



2018 Australian Van Nationals Sponsorship Benefits May 29th to April 3rd

Dear Potential Sponsor,

In 2018, the 43rd consecutive Australian Van Nationals is being held in the Riverland, South Australia.

From the 29th of May until the 3rd of April, a variety of vans, from the iconic vans; big vans, medium vans and small vans, show, classic, vintage and custom, will come together from all over the country to meet in South Australia's picturesque, tourism hot-spot, the Riverland, to participate in activities and compete for position of the best van in Australia, among other great awards.

The Australian Van Nationals a non-for-profit event with all proceeds being donated to various charities. This iconic annual event has been increasing in popularity these past few years, with vans coming for the event from all over Australia. It is the largest Van Show held in Australia and with 2018's event being one of the most centralized locations to all in Australia in quite some years, spectator and entrant numbers are expected to boom.

Event History:

Completing its 42nd year, the Australian Van Nationals have successfully been held throughout Australia since 1975. A highlight on the Vanning calendar, this is the first time the Riverland will host the Van Nationals, leading to much excitement from the vanning community in Australia. The grows each year, with fresh faces bringing their ideas forward to make each year memorable, and freshly done up vans on the scene.

The Four Day Program typically includes:

Thursday - Entrants usually arrive on the Thursday to set up camp and socialize. It is an easy, casual day and evening.

Friday - Entrants are typically all on site by Friday and it is a day to meet others and chat about vans and catch up with friends from previous years. During the evening, all tricked out vans participate in the van light and sound show.

Saturday - A cruise will depart in the morning from the Riverland Field Day Site. The cruise will entail a one to two-hour tour of what the region has to offer, with riverside routes and a brunch/lunch stop at an iconic location in one of the nearby towns. Saturday eve boasts entertainment for all including the annual Saturday night themed dress up, cooked meal and live entertainment in the form of a band.

Sunday - The Show 'n' Shine at the site will be open to the public from approx. 9am until 4pm. This will enable the public to come and see the vans and all other vehicles on display. As well as the vans, we plan to showcase street machines, hot rods, classics and more, along with trade stands, and even the Easter Bunny will be dropping by for the kids. This will provide range for all age groups and automotive tastes for an Easter Sunday outing.

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Location:

Due to the location of the 43rd Australian Van Nationals being held in the Riverland, at the Riverland Field Day site, fore-mostly ten minutes from Barmera and central to the rest of the region, we expect spectator numbers to easily reach into the thousands. Barmera is the location of major Easter tourist attraction, Lake Bonney, and every other Riverland town will be booked out by holiday goers over the Easter Weekend. The Riverland's population during this break near triples in size. The Riverland Field Day Site is also right on the Sturt Highway between Barmera and Monash, meaning location wise, our Sunday Show Day event will be easy for anyone passing by to stop and drop in for a look.

Benefits to your Business/Corporation:

We will publicise through the local newspapers/magazines and target local radio stations for a ranged audience.

The 43rd Australian Van Nationals will also be advertised heavily on social media, now one of the most powerful advertising platforms of our time, and on many forum sites.

Add to this the posters/brochures that are placed in motoring orientated retailers and local businesses around the region and further where we can, the scope of advertising is huge! There will also be advertising through local council. Photographs and film footage from The Australian Van Nationals in the past have received great coverage in regional news, newspapers and Australian automotive magazines.

Naming rights sponsorship will have the optimum business advertisement, your business or corporate name being the first words rolled off anyone's tongue, in conversation or in media and on paper, on every single form and merchandise from the date sponsorship commences.

All our Sponsors are more than welcome to come along to the Show 'n' Shine day and set up a display to sell goods and services. The Riverland Field Day Site is an A-grade event set up of twelve hectares of manicured grass and powered sites which can most likely cater any Trade stall/ display you can think of.

Investment for your sponsorship will be relative to the amount of exposure your business is interested in achieving during the four-day event. As well as the cash or product donation explained in the attached TIER information guide, the event is also seeking items to be included in our Sunday night auction. The funds raised from this contribute towards our annual donation to local community services, fore-mostly our chosen charity for the event, the Make-A-Wish Foundation.

For further information, or to provide sponsorship in any form, for the 43rd Australian Van Nationals 2018 please do not hesitate to contact us.

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