

# THE ULTIMATE SHOWCASE FOR YOUR BRAND

The annual AFTA Tackle Show is the premier event for Australia's fishing tackle industry, drawing trade professionals and enthusiastic public visitors from across the country. It's more than just an event – it's where the heart of the recreational fishing community comes to connect, innovate, and explore.

As a sponsor, this is your chance to put your brand directly in front of the people who sell, use and love your products and services. With our passionate attendees, industry leaders, and decision-makers under one roof, the AFTA Tackle Show offers unparalleled opportunities to elevate your visibility, engage with your target audience, and strengthen your brand's position in the market.

## THURSDAY'S TRADE DAY

Proudly brought to you  
by (Your Name)

Cost: \$2,000 + GST

### What's included:

- 2 x Branded barriers in prominent position
- One event email ad (sponsor supplied)
- Recognition in daily attendee SMS messaging
- Logo placement on venue digital signage
- Logo placement in all digital mail outs

EXCLUSIVE  
SPONSOR

## THURSDAY AND FRIDAY COFFEE CART

Proudly brought to you  
by (Your Name)

Cost: \$1,500 + GST

### What's included:

- A4 laminated signs on each table in the coffee lounge area (sponsor supplied)
- Branded coffee cups
- Logo placement in all digital mail outs

EXCLUSIVE  
SPONSOR

## FRIDAY'S TRADE DAY

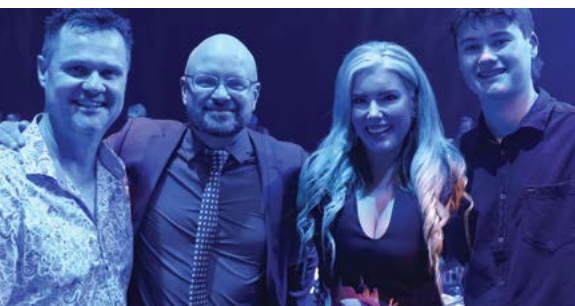
Proudly brought to you  
by (Your Name)

Cost: \$2,000 + GST

### What's included:

- 2 x Branded barriers in prominent position
- One event email ad (sponsor supplied)
- Recognition in daily attendee SMS messaging
- Logo placement on venue digital signage
- Logo placement in all digital mail outs

EXCLUSIVE  
SPONSOR





## HAPPY HOUR THURSDAY 5.00-6.00PM

**Cost:** \$2,500 + GST

### What's included:

- Option to supply Stubby Holders
- Recognition in daily attendee SMS messaging
- Logo placement on event website
- Logo placement in all digital mail outs

## THURSDAY AND FRIDAY RETAILER LANYARDS

**Cost:** \$2,500 + GST

### What's included:

- Your choice of colour with your name or logo on lanyards worn by retail attendees
- Logo placement on event website
- Logo placement in all digital mail outs



## BEST IN SHOW SPONSORSHIP

**Proudly Presented by (Your Name)**

**Cost:** \$5,000 + GST

### What's included:

- 2 tickets to Gala Dinner
- Option to supply pull-up banner or wind flags
- Option to supply flyers
- Branding on screens at Gala Dinner
- Recognition through MC's opening speech
- Recognition in SMS to buyers and public with an invite to vote
- One event email ad (sponsor supplied)
- Logo placement on event website
- Logo placement in digital mailouts





## NAMING RIGHTS GALA DINNER & AWARDS NIGHT

**Cost:** \$10,000 + GST

EXCLUSIVE SPONSOR

**What's included:**

- 4 tickets to Gala Dinner
- 3x3 Display Stand in entry foyer
- Branding on screens at dinner
- Option for pull up banner placement (sponsor supplied)
- Recognition through MC's opening speech
- 3 min interview spot with MC
- Maximum 3 min slide show/video (no sound) to play in background
- Two event email ads
- Logo placement on event website
- Logo placement in all digital mail outs

## DRINKS SPONSOR GALA DINNER & AWARDS NIGHT

**Cost:** \$5,000 + GST

**What's included:**

- 2 tickets to Gala Dinner
- Branding on screens at dinner
- Option for pull up banner placement (sponsor supplied)
- Recognition through MC's opening speech
- Logo placement on event website
- Logo placement in all digital mail outs

## NAMING RIGHTS PUBLIC DAY

**Cost:** \$35,000 + GST

EXCLUSIVE SPONSOR

**What's included:**

- 6 tickets to Gala Dinner
- 6x3 Display Stand in entry foyer
- Invitation to open the public day (maximum 5 min spot)
- Free entry for all members of the public
- Branding on screens at dinner
- Option for pull up banner placement (sponsor supplied)
- Recognition through MC's opening speech
- 5 min interview spot with MC
- Maximum 5 min slide show/video (no sound) to play in background
- Two event email ads (sponsor supplied)
- Recognition in daily attendee SMS messaging
- Logo placement on event website
- Logo placement in all digital mail outs

## JOIN US AS A SPONSOR

Position your brand at the forefront of Australia's fishing tackle industry. These packages are designed to maximize your exposure; this is your chance to connect with trade professionals, retail decision-makers, and passionate fishing enthusiasts.

Secure your spot today to ensure your brand is top-of-mind for the industry's key players. Opportunities are limited – act now to make a lasting impact at the event everyone's talking about.

to register your interest, and the AFTA team will contact you.