agreement may not be modified or amended except in writing signed by a duly authorised representative of each party.