



2024 Loving your later life expo.

Sponsorship Opportunities



WHAT IS THE LOVING YOUR LATER LIFE EXPO?

This exciting event will connect people and businesses from all over the Northwest region, providing a unique platform that caters to the needs and interests of older people. Held over two fun-filled and informative days, we are seeking motivated businesses who are keen to access this valuable market.

Over the course of the 2-day event, there will be activities, discussions, and inspiring guest speakers to keep everyone informed and entertained.

By becoming a sponsor of the Loving Your Later Life Expo, you will not only increase your brand exposure but also have the opportunity to network with potential customers within the rapidly growing older market segment. This event serves as an excellent platform to educate and inform older Australians about the products and services you offer, assisting them in achieving their later life goals.

We invite businesses and organisations from various sectors, including Health and Wellness, Lifestyle and Leisure, Retirement Planning, Housing and Accommodation, Technology and Innovation, Community and Support Services, Fashion, Beauty, and Style, Travel, Caravanning, Health, Nutrition, and Wellbeing Services, to participate in the Expo.

General entry to the expo is free for visitors, ensuring that everyone has the chance to explore the diverse range of offerings and experiences available.

FREE ENTRY

Tamworth Regional Entertainment and Conference Centre (TRECC)

Friday 31 May 9am - 3pm, 2024
Saturday 1 June 9am - 3pm

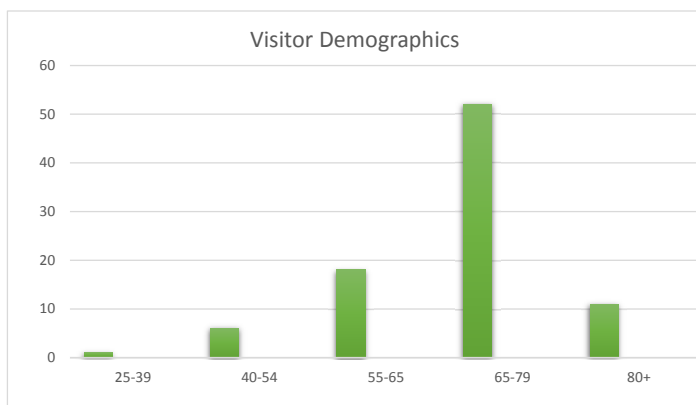
Showcasing products and services to inform, educate and entertain.

2 day lifestyle event for over 60's, carers, and support people.

- **Exhibitors**
- **Guest Speakers**
- **Workshops**
- **Demonstrations**
- **Entertainment**



The largest demographic to attend the event was the 65-79 year age group



MEET OUR 2024 CELEBRITIES

Australia's First MasterChef Julie Goodwin

It was over a decade ago that Julie Goodwin became a household name overnight when she was crowned Australia's first MasterChef. Thrust into the limelight, there were the joys and highs of so many new opportunities, TV shows, best-selling books, radio, appearances, magazine columns, endorsements, and her long-time dream of opening a cooking school came true.

Viewers loved her honesty, sense of humour and humble cooking style. Her family-focused cooking style and 'mum next door' persona has turned her passion into a hugely successful career, with six successful books, TV, Australian Women's Weekly magazine column for over 8 years, radio co-host for 4 years, and many more successful partnerships and appearances throughout the nation.



Steve 'Commando Steve' Willis

"Commando Steve" is one of Australia's most recognised and well-respected fitness experts. After growing up in Queensland, he joined the army when he left school and over the next decade served in the Australian Special Forces. In 2004, he left the army to launch a new career as a fitness professional. Five years later, Steve placed fourth in CrossFit Games. At the same time, Steve was becoming a familiar face on TV screens as Commando Steve in Australia's Biggest Loser and, more recently, on Australian Survivor.

Closer to home, Steve is the father of four beautiful children, two daughters and two sons. Steve is passionate about enriching people's lives. Steve knows how this can be difficult when faced with the many challenges life throws at us. He is an advocate for encouraging a foundation of support and understanding through sharing experiences and conversation that promotes self awareness. With mindfulness at the heart of daily practice and routines, we open the door to understanding, compassion, beauty and the joy of life.



2023 EVENT FEEDBACK

2023 was the inaugural event and first time visitors responded very positively.

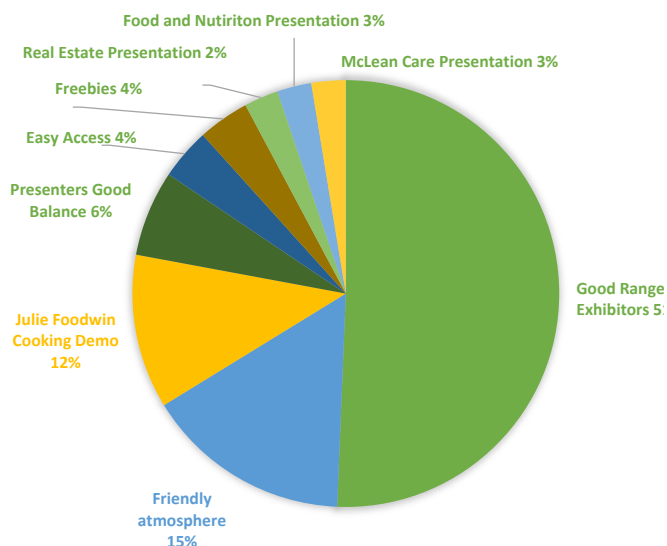
Key Takeaways:

Exhibitor Range and Mix: 51% of respondents were satisfied with the range of exhibitors, however they wanted to expand the range.

Atmosphere of Event: 15% of respondents commented on the friendly atmosphere and felt very welcome.

Key Presenter: 12% of respondents directly referenced Celebrity MasterChef Julie Goodwin as a highlight.

More Exhibitors: Visitors liked the event, with 32% asking for more exhibitors next year.



SPONSORSHIP OPPORTUNITIES

In 2024, we are offering three levels of Sponsorship Opportunities to suit your business needs. You can choose from Gold, Silver, and Bronze. In addition, you can book an exhibitor booth to showcase your products and services.

As a sponsor, you will be given priority to choose your exhibition space at the expo (subject to availability).

In addition to the expo itself, we are committed to implementing a comprehensive marketing and publicity campaign to maximise exposure for all exhibitors. Our campaign includes social media promotions, targeted advertising, dedicated email campaigns to our extensive subscriber list, press releases and media coverage in local and regional publications, online event listings, community calendars, prominent event signage and banners, as well as publicity and media coverage.

Gold Sponsorship - \$10,000 + GST:

- High visibility logo placement on all promotional materials including multimedia.
- Exclusive opportunities for product showcase and demonstrations on one day of program.
- Extensive pre-event and on-site promotion including; promotional flags on stage and external to the venue.
- MC mentions live throughout the two-day event.

Silver Sponsorship - \$3,000 + GST:

- Logo placement on all printed promotional material, program and social media.
- MC mentions live throughout the two-day event.
- 1 x promotional flag with high visibility placement at entrance of event.

Bronze Sponsorship - \$1,500 + GST:

- Logo placement on printed program material and social media.
- MC mentions live throughout the two-day event.

Extensive Media/Marketing Support

www.mcleancare.org.au/events/2023-loving-your-later-life-expo-tamworth/

PR

Campaigns include media engagement & pre-promotion

Social Media

Extensive paid social media campaign and cross promotion with 88.9FM, and Tamworth Regional Council LGA

Radio

Radio Campaign regionally

Print collateral

Promotional event material including flyers, posters and street banners

Resources

Event Program distributed to aged care homes, community groups throughout Tamworth



PREVIOUS EVENT



WORKING TOGETHER

- 😊 Do you want to partner with the only regional event that is catering to our ageing population with a focused approach and forward plan?
- 😊 Do you want to be recognised and involved with an event that is dedicated to helping older Australians remain healthy and active in their own homes?
- 😊 Do you want to showcase your products and services to a valuable and growing segment?
- 😊 Do you want to be known as the leader in your field, increase brand awareness and share your story with a broader audience?

If you answered YES to any of these, we might be on the same page, so let's find out!

We'd love to hear from you to answer any questions or discuss how your business would like to be involved.

**Secure your sponsorship today.
Please contact 2 Creative Media on 02 6761 2222**

We look forward to welcoming you as a valued sponsor at the McLean Care 2024 Loving Your Later Life Expo.

