



## 1. Show Major Prize - Prize value minimum \$15,000

An exclusive opportunity exists to provide the 4WD and Adventure Show's Major Prize. The prize will be offered via an at-Show competition whereby visitors enter their details while they are at the Show. The major prize will be valued at over \$15,000. As the Major Show Prize, the Product will be included in all Show marketing and advertising, as outlined below:

- » Vision of the prize in TV commercials.
- » Mention of prize in radio adverts.
- » Image of prize to be used in all press and print advertising.
- » Video review (up to 5 minutes) of the prize and the competition to be produced by Premiere Productions. Video will be made available for your own marketing and will include all relevant logos.
- » Video will be uploaded to the Show's youtube channel.
- » Minimum 2 x Video posts on Show's Facebook page prior to the Show.
- » Blog on Show's website with image and link to video.
- » Minimum 2 x Article and video link in the Show's e-newsletter.
- » Minimum 2 x Image posts on Show's Instagram, with relevant tags.
- » Paid social and digital media campaign to promote competition, will include prize image.
- » Editorial promoting the competition included in 4WD Show program.
- » Competition information included in Show app.
- » Signage at each entrance to encourage visitors to enter the competition.
- » Ipad set up at each entrance for visitors to enter.
- » Ipad can also be set up at your site, to drive visitors to the site to enter.
- » Show announcements made throughout the Show to encourage visitors to enter.
- » Potential to have representative from your company on the stage each day to talk about the prize and promote the competition. During stage appearance, video can be played on LED screen at the Stage.
- » Following the 4WD and Adventure Show, database of email addresses collected via competition entrants will be provided (those who opt in only).

