

# AUTO ITALIA



**SPONSORSHIP & EXHIBITION OPPORTUNITIES**

**29 MARCH 2020**

**EXHIBITION PARK IN CANBERRA (EPIC)**



Dear Valued Sponsor and Stallholder,

Welcome to Auto Italia Canberra which, for 2020 will be held on Sunday, 29 March in the grounds of EPIC Canberra.

Auto Italia Canberra is an annual display of Italian cars, motorbikes and scooters, that helps promote Canberra's multiculturalism, is known worldwide and now attracts high profile overseas judges.

The event is organised by the Italian Cars Association Inc. – a not for profit organisation - and has been held on a continuous basis since the early 1980s and attracts considerable entrant and spectator interest from within the ACT and interstate.

The Event originated with a gathering of five members and their vehicles from the FIAT Club of the ACT and the Canberra Chapter of the Alfa Romeo Owners Club of NSW in the ACT's Weston Park in 1983. As the Event matured in the mid-nineties it became necessary to seek more suitable and larger arenas to stage our event. 2020 will mark the thirty fifth year of our operations.

Auto Italia Canberra is now arguably the largest static display of Italian machinery in the southern hemisphere and is sanctioned by the Italian Embassy.

The success of Auto Italia Canberra relies on our generous contributors from not only the Canberra Community, but also our existing and new sponsors who support the event which includes not just a display of a vast range of Italian machinery, but also authentic Italian cuisine, merchandise and entertainment.

Auto Italia Canberra will again provide fund raising opportunities for CanTeen which, like us, is a not for profit organisation, that relies on support from the community to continue to operate.

That said, you don't have to be a car or bike enthusiast to enjoy Auto Italia Canberra. It has something for everyone. It's a great family day out with food and drink stalls, plus entertainment, all enjoyed in the sunshine of a lovely Canberra autumn day.

Auto Italia Canberra has a range of sponsorship options to cater for both small and large business organisations and we hope you can become part of the Auto Italia Canberra family.

Sincerely,

A handwritten signature in black ink, appearing to read 'Tony Hanrahan'.

Tony Hanrahan  
President



## **What is Auto Italia Canberra?**

Auto Italia Canberra is Australia's largest and longest running annual showcase of Italian automotive design presented by **the Italian Cars Association of the ACT.**

Auto Italia Canberra is a not for profit display that has been staged annually since 1985 and is one of the largest Italian automotive car displays not only in Australia but across the globe. It is a major community and tourism event for the ACT region attracting up to 750 exhibitors and over 15,000 spectators from around Australia and internationally each year.

With hundreds of exceptional cars, motorbikes and scooters gathering each year in Australia's Capital City, Auto Italia Canberra is in the perfect place to celebrate the history of Italian motoring and the ongoing cultural influence it has on the international landscape.

Not just for the car and bike enthusiast, Auto Italia Canberra offers something for everyone. If you own one of these beautiful pieces of art on wheels, or are considering doing so, or just love to admire and talk about them, this is where you need to be. This is the place where the car enthusiast, the general public, professionals and suppliers come to be inspired, explore Italian cars, and network. It is a great family day out with international food and drink stalls, plenty of great Italian coffee, entertainment and acres of beautiful Italian, art-inspired engineering, so why not consider participating and supporting the display of Italian cars from across the globe?

**Auto Italia Canberra** invites you to be part of this opportunity to show how your products, services and people can assist on this fantastic event held on the 29<sup>th</sup> March 2020, at Exhibition Park in Canberra (EPIC).

## **Why Support Auto Italia 2020?**

Large scale exhibitions such as Auto Italia Canberra, bring a diverse range of audiences and are proven to deliver several key outcomes including:

- a great way to advertise and create brand awareness, putting your business in the spotlight, by showcasing yourselves and promoting your company products and services to a national audience.
- Increase your reach and exposure to new clients and new business opportunities.
- Generate strong leads and social media exposure.
- Reconnecting with customers and engagement with a focused audience
- Networking to foster the creation of long term relationships
- See you as an supporter of a significant cultural and community event whilst enjoying Auto Italia Canberra 2020 with special sponsorship access and events.

## **Auto Italia Canberra supports our community - working with CANTEEN**

Auto Italia Canberra repays the support of the community by giving back to worthy charities. In 2020 we will again be supporting CanTeen by inviting them along to the event to raise awareness of their work and to raise funds.

CanTeen is an Australian national support organisation for young people living with cancer; including their brothers and sisters and young people with parents or primary carers with cancer.



## **Sponsorship opportunities**

Auto Italia Canberra has been a very successful event and that continued to grow in size and stature over the last 35 years.

Beginning in 2020 Auto Italia Canberra is offering sponsorship packages starting at \$500 for organisations wanting to reach a high net worth demographic across Australia. Who will I reach by sponsoring Auto Italia?

## **Who will I reach by sponsoring Auto Italia Canberra?**

Auto Italia Canberra's outreach includes those who have disposable income and enjoy the finer things in life such as fine cars, travel and food.

Some are extremely high net worth individuals and companies. For example we have exhibitors who come from around Australia to show their Ferraris, Maserati's and Lamborghinis, some worth well in excess of \$500,000.

Others exhibit vehicles more suited to smaller budgets. But whether it's an all time favorite like the Fiat Bambino or a classic 1960s Vespa, Auto Italia Canberra people, by definition are a demographic that has the disposable income to purchase and maintain these machines, and to travel from up and down the East Coast to events such as Auto Italia Canberra.

## **Auto Italia Canberra provides an opportunity for excellent local and international exposure**

### **What our supporters say**

*"As a guest judge of many car vents worldwide I was more than happy to be invited to assist with the judging process for Auto Italia in 2019, which at the time was in its thirty fourth year of operation.*

*As a showcase of all types of Italian machinery both cars and motorcycles Auto Italia is a premier event with very few peers in Australia." - **Valentino Balboni – former Chief Test Driver for Lamborghini for over forty years***

*"I was delighted to be invited to assist with the judging of Auto Italia in 2019. I found Auto Italia to be an event for not just true Italian car and bike fans but also an event that displayed the magnificent cars, scooters and motorcycles that Italy has produced and shared with the world." – **Dr. Adolfo Orsi Jnr, Maserati.***



## **Social Media Exposure**

Auto Italia Canberra has thousands of followers on Facebook and Twitter, with more coming aboard each year. These channels are keenly followed by Auto Italia Canberra participants and media and are a great way to get your brand into the minds of our followers around Australia and the world.

In addition to our on media, our partners **CANTEEN** actively promote our involvement with them on their own social media platforms with a reach of over 40,000 followers.

## **Local and National media**

ACT media are keen supporters of Auto Italia Canberra, ensuring the event receives good coverage before, during and after the event. Our Organizing Committee is made up of professionals with considerable experience in dealing with and maximizing media coverage both locally and nationally.

Expose your brand to the expected 15,000 visitors.

## **Sponsor Trophies**

There are a number of opportunities to sponsor trophies.

Special packages can also be negotiated for perpetual trophies. Please contact the Auto Italia Canberra Organizing Committee for more details.

## **The Venue**

Exhibition Park in Canberra (EPIC) is the Capital's premier large-scale venue and home to such national events as Summernats, the National Wine Show and the National Folk Festival and many other major events throughout the year.

Featuring a grandstand, pavilions, oval and plentiful amenities, EPIC's grounds, located on the corner of Flemington Road and Northbourne Avenue, Mitchell are within seven kilometres of the city, and now part the light rail route. Overall the venue is a very attractive spot that's easily accessible to residents and tourists alike.

EPIC is a setting that offers exhibitors and visitors all they need for an enjoyable day out, helping to ensure that as a sponsor, your brand will be associated with a highly successful and professionally run event.





Auto Italia Canberra 2019 Sponsorship Packages	Platino (Platinum)	Oro (Gold)	Argento (Silver)	Trofeo (Trophy)
Name/logo on Auto Italia website Home Page	Yes	Yes	Yes	NA
Mention in Canberra/National media promotions	Yes	Yes	No	NA
Business profile on Auto Italia Canberra website sponsor page*	400 words + image	200 words + image	100 words	100 words
Name/logo on Auto Italia Canberra Facebook Page**	Large	Large	Small	Small
Link to business site from Auto Italia Canberra Sponsor page	Yes	Yes	Yes	NA
Tickets to cocktail party	3	2	1	NA
3mx3m exhibition space on site (Marquis not included)	Yes	Yes	Yes	NA
On site announcements	4	2	1	NA
Name/logo on Auto Italia Canberra promotional poster (displayed around Canberra and sent to clubs??)	Yes	Yes	NA	NA
Investment	\$2,000	\$1,500	\$1,000	\$500

Vendor Packages	Single site	Double Site	Triple site
Food/Drink Vendor	\$450	\$750	\$1,150
Stallholder	\$300	\$500	\$700

***Larger sites are available and cost is negotiable***

### Contact us today

To contribute as a sponsor or vendor you can fill out the form provided on the website or form provided within this document. If you wish to find out more contact the Auto Italia Canberra organising committee at [ciao@autoitaliacanberra.com.au](mailto:ciao@autoitaliacanberra.com.au)



## **Terms and Conditions**

**Location of the event:** Exhibition Park in Canberra (EPIC), corner of Flemington Rd and Northbourne Avenue, Mitchell ACT.

Dates and times

The event proper runs from 10:00 to 14:30 on Sunday 29 March 2020, and we would like your services to be available across that time. Trophies are awarded at 1pm.

### **Registration and payment terms**

Please fill out the form provided, describing your business and your sponsorship or vendor package. **Your signed submission form constitutes the contract for the Event.**

Initial deposit of 25% of the Sponsorship/Vendor Fee is payable anytime. Please register your package and stall space, followed by an acceptance of the signed Submission Form/agreement. Stall allocation is accepted on a first come first serve basis.

Final Fee (75%), is payable in full by the 1<sup>st</sup> of March, 28 days prior to the Event.

### **Cancellations**

1. Cancellation must be by notice in writing to Auto Italia Canberra
2. A refund of 50% of the initial deposit will be issued to the Sponsor/Vendor if cancellation is received in writing more than 20 days prior to the Event.
3. No refund will be issued in respect of any notice of cancellation received within 20 days of the Event Date. In these circumstances, the Cancellation Charge will be 100% of the Sponsorship Fee.

Current proof of Public Liability insurance and any necessary food and beverage certifications must be supplied at time of full payment.

### **Stall space and set up times.**

Your stall designated space is located in the main area at EPIC. The set-up time for your exhibit space is from 8:00am to 9.30am on the morning of the event. Set up can be done on the day prior to the event subject to approval by the Auto Italia Organising Committee. Please note that your space must be fully set up by 9.00am in time for the event to start.

Pack down must be completed at the conclusion of the event.

### **Inclusions**

**Power: Each stall space if required will be supplied with power.** Please advise power requirements so that total draw can be addressed. Please note depending on specific requirements power needs may have to be met by your own source.

**Infrastructure: Please bring your own pop-up display, furniture or AV as you may require.** Please note that any marquees or structures must be secured against wind movement by weights. Any structure larger than a 3x3 marquee must be accompanied by either an engineer's certificate or evidence that the weighting used complies with the manufacturer's recommendations.

Deliveries should NOT arrive at the venue earlier than the day of the event unless special



arrangements have been made with the Auto Italia Organising Committee.

All deliveries must arrive at the venue on the day of the event by no later than 9.00 am unless otherwise arranged.

#### **Stand boundaries**

Exhibitors may not place any display material or exhibit, nor extend their stand structure and fittings, beyond their contracted boundary unless agreed in advance with Auto Italia Canberra.

#### **Stallholder's responsibilities:**

1. Any food and beverage must be approved by Auto Italia Canberra and are required to have adequate Public Liability Insurance. Vendors and Sponsors are reminded that their insurance for goods and exhibits should take effect from the day that such goods are delivered to the venue and such insurance should remain in force until their exhibits are removed.
2. Neither Auto Italia Canberra nor exhibition Park in Canberra (EPIC) accepts responsibility for loss & or damage to any goods brought to the venue before, during or after an event. It is the vendors' own responsibility to arrange adequate insurance to cover such potential loss & or damage. To minimise risk to your valuables, please remove all small handheld valuable equipment when away from your stand.
3. It is the responsibility of the sponsor/vendor to comply with the venue's grooming and professional behaviour standards and all workplace health and safety requirements.

#### **Branding and Promotional Materials:**

Any collateral materials including signage, pamphlets, posters or giveaways are to be displayed in your designated area. You may wish to promote the event day before hand or post event to attract more visitors to your stall.

The event features a full time announcer, who through the day will read a text of your choice for promoting your stall. Please provide any text that you would like to hear read out, about 10 seconds worth. Vendors can expect two reads across the day.





## **Auto Italia Canberra Submission Form**

2020 Auto Italia Showcase - 29<sup>th</sup> March 2019 Exhibition Park (EPIC), Canberra

Date: \_\_\_\_\_

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Contact Name/Position: \_\_\_\_\_

Phone: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

### **SPONSORSHIP DETAILS**

Type: Sponsor/Vendor

Package: \_\_\_\_\_

Total Price (including GST): \_\_\_\_\_

Deposit if any (min. 25%): \_\_\_\_\_

Final Payment due by 1 March 2019

I/ we have read the Terms of the Sponsor Agreement in this document and accept the inclusions outlined in the Dates and Deadlines Page.

Signed:

Date: