

Paddock to Pitch

REGIONAL FIELD DAY

Presented by



2022

PROSPECTUS

THURSDAY 4 AUGUST 2022
OPENS 12 NOON TO 4PM

Marian Lawns, Mackay
107 Brand Rd, Marian QLD 4741

Find out more at:

www.turfqueensland.org.au

www.staql.com.au

gcsaq | @qgcsa

In association with Sports Turf Association Queensland and Queensland Golf Course Superintendents Association



THE Paddock TO PITCH EVENT

The Regional Paddock to Pitch event is the first event where Turf Queensland (TQ), Sports Turf Association Queensland (STAQ) and the Golf Course Superintendents Association of Queensland (QGCSA) have come together to provide a day that covers all things sports turf and production. The overwhelming support of the associations, members and exhibitors so far has proven to each board how an event like this has been missed.

Combining these strong but independent Associations, we believe there is great potential for exhibitors to reach every user of turf, from the production to maintenance. Paddock to Pitch has been given an opportunity to hold the event on a working turf farm, Marian Lawns, which is currently renovating a large proportion of the property. This unique opportunity allows a wide range of exhibitors to show off any machines that dig, trench, spray, and profile soil. It allows our young and upcoming to learn about soils and the new technology in sports turf renovations, from the soil nutrition up!

With the impacts of Covid-19 throughout 2020 and 2021, all Associations are wanting to give back to our supportive members and sponsors/partners. Each of these associations represents a large group of turf professionals, but with Covid-19 impacting many industries it has been decided a field day would be the one and only way for us to get new and exciting industry advances out to our members. While each of the associations appreciates the nature of an event like this, every thought has been put into how the day will run and every attendee's health and wellbeing is at the forefront of this event.

As a group of Associations, we communicate with over 1000+ members and many more who are not. Paddock to Pitch will be advertised to all of these sports turf enthusiasts and with the support of Exhibitors and Partners Paddock to pitch will be run to give back to industry. We believe that a unique opportunity of a turf farm in renovation will provide real excitement to exhibitors and attendees alike.



EVENT STATISTICS AND EXHIBITOR ADVANTAGES

1. TQ

- a. **Members:** 40+
- b. **Marketing:**
 - Website: www.turfqueensland.org.au
 - Facebook: @turfqueensland
 - Newsletters



2. STAQ

- a. **Members:** 110+
- b. **Marketing:**
 - Website: www.staql.com.au
 - Facebook: @STAQueensland
 - Newsletter



3. GCSAQ

- a. **Members:** 180+
- b. **Marketing:**
 - Facebook: @gcsaq
 - Website: www.gcsaq.com.au



Paddock to Pitch will be tailored for our industry. With each association reaching out to members, exhibitors can be assured that every attendee is involved in the industry. Furthermore, with such a wide range of associations, exhibitors are in contact with users of equipment from large to small and product purchases from Kg's to 100's of tonnes a year.

Members will be owners for businesses and decision makers in all types of supply purchases. Our Associations are confident that Exhibitors will find all customers "under one roof," at the regional Paddock to Pitch.

Paddock to Pitch will support exhibitors to

- Make immediate and ongoing sales
- Build brand awareness within the new markets and consolidate in existing markets
- Demonstrate the features and benefits of your product or service face to face
- Deal Directly with your customers and new customers
- Communicate and interact with a diverse range of targeted consumers
- Build a database of prospective customers
- Generate sale leads and locate new customers
- Educate consumers about your product or service
- Networking opportunity with business to business

TO MAKE SURE THAT PADDOCK TO PITCH GENERATES A MAXIMUM NUMBER OF VISITORS WE WILL:

1. Arrange buses to run from Mackay with multi stops if required.
2. Close parking will be provided for all those who drive.
3. Onsite amenities, male and female.
4. Free coffee vans to all attendees
5. Lunch and drinks throughout the day will be included
6. Tickets for attendees will be run at a cost price to make sure that all who can make the time attend.
Association members to be \$35/PP and non-members \$55/PP including buses, coffee, drinks and lunch.

EXHIBITOR SITES

Paddock to Pitch is expecting a wide range of Exhibitors and partners. Some will require large spaces and demonstration sites, while others will BYO 3m x 3m tent and just need some space. We will accommodate any site and if you feel that our form does not cover your requirements, please contact our staff below. Limited power is available so please make our staff aware of this if you require a connection. Bump in will be two days before the event for vehicle delivery and 1 day before for site setup. Site pack down will be two days after the event.

- | | | |
|----|--|---------------|
| 1. | 3m x 3m meter exhibition tent, setup with table and 2 x chairs plus surrounding area | \$450 |
| 2. | BYO equipment for a 6m x 6m meter area | \$350 |
| 3. | Large Display area (please specify area required on the form) | \$1000 |

NB: There will be 3G/4G reception (data capable) and all sites include coffee on the day, lunch and drinks for 2 x staff and a bonus crowd of potential new customers!

NAME PARTNER (ONLY ONE POSITION)

\$3,500 - \$4,000

- Naming rights to the show
- Name and Logo on all signage and fliers (including online)
- Name and logo on large entrance sign
- Primary Display spot as chosen by Partner
- Name and logo on all social media and marketing material from the launch in August to the end of August
- Able to supply marketing material for attendee bags
- Name will be mentioned at the beginning of each presentation
- An opportunity to run talks on products and services
- Networking opportunities at the Turf Queensland Dinner the night before 4 x tickets included and an opportunity to open the dinner.
- Listing on the Turf Queensland website for 12months- and hyperlink through to partner website if requested
- Merchandise items to be made up for the event with name and partner on it
- Presented with a plaque as a thankyou from the Turf community
- Major mention in the associations newsletters leading up to the event and association to distribute 2 x content releases after the event
- Opportunity to place own signs and banners as agreed by both parties (material provided/hung by partners)

GOLD PARTNER

\$1,800

- Logo on all printed signage and fliers
- Primary display location
- Name on all social media and marketing material in the week of the event
- Able to supply marketing material to the show bags
- An opportunity to run talks on the products and partner services
- Networking opportunities at the Turf Queensland dinner the night before 2 x included
- Listing on the Turf Queensland website till the end of the year as GOLD Partner
- Presented with a Plaque as a thankyou for the support
- Mention in the News Letters leading up
- Opportunity to place own signage of banners as agreed by both parties (material provided and hung by partner)

SILVER PARTNER

\$1,000

- Logo on signage and fliers
- Optimised display location
- Name on all social media and marketing material in the weeks leading up to the event
- Able to supply marketing material to the show bags
- An opportunity to run talks on products and or services
- Networking opportunity at the Turf Queensland dinner the night before 1 x ticket included
- Listing on the Turf Queensland website till the end of the year as a silver partner
- Presented with a plague as a thankyou
- Mention in the newsletters leading up to the event
- Opportunity to place own signage of banners as agreed by both parties (material provided and hung by partner)

HOW TO APPLY

- **Log onto www.turfqueensland.org.au** and go to the events page to fill out our online form.
- Payment will be due at the time of booking and booking will close 1 week before the event.

Site allocations will be made the week before the event and all exhibitors will be contacted with a finalised site map and site reference number.

DEMONSTRATORS

Exhibitors who demonstrate on their site and/or in the designated demonstration areas will be required to complete the Demonstration registration form. It is important to note your demonstration on the Exhibitor COVID & Safety Plan and include Safe Work Procedures (SWP). There are official demonstration areas for drones, SXSs and motor bikes, 4WD, heavy machinery. All demonstrations must work to COVID safe regulations.

COVID-19 SAFE PLAN

Turf Queensland is responsible for staging a COVID safe event. The organisers are constantly monitoring the advice of federal and state health and government departments in relation to the COVID-19 pandemic and its impact on the health and safety of our community. As the situation continues to change and evolve, the organisers will keep exhibitors up to date with any changes that relate to Paddock to Pitch. Exhibitors should expect that attending the event in a world of COVID compliance will look different and all exhibitors will be required to comply with all health and hygiene requirements outlined by government departments at the time of the 2022 event.

INSURANCE

To comply with the company's insurance policy, the organisers require a copy of a current Certificate of Currency (COC) of Public and Property Liability Insurance to be supplied to cover the time and duration of exhibiting at the field days. It is mandatory to provide a copy upon confirmation of your application.

WATER REQUIREMENTS

There is no reticulated water on the site. Water is available at amenities and food outlets and exhibitor special requirements by water carrier. The transfer of water from the tap to your site is the responsibility of the exhibitor. The event organisers offer a free delivery to exhibitors who have a requirement for large volumes of water. If you have a special requirement including potable water for food outlets and amenities, please complete the Field Services section in the Application form. Exhibitors will be requested to provide their water requirements upon application.

WASTE

Exhibitors receive free waste disposal as part of the site participation. The waste collection service operates at the conclusion of the event. Exhibitors are requested to place all packaging and waste in the appropriate recycle or general waste bulky bins nearest your site.

CONTACTS

Turf Queensland

Hugo Struss

President@turfqueensland.org.au

0439 367 760



Sports Turf Association Queensland

Trent Hobson

trent@twinviewturf.com.au

0448 700 703



GCSAQ

Paul McLean

paulm@scgcc.com.au

0466 710 388

