



Central Australian Show Society

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www.alicespringsshow.com.au

Expression of Interest Sponsorship Coordinator

The Sponsorship Coordinator will play a key role in securing sponsorship funding from businesses and individuals to meet or exceed the targets set by the Central Australian Show Society Committee. This effort supports the 2025 Alice Springs Show, which is scheduled to take place on Friday, July 4, and Saturday, July 5, 2025.

What We Need From You

- Establish a firm understanding of the sponsorship needs of the Central Australian Show Society (CASS) and the sponsorship opportunities offered.
- Work closely with the CASS committee and other key personnel to deliver sponsor benefits
- Create and promote a strong message that appeals to existing and potential sponsors
- Contact all existing sponsors seeking repeat or increased sponsorship
- Actively seek new sponsors
- Identify, contact and maintain close liaisons with existing and new sponsors and build upon existing relationships
- Maintain records of sponsorship communications
- Provide invoicing details when sponsorship money is pledged
- Keep accurate records and regularly communicate updates
- Provide written progress reports to the CASS committee
- Evaluate the success of sponsor fundraising activities post event with a written report which summaries outcomes and gives recommendations for future years

Qualities We're Looking For

- Ability to work with a wide range of stakeholders
- Excellent written and verbal communication
- Competent in the use of Office365
- Ability to work autonomously and meet milestones
- Good organisational skills and attention to details
- Experience in fundraising, grant or sponsorship procurement

About Us

The Central Australian Society Inc. (CASS) is a not-for-profit incorporated association based in the Northern Territory. Operated by a passionate volunteer committee of 12 Alice Springs residents, CASS organises two major annual events: the July Alice Springs Show and the November Alice Springs Christmas Show.

These events are made possible through the remarkable dedication of over 50 volunteers, who contribute more than 700 hours of their time. To continue delivering these cherished community events, CASS depends on monetary and in-kind sponsorship, which plays a vital role in supporting its efforts.

Remuneration

Item		Amount	
Retainer – Paid in 6 Instalments	February 2025 – Post Event July 2025	\$4,800.00*	
Item	Activity	Incentive amount*	
New Sponsorship	Total – less than	\$20,000.00	7.5% on total
	Total - between	\$20,001.00 - \$50,000.00	10.5% on total
	Total – more than	\$50,001.00	14% on total

* plus GST if registered for GST

The Fine Print

- a. New sponsorship is based on funds from sponsors who have been fully recruited by the Sponsorship Coordinator, and who have not been sponsors of the Alice Springs Show for the past 2 shows. It does not include new sponsors who have been initially approached by others e.g. the committee and are referred to the Sponsorship Coordinator for follow-up.
- b. New sponsorship also includes additional monies (recruited by the Sponsorship Coordinator) which has been committed by existing sponsors over and above their previous year's sponsorship amount. For example, if an existing sponsor gave \$1000 last year, and this year gives \$1500, the new sponsorship commission amount is calculated on \$500.
- c. CASS pays GST on sponsorship funds received, incentive payments will be calculated on the secured funds less GST.
- d. Incentives are not payable on in-kind sponsorship, products or vouchers
- e. Government grants and or support are not included in sponsorships.
- f. The Sponsorship Coordinator is considered a contractor providing fee-for-service, CASS shall not be responsible for employee benefits such as superannuation, leave payments or insurance.
- g. Miscellaneous expenses will not be covered, the Sponsorship Officer may use the CASS office facilities.
- h. The Sponsorship Officer will have access to a dedicated email account and have access to past sponsorship files.
- i. Incentives will be paid at the end of the contract period based on the total amount of eligible sponsorship money that has been paid into the Central Australian Show Society Inc's bank account and upon receipt of approval by the President.

Further Information and to Apply

Applications should be addressed to;

EOI – Sponsorship Coordinator

Attn: Mr Andrew Barrett

President

Central Australian Show Society Inc

president@alicespringsshow.com.au

[Mobile | 0437 114 998](tel:0437114998)