

AWARD REGULATIONS AND PROMOTION KIT



These regulations and guidelines are applicable to Exhibitors that have entered and been awarded in the following Sydney Royal Competitions:

Alpaca  
Angora Goat  
Arts & Crafts  
Beef Cattle  
Boer Goat  
Cage Bird  
Cat  
Dairy Cattle  
Dairy Goat  
District Exhibits  
Dog  
Flower & Garden  
Frog & Reptile  
Horse  
Pig  
Pigeon  
Poultry  
Rabbit  
Rat & Mice  
Sheep & Fleece  
Woodchopping & Sawing  
Beef Challenge  
Pure Bred Carcase  
Trade Carcase

Congratulations, you've won an Award at Sydney Royal, now what?

It's time to take advantage of your success and reap the benefits of being an award winner at Sydney Royal.

Winning a Sydney Royal award is a testament to achievement at the highest level, giving you the opportunity to promote the outstanding quality of your business, stock, produce or skills, allowing you to stand out from your competitors.

The Royal Agricultural Society of NSW (RAS) has rewarded agricultural excellence since its establishment in 1822, setting the benchmark for distinction through the Sydney Royal Easter Show and the Sydney Royal Wine, Dairy Chocolate, Beer & Cider and Fine Food Shows.

Industry and consumers recognise Sydney Royal as a mark of excellence. Displaying your award communicates the achievement, and provides a valuable selling point for you and your business.

This kit is designed to assist you in promoting and marketing your stud, farm, stock animals, produce business or skills. Please take special notice of the Terms & Conditions for use of the Sydney Royal Artwork. Any breach of the artwork copyright could result in disqualification and ban from future competitions.

Please keep in mind that the Sydney Royal artwork and regulations may change from year to year, so it's important to review this document each time you win.

This advice is general and further advice may be provided by a marketing or promotion specialist, there are many ways that a product could be promoted and there is no one solution for everyone.

Award Regulations and Promotion Kit  
Sydney Royal Easter Show Competitions  
[www.sydneyroyal.com.au](http://www.sydneyroyal.com.au)



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## 1. TRADEMARK LICENCE TERMS & CONDITIONS FOR AWARD ARTWORK

As the Chief Executive of the Royal Agricultural Society of NSW (RAS), I hereby grant you permission under Regulation 189 of the General Regulations to use the Sydney Royal Award trademarked artwork ('Award') for your winning product, subject to the following conditions:

1. You must only use the Award on or in conjunction with the Exhibit that won. You cannot use the Award on packaging for other products, e.g. you must only use the gold medal logo on the product that won gold (where applicable).
2. The Award must state the year of the competition that your product won. This information must be clear on/with the winning Exhibit.
3. The licence for the Award is valid for 5 years, starting from the date the Award was granted; providing that the quality of the Exhibit remains the same as the day that it won the award. However, the Award can continue to be used with no expiration when applied to websites/trucks/billboards as long as it accompanies an image or makes reference to the awarded product and the year that it won.
4. For the Beef Challenge, Pure Bred Carcase and Trade Carcase Competitions the licence for the Award is valid for 3 years on the packaging of the product, starting from the date the Award was granted; providing that the quality of the Exhibit remains the same as the day that it won the award.
5. If the Exhibit is awarded a second Award, the original Award may be used for a period of up to three years after the awarding of the most recent Award, but the relevant year on the Awards must always be clearly displayed.
6. You must not change the design, shape, colour or wording on the Award or do anything to the trademarked artwork that may be misleading to the public (Please see the Style Guide from page 4 for specifications).
7. You must not use the wording 'Sydney Royal' in any generic medal. Only the trademarked artwork is permitted.
8. All artwork must be approved by the RAS before release by sending it to [sydneyroyal@rasnsw.com.au](mailto:sydneyroyal@rasnsw.com.au)
9. If the product is transferred or sold to another company or the company is acquired or merged, the trademark licence for the Award is only transferrable providing that:
  - a) there are no changes to the name of the company, Exhibit and production method; and
  - b) the RAS has provided express permission for the Award to transfer to the new entity; and
  - c) the new entity agrees to these trademark licence conditions.
10. If the Exhibitor wishes to change the name of the Exhibit, the Exhibitor must contact the RAS to seek permission and for the RAS to update the licence details.
11. Third party use of the Awards requires prior authorisation.
12. Exhibitors who breach these trademark licence conditions may be subject to a Disciplinary Hearing under the RAS General Regulations and subject to any legal action the RAS may take to protect their intellectual property.

Protecting the integrity of the Sydney Royal competitions is of great importance to the RAS. The RAS reserves the right to randomly audit your use of the Awards. For further information please see the RAS General Regulations Rule 189 regarding intellectual property listed on the RAS of NSW website: [www.rasnsw.com.au](http://www.rasnsw.com.au)

If you have any further queries please contact Competition Coordinator on (02) 9704 1111.

Sincerely

Michael Kenny  
Chief Executive



## 2. STYLE GUIDE

Sydney Royal Awards are symbols of excellence, as an award winner you are entitled to apply the trademarked medal artwork to further promote your achievement. Some suggested applications include: product packaging, advertising, signage, websites and any other relevant marketing materials.

Sydney Royal artwork must be used in the following way:

### i) Design and Size of Award Artwork

Sydney Royal award artwork is not to be re-drawn, scanned, modified or manipulated in any way. The awards can be proportionally scaled to meet requirements.

The minimum size of reproduction is a 20mm diameter. Should your application require a smaller medal size please contact the Competition Coordinator.

Please ensure a minimum clear space around the artwork = 1/8 of logo diameter.

### ii) Year of Win




The year of the win has been fixed on the award and must not be changed in any way. The year of the medal win must be visible in all instances it is used. The year must not be blurred or blocked when overlapped by another medal.

### iii) Colour

BEST IN SHOW, SUPREME CHAMPION, GRAND CHAMPION & CHAMPION: Available for use in Sydney Royal purple. Black & White versions are also available upon request.

			
<p>Sydney Royal Purple PMS = 2695C CMYK = 89/100/6/56</p>		<p>Mono CMYK 0 / 0 / 0 / 100</p>	

GOLD, SILVER, BRONZE: The metallic background colour should always correspond with the name of the medal (i.e. gold colour with gold medal, silver colour with silver medal etc). Metallic colours can be applied as metallic foils or metallic inks with a black overprint. Less successfully, they can also be reproduced in conventional cmyk process colours. Black and white versions of medals are also available upon request.

		
<p>PMS = 871C Or Gold: CMYK 0 / 22 / 100 / 22 With Black: CMYK 0 / 0 / 0 / 100</p>	<p>PMS = 877C Or Silver: CMYK 0 / 0 / 0 / 40 With Black: CMYK 0 / 0 / 0 / 100</p>	<p>PMS = 875C Or Bronze: CMYK 0 / 45 / 73 / 24 With Black: CMYK 0 / 0 / 0 / 100</p>

### 3. AWARD PROMOTION

#### i) Accessing the Artwork

As an award winner, an email containing the artwork will be sent to your nominated email address. If you have not received this email please contact the Competition Coordinator.

#### ii) Applications

The awards have been designed to simply and effectively communicate a Sydney Royal win to consumers and industry.

The award has been designed for use across print, online and digital channels. Awards are most widely used on packaging; however it can also be used to promote the product in other ways, as long as it accompanies an image or reference to the Exhibit that won. Examples of promotion include:

- Website: placed next to an image of your winning Exhibit
- Advertisements or brochures/flyers promoting the Exhibit
- Promotional banners, flags or signage at field days, local shows, breed shows or markets
- Stud farmgate signage
- Flyers, posters or signage
- Product/Exhibit labels
- Detailing your company vehicle/van by displaying the artwork
- Promotional banners & flags for use at public events and market stalls
- Market stalls: on fascia board
- Email signatures



- Embroidery, if an individual win such as Woodchop, you could have the artwork embroidered onto a work shirt.

Advertisements should clearly show:

- The year of the Award
- The Award or Special Prize won
- The full Exhibit/commercial name of the Exhibit

### iii) Marketing

Sydney Royal awards are distinctive and by labelling your packaging with the Sydney Royal Easter Show Competitions awards, you have taken the first step in marketing your Sydney Royal win to consumers. Its presence with your marketing collateral will help inform consumers of all ages to select your product/engage with your business. Once this first step has been taken, you will need to look at other ways to effectively communicate your win and the excellence it represents. Some steps to consider include:

Know your customer. Take an honest look at who your customers or potential customers are, what motivates their buying behaviour and how to communicate with them. Methods of finding out some of this information could include some simple market research. Survey a number of people from different age groups, backgrounds and income levels which can assist to determine who is most likely to purchase your product/engage with your business, how important the medal win is to them and how best to communicate this win to them.

Suggestions for market research questions could include but not limited to::

- o Who are they i.e. age, demographic, income level?
- o Where do they shop?
- o What motivates their choice i.e. price, packaging, branding?
- o What advertising mediums are they most likely to take notice of i.e. television, in-store point of sale, print or online advertising?
- o If they purchase your competitor's product, why do they and would they be more likely to swap to your product if they knew you had won an award over the others?

Know your competitor: Keep an eye on how your competitors are competing in the marketplace and how they communicate their messages on their packaging and advertising. This information can guide you how best to compete and how your award win is likely to give you a competitive advantage over them.

Know your distributor: Look at who your key retailers and distributors are and how they value your product/business. Talk to them about possibly working together to use the award win to increase sales and benefit both of you. It might be worthwhile to tap into opportunities provided by distributors, including collaborative advertising, point of sale displays and on-shelf signage.

Develop your marketing plan. When developing a marketing plan consider your budget, you may decide to produce posters, shelf signs or flyers for in store marketing, or you might wish to develop a social media account to help promote your business and products.

### iv) The Media

Use the media to sell your success. The media can sometimes help share the story of your Sydney Royal win with consumers and promote your produce. Journalists are always looking for news and are generally looking for stories that may be relevant to the audience, timely, quirky or unusual to readers.



Consider these factors when selling your Sydney Royal success to the media:

- o Your win might be considered a good story by your local newspaper or radio station because you are based in the audience's geographical area.
- o The fact that your award was announced recently might appeal to metropolitan journalists' ongoing search for timely news.
- o Reporters may also be interested in any quirky story behind your success. Are you a first time entrant who has scooped the pool or did your win break a record?

### Writing a media release

To effectively communicate your story, you may draft a media release focused on your best media angle. A media release should sell your story, considering the news factors.

The golden rule to writing a media release is remembering to include the following elements: who, what, where, when, how and why.

It is also important to remember that your headline and first paragraph will often determine whether your release is followed up by a journalist. The essential element is getting straight to the point and keeping it short and sweet.

#### Example 1

An 18-year-old apprentice chef has made a surprise upset at this year's Sydney Royal Professional Bakery Competition by taking out four gold medals.

#### Example 2

In its first year at the Sydney Royal Cheese and Dairy Produce Show, Example Gelato has turned heads by winning five gold medals, four silver medals and the Champion Gelato award.

Remember, the media is interested in more than a champion win. They are interested in the story behind the success – a story you need to provide them in order to attract media interest and secure coverage.

For example:

*"Queensland aquaculture company Pacific Reef Fisheries has beaten a field of more than 5,650 entries from around Australia to win the Royal Agricultural Society of NSW President's Medal"*

*Pacific Reef Fisheries was nominated for its sashimi grade Pacific Reef North Queensland cobia.*

*The Pacific Reef cobia is a little known saltwater finfish, weighing about five to seven kilograms fully grown.*

*It is a relatively new aquaculture species in Australia, which Pacific Reef Fisheries founders, the Mitris family, started producing in partnership with the Queensland Department of Fisheries.*

*ABC Rural – 24/07/2015*

### Targeting the Media

When writing a media release, draft a list of journalists and by what means.

It might be of assistance to make a list of the key radio, TV and newspaper media outlets in your local area and find out the appropriate contact at each. This is usually the News Editor, unless there is a specialist journalist from your industry for that publication/network. Be conscious of deadlines for your target media and keep in mind the peak times for news preparations. For example, if your material arrives just before deadline, the newspaper or program may be full.

Here are some general advice tips:





### Newspaper

Daily newspapers will put their news together between midday until the evening, with most of the news gathering completed by about 5pm. While it can never be guaranteed, it's best to send your media release early that morning. Check out the deadlines for weekly, bi-weekly and other publications which all have varying deadlines. Try to ensure they receive your media release with plenty of time to follow up with you if they want more information or wish to organise photographs of you and your award-winning Exhibit.

### Television

Generally morning to early afternoon is the best time for TV interviews. Media releases should therefore be sent the evening before or early that morning.

### Radio

Radio news bulletins occur on the hour (usually from 6.00am until 6.00pm), so timeliness is less critical. However keep in mind special news reports that may go to air at certain times, e.g. local news at regional radio stations.

### Sending the release

Email is usually the method of communication for each media outlet. In some cases the front office receptionist may be able to provide you with these details or speak to someone in the news department. If you are going to phone the media, don't hound them and ensure you don't call them during their peak times, e.g. five minutes before the hour for a radio journalist or on deadline for a newspaper.

### Images and Product Samples

Sending clear, eye catching, high-resolution electronic images or transparencies to newspapers alongside your release may help achieve stronger coverage. You might like to include images featuring the award on the Exhibit. When sending product samples, ensure the package is clearly marked to the intended recipient and try presenting it in an interesting and unique way for example, by including tasting notes or recipes. Ensure the product is appropriately packaged so it is not spoiled or broken on arrival.

For details on Sydney Royal Easter Show Media Events and Media Releases produced by the RAS, visit [www.sydneyroyal.com.au](http://www.sydneyroyal.com.au)

## v) **Social Media**

The world of social media is going from strength to strength and engaging with your consumers and the public could potentially benefit your business. A Facebook page, a Twitter account or a You Tube channel, used effectively can promote your products and allow you to connect with a new range of customers.

Top tips for engaging in social media:

- o Keep it regular –an account with no activity isn't recommended
- o Keep it simple – short, sharp and fun posts are best and include photos where possible
- o Engage with others around you – tweet to the RAS account during judging times, engage with your distributors and your consumers
- o Size doesn't matter – it's not how many followers you have, but rather the quality
- o Remain authentic – get behind the marketing spin and show off a bit of your personality and what's happening behind the medal wins

We encourage all Exhibitors to follow us as we tweet and post comments and photos pre, during and post judging. Listed below are details specific to our accounts:



Facebook: <https://www.facebook.com/RASofNSW/>

Instagram: [https://www.instagram.com/ras\\_nsw/](https://www.instagram.com/ras_nsw/)

Twitter: [https://twitter.com/RAS\\_NSW/](https://twitter.com/RAS_NSW/)

Before diving into social media, do your research and consider the best approach for your company.

#### 4. AWARDS AVAILABLE PER COMPETITION

Competition	Champion	Grand Champion	Supreme Champion	Best In Show
Alpaca Show	✓		✓	✓
Angora Goat Show	✓	✓		✓
Arts & Crafts Show				✓
Beef Cattle Show	✓	✓	✓	
Boer Goats	✓	✓		✓
Cage Bird Show		✓	✓	
Cat Show			✓	✓
Dairy Cattle Show	✓	✓	✓	
Dairy Goat Show	✓	✓		✓
District Exhibits	✓			
Dog Show				✓
Flower & Garden Show	✓		✓	
Frog & Reptile Show	✓			
Horse Show	✓		✓	
Fiona	✓		✓	✓
Pig Show	✓	✓	✓	✓
Pigeon Show	✓	✓		✓
Poultry Show	✓	✓		✓
Rabbit Show	✓			✓
Rat & Mice Show		✓		
Sheep & Fleece Show	✓	✓	✓	
Woodchopping & Sawing	✓			

Competition	Gold	Silver	Bronze
Beef Challenge	✓	✓	✓
Pure Bred Carcase Competition	✓	✓	✓
Trade Carcase Competition	✓	✓	✓

DISCLAIMER: The information contained in this publication is gathered for the purpose of providing information to our Exhibitors and Show patrons. The information is a compilation of information provided by third parties and the RAS does not warrant its accuracy and advises that any such information may be subject to change or amendment occurring at any time and thereby making the information incorrect. Subject to the RAS' legal obligations and responsibilities. If you require confirmation of any information please telephone the RAS coordinator responsible for the particular information or the RAS switchboard on (02) 9704 1111.