



# Sponsorship Opportunity

## Your Benefits:

- Strategic alliance with Australian identity.
- Effective marketing tool.
- Professional representation.
- Brand awareness.
- Australia wide exposure through positive publicity.

## Why Ranger Nick

- Target audience within your industry
- Complementary business alliance
- Networking and referral opportunities
- Supports credibility

Take up your invitation to connect your business with

## Celebrity Bush Cook RANGER NICK

### Who is Ranger Nick?

Often referred to as the guru of camp oven cooking, Ranger Nick is the master of keeping it simple. A true Australian bushman, he whips up a cracker of a meal with whatever is in the tuckerbox.

He has gained quite a reputation as the entertaining Aussie Bush Cook, who has a tale to tell or poem and ballade to share.

A previous environmental education support officer from outback Queensland, Ranger Nick is putting his bush skills to use wherever his travels take him. When Ranger Nick is not cooking up a storm in the camp oven, he passes on his knowledge to fellow adventurers and mentoring groups of youngsters, teaching them the art of bush survival, hunting and cooking.

A man of few words, Ranger Nick is never lost

for words and his sense of humour in a true blue Aussie style draws crowds at his cooking demonstrations at various Camping, Outdoor, Home Shows, Expos, Festivals and corporate events.

His first book has been published, containing mouth watering camp oven recipes, humorous bush tales and life experiences.

A true character, Ranger Nick leaves a lasting impression wherever he goes.

## Why Sponsorship

Sponsorship provides a great means of broadening your competitive edge by improving your company's image, prestige and credibility.

A broad spectrum of benefits that can be gained by sponsorship aside from enhancing visibility and image, such as differentiating your company from competitors, helping to develop closer and better relationships with customers, showcasing services and products,

and boosting your presence in your community. Sponsorship helps to enhance your company's public profile relatively cheaply, by supporting events that your target market finds attractive.

Corporate sponsorship can be especially effective as a marketing tool and is often considered better than other methods.

Heightened visibility due to positive publicity through the media of your company's products and

services is another benefit gained.

In recent years, corporate sponsorship has become the fastest growing type of marketing in the United States alone.



## Overview



*The master of keeping it simple, Ranger Nick's favourite quote: "Get it Indaya!"*

- ◆ Exposure at expos, shows, festivals, markets, workshops, videos
- ◆ Verbal acknowledgement at all events
- ◆ Photo opportunity with Ranger Nick
- ◆ Extensive marketing and media coverage
- ◆ Right to use official tour information on advertising
- ◆ Extensive online promotion through a large number of websites, social media and email campaigns
- ◆ Opportunity for seat drop
- ◆ Logo display on Ranger Nick's website for 12 months, linked to your website
- ◆ Opportunity to display promotional material at product tables
- ◆ Signed copy of Ranger Nick's Book "Boy from the Bush"

## Marketing

Marketing efforts are concentrating on the domestic tourism market for camping, which is booming in Australia.

Ranger Nick is touring Australia and is being invited to entertain at major expos, festivals, show days, markets, historical & pioneering events, camping grounds, retail outlets, workshops and private functions.

Marketing channels include the production of 50,000 posters, flyers & programs, which are distributed in local areas of Ranger Nick's engagements.

Editorials and articles are featured in local newspapers and industry magazines.

Publicity includes radio interviews that are aired regularly.

Joint venture TV ads are showing at Channel 7.

Extensive online promotions through a large number of affiliated websites, social media, and email campaigns to a database of 30,000 members create global awareness.

A calendar of upcoming events and the promotion of special offers is displayed.

## Audience



The target audience consists mainly of outdoor enthusiasts and the leisure market, which attract an average of 8,000 visitors per expo alone.

Overseas visitors are fascinated by the typical Australian representation Ranger Nick provides, showcasing our country's uniqueness.

Ranger Nick has been working with event organisers such as:

- Australian Events
- Beef Australia
- Australian Camp Oven Festival
- IZIT Entertainment
- Rotary Club of Australia
- BossMan Media

- Numerous Show Societies
- Regional Councils

## Documentary

Ranger Nick’s aim is to produce a series of unique adventure documentaries, not only informative but also entertaining.

It is to reflect the cultural aspects and preserve the heritage of Australia,

capturing pioneering skills in the rugged settings of the Great Outdoors, by using the art of “keeping it simple” in a true blue Aussie style.

Ranger Nick’s first documentary is at the planning stage, with

production commencing at the end of 2016.

There is an opportunity to showcase the real Australia, with hospitable, dinky dye Aussie Ochre characters.

History shows that countries such as America

and Germany are fascinated by the roughness and toughness of Australian people, embodying the freedom of a vast land, which naturally opens the gateway to the international market.

## Product Sponsorship

Product sponsorship is a mutually beneficial relationship, granting continuous product showcasing.

Being on display year round, it is an opportunity

to establish brand awareness and “test drive” your product in real life and everyday situations, supporting product credibility.

Enhanced visibility and

alliance with an Australian public figure will set you apart from your competitors.

Being displayed at events and film footage that your target market finds

attractive, this is a relatively cost effective way of advertising.

It opens another door of word of mouth recommendations and referrals.

## Sponsorship Packages

### Gold Sponsor

Premium placement

\$10,000.00

- ◆ Verbal & written acknowledgement at all events
- ◆ Logo & link on Ranger Nick’s website for 12 months
- ◆ One Ranger Nick appearance at your local corporate event
- ◆ Opportunity for seat drop & promotional material on product tables
- ◆ Extensive Marketing and media coverage
- ◆ Right to use official tour info on advertising
- ◆ 5 signed copies of Ranger Nick’s Book

### Silver Sponsor

Maximum exposure

\$7,000.00

- ◆ Verbal & written acknowledgement at all events
- ◆ Logo & link on Ranger Nick’s website for 2016
- ◆ Opportunity for seat drop & promotional material on product tables
- ◆ Right to use official tour info on advertising
- ◆ Photo opportunity with Ranger Nick
- ◆ 1 signed copy of Ranger Nick’s Book

### Bronze Sponsor

Multiple opportunities

\$2,000.00

- ◆ Link on Ranger Nick’s website for 2016
- ◆ Right to use official tour info on advertising
- ◆ Opportunity to display promotional material on product tables

### Product Sponsor

Permanent feature

- ◆ Brand awareness
- ◆ Physical product representation
- ◆ Logo & link on Ranger Nick’s website
- ◆ Verbal & written acknowledgement
- ◆ Promotion of special product offers

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**Contact us to Tailor your Sponsorship.**

**Contact**  
**RANGER NICK**

P.O.Box 605  
Casino NSW 2470

PHONE:  
0435 189 186

We're on the Web!

See us at:

[www.rangernick.com.au](http://www.rangernick.com.au)

[www.facebook.com/rangernickbushcook](http://www.facebook.com/rangernickbushcook)

[www.youtube.com/rangernickbushcook](http://www.youtube.com/rangernickbushcook)

## Sponsorship Confirmation

Organisation Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Telephone Number: \_\_\_\_\_

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

Mailing address: \_\_\_\_\_

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\_\_\_\_\_

### Preferred Sponsorship Package:

**Gold** Sponsorship \$10,000.00

**Silver** Sponsorship \$7,000.00

**Bronze** Sponsorship \$2,000.00

**Product** Sponsorship

Please contact me to discuss my options

### Preferred payment option:

Cash  Bank transfer

Credit Card  Paypal

If you would like us to sell your complementary products at public events or through our website, please contact us for approval and affiliate commission arrangements.