



ELITE ATHLETES



The Southern Series

Partnership proposal 2024

A world first
Ground-breaking events
Unique partnership opportunities



Introduction

The Southern Series is the first step in the development of a global competitive-shearing tour, **World Series Shearing**.

The series was launched in 2022 at the New Zealand Agricultural Show and in 2025 will be expanded to incorporate events in Australia, the UK, North America and Europe, culminating in a **showpiece final in Christchurch**.

“As the third largest grower of wool in the world, we have a great story to tell about our wool, particularly around its sustainability, integrity and quality.”

- New Zealand’s Associate Minister of Agriculture **Mark Patterson**



Our story: sport with purpose

The Southern Series is taking the sport of shearing, and the stories that surround it, to a new global audience. Regular, **repeatable event coverage** provides an ongoing opportunity to showcase this unique mix of sport and rural life.

- Raise international awareness of **wool as a natural, sustainable fibre**
- A shop window for the new uses of wool
- Show the world where its fibre comes from, the processes involved and the choices people have
- Feature some of the world's toughest, most dedicated athletes
- Give viewers the chance to connect with the athletes, shearing, farming and the rural community
- Promote local, national and international partners



Rationale

The global wool industry recognises the need for an **ongoing campaign** to boost the awareness of wool as a natural, renewable product.

Linear and digital broadcasters are constantly seeking new programming. Competitive shearing fits neatly into the growing, niche-sport category. Through its broadcast and media reach the Southern Series will raise the profile of competitive shearing and help promote wool as an eco-friendly fibre.

This content is a **unique opportunity** for event organisers to support their partners, their local communities and commercial hubs.

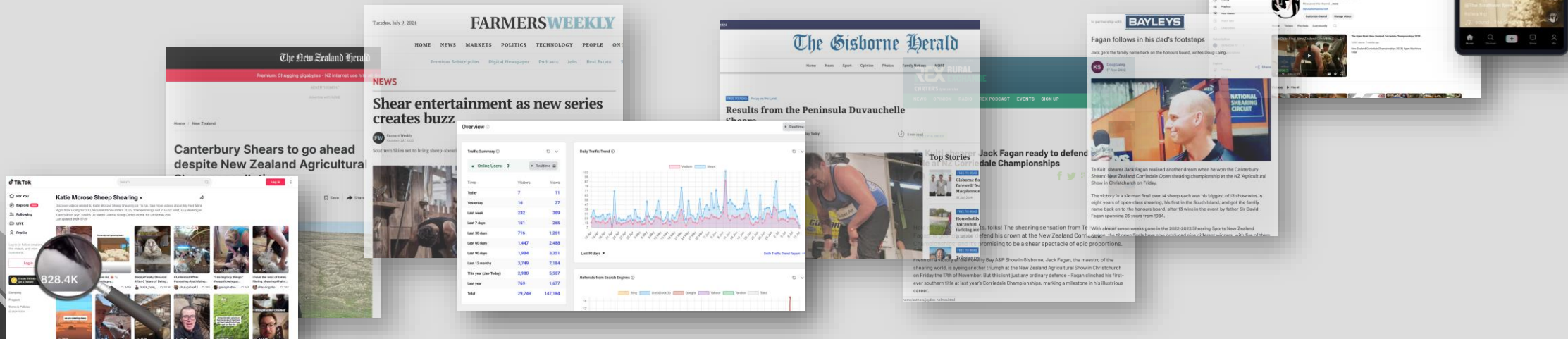


Media and changing demographics

Live shearing events can reach audiences in the hundreds of thousands.* Live-streaming of the 2023 New Zealand Corriedale Championships reached more than 20,000 organic viewers, a 10-fold increase on the previous year.

The demographic breakdown, on YouTube and at www.thesouthernseries.com, shows a predominantly New Zealand and Australian, rural, audience aged upwards of 40 years of age. By **aggressively targeting a new, younger, more global audience** the Southern Series can alter that demographic and the awareness of wool.

*YouTube World Shearing Championships, Invercargill New Zealand 2017, 859k views



Opportunity

The Southern Series is seeking foundation partners. Opportunities are available across the Series as a whole and for individual events.

Including:

- Naming rights to The Southern Series
- Event naming rights (Duvauchelle, Corriedales, women's events, rankings)
- Tailored content creation
- Athlete sponsorship
- Domestic, regional, international event coverage
- Name and logo on all media
- On-site signage and activations
- Association with charities
- Tickets and hospitality passes



Content creation

On-going creation and distribution of **tailored publicity material** includes:

- Filming and distribution of video news and features to broadcast channels
- Digital and social media coverage
- Exposure in press releases pre and post-event(s)
- News and feature stories in national and regional print and radio outlets
- Content customization for new markets
- Good Yarns partnership
- Examples of feature stories planned for 2025 include:
 - Shearing at the heart of the show
 - The world's fittest athletes?
 - The fight against synthetic fibre, 'the next asbestos'
 - A fashionable revolution
 - The Water Cycle: 'Green sheep don't kill dolphins'



Investment

Gold \$xx,xxx

Naming rights to The Southern Series 2024-25*

Silver \$xx,xxx

Naming rights to the New Zealand Corriedale Championships**

The Southern Series Rankings*

Tourism partner(s)

Bronze \$xx,xxx

Naming rights to the Peninsula Shears (Duvauchelle)**

Good Yarns partner*

Sustainability partner

Best practices/cleanest shearer award

Apparel partner(s)

*12 months content creation and media coverage

**3 months content creation and media coverage



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