

DORPER SHEEP  
SOCIETY OF  
AUSTRALIA  
INCORPORATED



# Sponsorship Prospectus 2023

# Introduction

The Dorper Sheep Society of Australia Incorporated (DSSA) was established in 1996 and exists to develop and promote the Dorper and White Dorper sheep breeds in Australia. The Dorper breeds are Australia's preeminent low maintenance meat sheep, adapted to a vast range of conditions across the country.

The success of the Dorper breeds in expanding the prime lamb production in Australia in under two decades is well recognised. Dorpers and White Dorpers have also provided the genetic base for numerous new composite 'breeds' that seek to capitalise on the breed's success, but only Dorpers and White Dorpers have the performance and predictability, based on 80 years of breeding, to enhance the long-term profitability of the national sheep flock.

The DSSA stud and commercial member base has risen consecutively over the years as demand for shedding breeds grows worldwide and currently services over 360 members. The DSSA consists of 5 regions, the Eastern Region (NSW), Southern Region (VIC & TAS), Central Region (SA), Western Region (WA) and Queensland. The DSSA operates from Agricultural Business Institute of Australia (ABRI) with dedicated staff that work in conjunction with a national board and regional committee members. Representatives ensure that the breeds continue to strive for excellence, and work together to provide a vast range of services to breeders and the public across the country. This is demonstrated at each region's annual agricultural shows, sales, and expos. When you partner with us, you join us in putting your brand in front of an extensive audience of members and sheep enthusiasts nationally.



## “Dorper - Australia's Preferred Meatsheep

Being one of the most active and prominent breed groups in Australia, the DSSA is always looking for innovative ways to promote the Dorper and White Dorper breeds. Our events calendar is continuously growing, providing fantastic opportunities for our partner sponsors to collaborate with and promote their own brands through.

Accordingly, we invite you to partner with the Dorper Sheep Society of Australia Inc as a national sponsor for 2023!





# Partnership and Collaboration Prospectus

This year's partnership prospectus is bigger and better than ever, with new inclusions such as advertisements in our highly sought after and extensively distributed magazine. We are also proud to have established a quarterly e-newsletter, the Dorper Digest where sponsors are promoted to our network, and naming partners have the opportunity to include a column!

## CALENDAR OF EVENTS

Partners are entitled to sponsorship of our calendar of events listed below. Furthermore, the DSSA and its network of committees are always adding new and exciting events to our calendar throughout the year. Sponsors will be notified of additional events and included under the relevant tier as per your agreement. Partner with us today so you are immediately promoted as a sponsor when new events are released!

## 2023 CALENDAR

April	Western Region Expo Dorper Digest Release
June	Magazine Release
July	National Show Southern Region Sale
August	Queensland Region Sale Dorper Digest Release
September	National Sale
December	Dorper Digest Release

**PLUS MORE!**

DISCLAIMER - Publication release dates are approximate.



# Events

## DSSA WESTERN REGION EXPO

 **LOCATION: MT BARKER**  
**DATE: 1ST APRIL 2023**

One day event, specifically a Dorper information day (open to all) including a full day of guest speakers, with information targeting the latest developments and innovations within the sheep meat industry. \*Naming rights for this event are taken. Available sponsor benefits are available as Gold, Silver, and Bronze only.

## DSSA NATIONAL SHOW HELD IN CONJUNCTION WITH THE AUSTRALIAN SHEEP & WOOL SHOW

 **LOCATION: BENDIGO, VICTORIA**  
**DATE: 14-15TH JULY 2023**

What our members have been waiting for! The 3-day major event is eagerly anticipated, as the prestigious National Show returns to the Australian Sheep and Wool Show in Bendigo which sees over 50,000+ patrons through the exhibitions shed. This is the largest event of its type in the world, as the 'best of best' sheep breeders compete and some of the country's most passionate food, fashion and fibre enthusiasts gather to celebrate the mighty Australian sheep.

This event is broadcasted online with country wide and international viewers logging on to watch. There are plenty of opportunities for partners to meet and greet those in the livestock industry, opportunity to speak at the event and attend planned social events. Furthermore, sponsors are included in our comprehensive social media and print advertising campaign.

## DSSA SOUTHERN REGION SUPREME SALE

 **LOCATION: BENDIGO, VICTORIA**  
**DATES: 16TH JULY 2023**

The 14th annual supreme Dorper and White Dorper sale commences on the Sunday following the National Show. The event is interfaced with AuctionsPlus and attracts buyers Australia wide, including the many visitors to the Australian Sheep and Wool Show. Our naming sponsor is invited to include company signage in the ring, spreading the word near and far. As part of the event package, you'll hear your company name loud and clear on the PA system across the shed as the MC announces our valued partners.

## DSSA QUEENSLAND REGION MULTI-VENDOR SALE

 **LOCATION: ST GEORGE QLD**  
**DATE: 7TH AUGUST 2022**

With Over 110 head on offer, the Queensland Region Sale is held at the St George Showgrounds and interfaced with AuctionsPlus. Exposure for our sponsorship partners is available on all DSSA social media channels and in the QLD rural newspapers, The sale is live-streamed, and sponsors may be eligible to have company signage displayed in the sale ring providing great exposure. Sponsors are invited to set up a trade site, gaining access to visitors to showcase your products or services.

## DSSA NATIONAL SALE

 **LOCATION: DUBBO, NSW**  
**DATES: 30TH AUGUST - 1ST SEPTEMBER 2023**

Our major sale event, showcasing the very best the Dorper and White Dorper breeds have to offer. With vendors offering their best representations of the breeds on sale, the event attracts buyers Australia wide. The classing takes



place on Thursday and is livestreamed, and the sale commences Friday and is interfaced online providing potential buyers, both domestic and international, the opportunity to purchase these high-quality animals. There are plenty of opportunities for partners to run trade stalls, meet and greet those in the livestock industry, an opportunity to speak at the event and attend planned social events. There is also an opportunity for sponsor involvement and recognition in the comprehensive social media and print advertising campaign.

## DO SPONSORS NEED TO BE AT THE EVENT IN PERSON?

Can't make the event in person? Of course having a company representative attend our events in person provides you with the best opportunities to grow your business within our network. However, we have a great committee of regional representatives to assist our sponsors in ensuring your company name gets out there, and that your entitlements are fulfilled.

*DISCLAIMER - Events are subject to change and could be cancelled due to unforeseen circumstances. Alternative benefits may be substituted, if agreed by both parties. If new events are added to the calendar, sponsors will be included under the agreed tier.*



# Communications

The following partner entitlements provide an exclusive opportunity to reach our entire network through many different channels.

## MAGAZINE - NEW BENEFIT ADDED!



Our highly sought after and extensively distributed magazine is back! After a short break in production, producers have demanded the return of our annual magazine. This is a premium handout distributed at DSSA events, field days, by mail, and stocked at industry businesses. Hard copies are prized possessions and kept by readers for years to come. They are shared and distributed to ram buyers and friends by our members and included in DSSA new member welcome packs, a great way of reaching those new in the industry. A digital version is released and circulated widely by a range of online channels. As a naming sponsor you receive a FULL PAGE advertisement with choice of placement, worth \$4,000 AND a column of editorial with a QR code linked to your website. Other tiers receive an advertisement space, providing a great way of reaching new contacts.

*\* Artwork to be supplied by the partner. Both artwork and editorial to be approved by the DSSA.*

## DORPER DIGEST E-NEWSLETTER NEW TO 2023!



The DSSA have proudly established a quarterly enewsletter, the Dorper Digest. Providing producers with regular news and updates, this has already been well received following our first issue in January. Sponsors will be listed in the circular, with naming partners eligible to provide a column in each edition.

*\*Column to be supplied by partner in form of a webpage, extract to be included with link.*

## WEBINARS



The DSSA provides information webinars to its members throughout the year, to increase knowledge of industry relevant topics. Sponsors are invited to present a number of sessions to our membership. Recordings of webinars will be uploaded to our members only platform and available for future viewing, immediately accessible by new members frequently joining throughout the year. What a way to introduce yourself to the latest Dorper breeders!

*\*Topic and agenda to be agreed by the DSSA and Sponsor*

## SOCIAL MEDIA POSTS



The DSSA is progressive in the world of online communications. The DSSA holds several popular social media accounts including Facebook, Twitter, Instagram, LinkTree, and a members only platform. Some sponsor tiers provide the opportunity to publish posts to our social media pages, including our 9,000+ followers on Facebook. Posts will be boosted to a defined audience to maximize exposure at no additional cost.

*\* Facebook post boost spend amount determined by DSSA.*

## LOGO - WEBSITE AND SOCIALS



The DSSA website provides a vital information hub for Dorper producers Australia wide and overseas. Visitors to the site will be welcomed with the naming sponsors logo and website link visible on our homepage and throughout the internal pages year-round. In addition, the naming sponsor logo will be embedded into our Facebook cover image, further showcasing our collaboration.



## MAIL OUTS



Partners are eligible to supply mail outs for distribution to our member database of 360 Dorper stud and commercial producers. This is a great way to spread the word about your services, a new product, or an upcoming event.

*\*All artwork, social media posts and mail outs must be approved by the DSSA.*



## Partnership Opportunities and Inclusions

		Naming Partner	Gold Partner	Silver Partner
		\$20,000	\$10,000	\$5,000
EVENTS	Partnership Positions Available	1	Unlimited	Unlimited
	Naming of all DSSA Events*	✓	No	No
	Sponsorship of Shows & Sales Nationally*	✓	✓	✓
	Sponsorship of Trade Events Nationally*	✓	✓	✓
	Promotion as Sponsor on Social Media	✓	✓	✓
	Catalogue Advertising (Sales, and Shows where applicable)	Prominent Full Page	Full Page	Logo
	Included as Sponsor in Editorial Pre & Post Event	Where Available	No	No
	Signage at Event	Prime Location	✓	✓
	Trade Stalls	✓	✓	✓
	Feature on sponsor reel at events (where available)	Video	Logo only	Logo only
	Event Opening	✓	No	No
	MC Announcement	✓	✓	✓
	Class Sponsorship	Major	Major	General
	Photo Opportunities and Award Presentations	✓	✓	No
	Photo with Top Priced Sale Animal	✓	No	No
	Speaking Opportunity at Expos	30 min	20 min	No
	Dinner and Social Evening Tickets	4	2	No
COMMUNICATIONS	Complimentary 1 Year DSSA Membership (Commercial)	✓	✓	✓
	Webinars	3x 30 min	2x 30 min	1x 20 min
	Social Media Company Posts	3	2	1
	Logo - website and socials (all year)	✓	No	No
	Mail out to all DSSA members	3	2	1
	NEW TO 2023! Magazine Advertisement	Full Page (Choice of placement)	Strip Ad	Business Card
	NEW TO 2023! Dorper Digest E-Newsletter - Column	Up to 4	1	No



For More Information or  
to Request a Booking Form  
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Thank you to 2022  
Naming Sponsor  
BreedELITE

