



waterford truck & motor show

2020

Ballygegan, Dungarvan, County Waterford, Ireland
11th and 12th July 2020



in association with



PROCEEDS IN AID OF:



Lifeboats

SPONSORSHIP &
TRADE STAND OPTIONS

www.waterfordtruckshow.com





in association with



Dear Exhibitor/ Sponsor

The Waterford Truck & Motor Show & Dungarvan Agricultural Show offers powerful sponsorship opportunities to highlight your products and help build your brand in both the Transport and Agricultural industry. Position your company name and logo throughout the show with attention-grabbing sponsorship opportunities, While **Supporting the RNLI**. Sponsorship will give you:

- GUARANTEED marketing exposure, before, during and after the show.
- Recognition in the official Waterford Truck & Motor Show & Dungarvan Agricultural Show Guide, as well as on sponsor signage and the show website.
- An opportunity to be remembered long after the event.

ACT NOW! These opportunities are offered on a first-come, first-served basis.

Early payment savings of 10% on all rates for payments received in full before 15th May 2020

Please review the following Waterford Truck Show & Dungarvan Agricultural Show sponsorship opportunities; we're certain there will be at least one item that will tie into your marketing objectives at an affordable cost. Please contact us to discuss custom options as well.

Exclusive Attendee Bag Sponsor

€1,000, + bags

Bags branded with your logo will be handed out to all attendees as they enter the show – a great way to create an early and lasting impression while welcoming visitors to the show. Attendees will appreciate this convenience as they visit exhibits and walk through the show.

Sponsor must provide a minimum of 2000 bags. We reserve the right to approve the bag design. Option to insert a small promotional item or one-page marketing piece into bag.

Sponsor will receive 6meter X 3-meter Stand area, full page ad on show handbook, Social media exposer & promotional banner placement. Along with invitation to Official Show Launch.

Exclusive Lanyard Sponsor

€1000, + lanyards

As attendees register for the show, they will be given a lanyard imprinted with your corporate logo to hold their badge. Don't miss this highly visible opportunity to hang your name on every potential customer that attends the show.

Sponsor must provide a minimum of 2000 lanyards. Direct Route Sponsor

Sponsor will receive 6meter X 3-meter Stand area, full page ad on show handbook, Social media exposer & promotional banner placement. Along with invitation to Official Show Launch.



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Entertainment and Stage Sponsor

€1000 + Banners

Your company will have the opportunity to sponsor the main stage for the weekend off the Show and be associated with the headline bands performing on Sunday 12th.

Sponsor must provide banners and flags for Stage area.

Sponsor will receive 6-meter x 3 meter Stand area, full page add on show handbook, Social media exposé. Along with invitation to Official Show Launch. (4 opportunities for this option).

Exclusive Media TV Mobile Unit Sponsor € 4000

Sponsor will receive continuous media add exposé from our mobile unit prior to and over the weekend of the event.

Sponsor will receive 12 meter x 12-meter Stand area, full page add on show handbook, Social media exposé & promotional banner placement. Along with invitation to Official Show Launch.

Exclusive Pen Sponsor

€1000 + pens

The busy registration area will have attendees looking for pen to register for the show. Enjoy the benefits of having your name within arm's reach of all attendees. They'll be offered your corporate pen to keep.

Sponsor will receive 6meter x 3meter Stand area full page add on show handbook, Social media exposé & promotional banner placement. Along with invitation to Official Show Launch.

Sponsor must provide a minimum of 2000 pens.

Exclusive Notepad Sponsor

€1,000 + notepads

Your corporate notepads will be on hand at the registration area for attendees to take with them as they enter the show. These handy items will keep you top-of-mind to all attendees while offering them a convenient way to keep track of new information.

Sponsor must provide a minimum of 2,000 notepads.

Sponsor will receive 6meter x 3meter Stand area full page add on show handbook, Social media exposé & promotional banner placement. Along with invitation to Official Show Launch.



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Exclusive souvenir Photo Sponsor €1500

Your company will have the opportunity to have its company logo associated with souvenir Photo of each Truck & Car. These are a beautiful keep sake and will be presented to all Truck & Car entrants across all Categories to the Show.

Sponsor will receive 6meter x 3-meter Stand area full page ad on show handbook, Social media exposer & promotional banner placement. Along with invitation to Official Show Launch.

Social Media Sponsor €800

Harness the power of social media! This unique sponsorship package has three elements: a shout-out on the event's "show features" web page; and mentions in on the show's Facebook and Twitter pages, Social media competitions features to promote your Product /Service. Your company name and a link to your corporate website will be included in each element.

This opportunity is limited to 5 sponsors.

Sponsor will receive 3-meter X 3-meter Stand space Half page add on show handbook, Social media exposer & promotional banner placement. Along with invitation to Official Show Launch.

Vehicle Dealer Display Sponsor Options

Gold Sponsorship €1300: Will give Show passes (10), opportunity to display 6 vehicles, present prizes to selected winning Category of your choice, *full page add on show handbook, Social media exposer & promotional banner placement. Along with invitation to Official Show Launch.*

Silver Sponsorship €1000: Will give Show passes (8), opportunity to display 4 vehicles, *full page ad on show handbook, Social media exposer & promotional banner placement. Along with invitation to Official Show Launch.*

Bronze Sponsorship €750: Will give Show passes (4)), opportunity to display 2 vehicles, *Social media exposer & promotional banner placement. Along with invitation to Official Show Launch.*

'Friend of the Truck Show' Sponsorship Options: €50 - €300

There will be a variety of Sponsorship Options ranging from €50 to €300. These will come on stream over the next few months and during course of the Show. It will give you the opportunity to demonstrate your support for the Truck Show. Options will include Social Media Exposure and a link to your website (this exposure for your business will depend on level of option taken). It will also provide you with an opportunity for you to put your branding at the show, in the area related to that option. Once you tick box on booking form, we will send you full details of your sponsorship.



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Exhibitor & Trade Segments

We are offering Exhibitors & Sponsors the opportunity to present their Brand or Products to the wide and varied selection of attendees, with the flexibility of 3 trade stand sizes.

3 Meter x 3 Meter Trade area only	€250
6 Meter x 6 Meter Trade area only	€400
12Meter x 3 Meter Trade area only	€700

Advertise Your Company In The Official show Catalogue

*€ 75 Half page * €120 Full page advert

Early payment savings of 10% on above rates for payments received in full before Friday 15th May 2020.

Agricultural classes Sponsorship

We have also have a wide and varied selection of sponsorship opportunities across the agricultural sector from, Horse & Pony to Sheep, Cattle & Home Industries. Info@dungarvanshow.com

**IMPORTANT - EXHIBITOR REGULATIONS ARE AVAILABLE ON OUR WEBSITE
(www.waterfordtruckshow.com) – PLEASE READ AND DOWNLOAD.**

IMPORTANT NOTES ON SPONSORSHIP:

- Several opportunities are exclusive offers, limited to only one sponsor. For this reason, sponsorships will be accepted on a first-come, first-served basis.
- The Waterford Truck and Motor Show must approve ALL sponsorship merchandise using our logo. We reserve the right to refuse any item that does not meet our standards.
- Many of the available sponsorship opportunities include the provision of merchandise from the sponsor in addition to the price (i.e. bags, pens, notepads, lanyards).

If you don't see what you are looking for, or if you have a unique sponsorship concept, please contact: info@waterfordtruckshow.com Tel: 087 7973861

We thank you for showing an interest in Waterford Truck and Motor Show and whether this is your first time exhibiting or becoming a sponsor or if you have supported us in the past, we are delighted to have you on Board.

We promise you a great weekend and together we can raise much needed funds for the RNLI.



in association with



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Statistics

SHOW FACTS

- 10.000 to 15000 Visitors over the weekend
- 500 trucks on show
- 80 to 100 exhibitors
- Proceeds donated to RNLI (over €7500 in 2019)
- Huge Economic Impact
- 99% of repeat Sponsor & exhibitors
- 120 Transport / Agricultural displays & Classes

Attendants

- 48 % Families with Children
- 42 % Female, 58 % Male
- 68 % 55 and under
- 95 % visitors think Waterford Truck & Motor show is Value for money
- 99 % satisfied with previous Waterford Truck & Motor Shows.
- 86 % Visitors have attended 2 or more Shows.

PLEASE COMPLETE BOOKING FORM ON NEXT PAGE AND RETURN TO US

WE HOPE TO SEE YOU IN DUNGARVAN JULY 2020!!!



Exhibitor /Sponsors Contract & Booking form 2020

All correspondence regarding sponsorship will be directed to the individual and address below.

Company Name:

Contact Name:

Address:

Phone: _____

Email: _____

Business Type/Product being exhibited:

NOTE -

All exhibitors are required to provide copy proof of Insurance showing Public Liability. 24-hour security will be provided on site from Friday 10th July, until Sunday evening 12th July 2020. Show open to the public from 10.00am to 7.00pm on Saturday 11th and from 10.00am to 4.30pm on Sunday 12th.

(Exhibition and Trade Stands are required to be fully open to Truck Exhibitors from 9.00am Saturday).

PAYMENT DETAILS:

I enclose a cheque for €_____ made payable to the Waterford Truck and Motor Show. (50% deposit required before 15th May 2020. I understand full payment is required no later than 15th June 2020, and until full payment is received stand will not be guaranteed. Payment can also be made by EFT. (Please put Company Name as Reference - Bank Details below). Please return Booking Form and Cheque to: Waterford Truck & Motor Show c/o 58 Cluain Mhor, Tramore, Co. Waterford. If paying by bank please return form to: info@waterfordtruckshow.com (with date of transfer to bank marked).

IBAN: IE33BOFI90470446866133

BIC: BOFIE2D

I Agree to Terms and conditions of Waterford Truck & Motor Show and Dungarvan Agriculture show (available to download from Website).

Signature _____

Date: _____

Sponsorship & Exhibitor Options

Please TICK the box to indicate the opportunity you would like to sponsor:

Early payment savings of 10% on below rates for payments received in full before 15th May 2020

Exclusive Attendee Bag Sponsor €1,000 + bags ☐

Exclusive Lanyard Sponsor €1,000+ lanyards ☐

Exclusive Entertainment and Stage Sponsor
(4 opportunities for this option) €1000 + banners ☐

Exclusive Media TV Mobile Unit Sponsor € 4000 ☐

Exclusive Pen Sponsor €1000 + pens ☐

Exclusive Notepad Sponsor €1,000 + notepads ☐

Exclusive souvenir Photo Sponsor €1500 ☐

Social Media Sponsor €800 ☐

Gold vehicle Sponsorship €1300 ☐

Silver vehicle Sponsorship €1000 ☐

Bronze vehicle Sponsorship €750 ☐

TRADE STANDS

3 Meter x 3 Meter Trade area only €250 ☐

6 Meter x 6 Meter Trade area only €400 ☐

12Meter x 3 Meter Trade area only €700 ☐

'FRIEND OF TRUCK SHOW' SPONSORSHIP

Sponsorship Option A €50 ☐

Sponsorship Option B €150 ☐

Sponsorship Option C €300 ☐

IMPORTANT NOTES:

SET UP DAY FOR ALL TRADE EXHIBITORS IS FRIDAY 10th July, from 9am. Exhibition Spaces will be allocated on a first come first served basis. Exhibition Spaces will not be guaranteed until a deposit for 50% of the cost has been received by Waterford Truck and Motor Show before 15th May 2020. Full balance of payment no later than 15th June 2020.

(Early Bird Full payment before 15th May 2020 will receive 10% Discount).