



THE MERCURY WIN A WEDDING COMPETITION 2010

Dear NWJ Bridal Show Exhibitor

Each year, we invite our exhibitors to use this opportunity to offer prizes to our winning couple and expose themselves to all participants.

As mentioned, this competition drives major traffic to the show, as we highlight to all entrants that entries can only take place at the show.

In return for the sponsorship of your prize you will receive the following:

1. A list of sponsors will appear in selected newspaper advertising and all PR that goes out.
2. There will be an editorial in the Mercury about the competition
3. "Win a Wedding" will be carried through on all our newspaper advertising
4. Thanks (company name and contact details) on our visitor flyer handed out to all visitors at the door
5. Compere will mention each and every sponsor repeatedly during the expo
6. An invaluable database of ALL entrants to the competition will be compiled after the show and sent to each sponsor to use as a contact list for future business (database will include name, tel no., email address and date of wedding).
7. All sponsors will receive our generic advertisement via email that they are welcome to use within their own advertising. This generic advert however must not be altered in any way.

RULES OF THE COMPETITION

1. Entries will only be taken at the NWJ Bridal Show – a special booth for entries will be open for the duration of the show
2. All entries must be handed in by 2pm on the final day of the expo.
3. The draw will take place at 3pm on the final day at the expo.
4. Entries will be available in The Mercury newspaper running up to the show, as well as at the expo itself.
5. Upon receiving the prize offer in writing (via email or fax), the organisers will send through a "Prize Sponsorship Form" which will need to be signed and sent back to us – this will be a legally binding document depicting that the sponsor, upon signing the document, is legally obliged to fulfil his/her offer.
6. **Prize offers will be accepted at the discretion of the organisers and show sponsors – once an offer has been accepted, offers for similar products or services will be turned down.**
7. All artwork for logo's MUST be supplied by the prize sponsor timeously – delayed artwork will result in your logo not being used. You will be advised of deadline dates.
8. Please note that regardless of the value of the prize, each sponsor will receive the same coverage, so please consider carefully the value of your offer when sponsoring your prize.
9. Exhibitors to the NWJ Bridal Show will have first option at sponsoring towards this prize

WHAT WE ARE LOOKING FOR

As you know, weddings encompass everything from Invites to honeymoons. Below is a list of the prizes we are looking for, but if you have something new to add, please feel free to contact me.

The prize must cater for 100 guests.

1. Invitations
2. Table Favours
3. Flowers
4. Photography
5. Videography
6. Décor
7. Hiring
8. Catering
9. Venue
10. Wedding Dress
11. Bridesmaid Dresses
12. Grooms Suit
13. Groomsmen suits
14. Cake
15. Jewellery
16. Honeymoon
17. Flights (for Honeymoon)
18. Hair for bridal party
19. Make up for bridal party
20. Nails for bridal party
21. Wine/Champagne
22. Candles
23. DJ & Music
24. Lingerie

Please contact me if you need further information.

Thank you
Jade

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