

YARRAM AGRICULTURAL SHOW SOCIETY

PO BOX 116, Yarram, Victoria, 3971
ABN: 35934128530, A0006216Y



Yarram Agricultural Show SATURDAY 20th NOVEMBER 2021

Dear Potential Sponsor,

Planning is well under way for the 2021 Show. We continue to explore different options each year to ensure there is a variety of free entertainment as well as attractions. We have the additional challenge this year of working with the challenges of the Corona Virus restrictions and guidelines, understanding how quickly they can change and the impact it can have on our event.

2020 has been a challenging year for many with natural disasters and now a medical pandemic potentially causing catastrophic global consequences. The Ag Society are well aware of current advice and will continue to monitor the situation closely. Our event is scheduled for November. At the moment we are continuing to plan and prepare for our annual event. If we have to cancel, full refunds will be given to sponsors. We must continue to seek sponsorship and plan for our event now, as waiting until later in the year will be far too late for us to organise everything that goes into planning this event. It is hoped that come November, the community will be ready for a celebration and opportunity to socialise if advice allows.

As a sponsor of the Yarram Agricultural Show you have unique opportunities to showcase your products and/or service to a potential of over 2,000 people in an annual one day event, as well as the opportunity to take part in pre-show advertising. Sponsorship is a great opportunity to get your business' name well recognised within the community and to promote what you have to offer while also supporting an iconic community event.

There are three different options you can choose as a Sponsor for the 2019 Yarram Agricultural Show. Depending on the coverage of sponsorship, your business can be acknowledged:

- **Show Schedule** – with 1000 copies distributed last year. Business card graphic or other promotional advertising (of varying sizes) included in the schedule.
- **Website** – our sponsors are listed on our sponsors page with graphic supplied by the sponsor
- **On the Yarram Agricultural Show's Facebook page** – individual acknowledgment is made on our page. We have a 'sponsors' album where your logo/graphic will appear as well as regular 'sponsor of the week' updates linked to website or Facebook page.
- **Major/Gold Sponsors** – on printed promotional material, including our Show Day flier, which is used for online advertising.
- **Show Day programme** – handed out on the gate on show day with timetable of events and location of activities on the ground.
- **Option of signage at the event** – to be supplied by sponsor.

Attached are the different packages available as well as a **Sponsorship Confirmation Form** for you to look over and consider what might be a best fit for you and your business. The Yarram Agricultural Society are flexible and would like to work with you to tailor a package that suits your wants and needs.

The Yarram Agricultural Show is an iconic event within the Wellington Shire attracting large numbers of visitors from all demographics within the community and from afar. The Show is a reflection of our community as a whole – a place where we can create and celebrate life in the Yarram area from agricultural, business, cultural and social points of view. As part of our local cultural heritage for over 130 years the Yarram Agricultural Show brings the traditions of the country to one central showcase. You have always been a loyal supporter of this iconic event and we hope to have you on board in 2021. We are hoping to bring some normality back to our community and give people something to look forward to.

Please do not hesitate in contacting me should you have any questions.

Yours sincerely,

MICHELLE BODDY
Sponsorship Co-ordinator

SPONSORSHIP & ADVERTISING PACKAGES

YARRAM SHOW 20th NOVEMBER 2021

The following sponsorship opportunities/packages and benefits are a guide to what sponsors can expect for their investment in The 2020 Yarram Show. The Yarram Agricultural Society Committee welcomes your feedback on sponsorship benefits and is happy to work with you to ensure that your business receives marketing and promotional benefits and we are able to tailor an individual package to suit your needs and wants.

1. GOLD PACKAGE - \$1000+ (+10% GST)

- 5 Family tickets
- Competition Naming and Prize presentation (eg *The Beaut Ute or Photography*)
- Naming rights to events/sections (see confirmation form for details)
- Signage in show grounds - on/around oval or at sponsored event if relevant*
- Acknowledgement in Show Schedule with inclusion of advertising (*half page portrait DL size*)*
- Acknowledgment in all other show advertising, including Show Day Program, media, website and Facebook and Sponsors board on Show day.
- Regular online posts and 'sponsor of the month/week' with bio of business in the lead up to the event with link to your own website.
- Acknowledgment of sponsorship on Show Day over the PA system/audio.
- 6mx6m trade site space with power included
- Distribution of your products to the community in goodie bags/Yellow Brick Road*

2. SILVER PACKAGE \$500 (+10% GST = \$550)

- 3 Family Tickets
- Naming rights to events/sections (see confirmation form for details)
- Signage in show grounds - on/around oval or at sponsored event if relevant*
- Acknowledgement in Show Schedule with inclusion of advertising (1/3 page portrait DL size)*
- Acknowledgement in print & online advertising/media/website/Facebook Sponsors board on Show day.
- Regular online posts and 'sponsor of the month/week' with bio of business in the lead up to the event with link to your own website.
- Acknowledgment of sponsorship on Show Day over the PA system/audio.
- 3mx3m trade site space with power included
- Distribution of your products to the community in goodie bags/Yellow Brick Road

3. BRONZE PACKAGE \$250 (+10% GST = \$275)

- 1 Family Ticket
- Acknowledgement in Show Schedule with inclusion of advertising (1/4 of a page)
- Acknowledgement in print & online advertising/media/website/Facebook.
- Acknowledgment of sponsorship on Show Day over the PA system/audio.
- Distribution of your products to the community in goodie bags/Yellow Brick Road

4. MONETARY 'DONATION' (GST Free)

Acknowledgement in print & online advertising/media/website/Facebook if applicable (we understand some donations prefer to remain anonymous).

SHOW SCHEDULE is EXPECTED TO BE PRINTED AS PORTRAIT DL SIZE.

** All signage is to be provided by the sponsor (banners, signs ,flyers, cards etc). Sponsor to also provide a high resolution graphic they wish to be used for publishing in the Show Schedule. Any other advertising of promotions for your business needs to be supplied to the Ag Society for inclusion into printing. Any fliers/promotional material for goodie bags/Yellow Brick Road must be supplied by Sponsors.*

***PLEASE NOTE – Sponsorship money and confirmation form MUST be received by July 30th 2020 to meet printing deadlines.**

SPONSORSHIP CONFIRMATION FORM

Yarram Agricultural Show 2021



Company/ Business name	
Postal Address	
Contact Person	
Phone	
ABN #	
Email	
Sign & Date:	

AREA/SECTION/COMPETITION BEING SPONSORED – please tick

<input type="checkbox"/> INDOOR EXHIBIT		<input type="checkbox"/> OUTDOOR EXHIBIT	
<input type="checkbox"/> Photography	<input type="checkbox"/> Horticulture	<input type="checkbox"/> Dairy Cattle/Beef Cattle	<input type="checkbox"/> Pet Parade
<input type="checkbox"/> Wool	<input type="checkbox"/> Poultry	<input type="checkbox"/> Equestrian	<input type="checkbox"/> Yellow Brick Road
<input type="checkbox"/> Cooking	<input type="checkbox"/> Kids Entries	<input type="checkbox"/> Entertainment & Amusements	<input type="checkbox"/> KidZone Balloon twisting, face painting, free balloons, petting zoo, Mr Slot Cars etc
<input type="checkbox"/> Needlework	<input type="checkbox"/> Fruit & Veg	<input type="checkbox"/> Wood Chop	
<input type="checkbox"/> Art & Craft	<input type="checkbox"/> Disability	<input type="checkbox"/> Beaut Ute/Car Show	

SPONSORSHIP DETAILS

Sponsorship may be product, voucher, goods, cash or any combination.

PART A: AMOUNT OF SPONSORSHIP/Package (including GST)	\$
PART B: DONATION AMOUNT	\$
TOTAL AMOUNT PAYABLE (A+B)	\$

If signage is available, please tick - (Banners, confute signs, pamphlets/flyers, business cards, magnets etc)

PLEASE NOTE:

- All Sponsorship packages will receive an invoice once this sponsorship confirmation form has been received and processed (post or email). All Monetary donations will receive a receipt.
- Sponsorship money needs to be **RECEIVED BY 30th JULY 2020** to meet printing deadlines.
- Failure to make payment by this date will mean your business will be omitted from the schedule printing.

Michelle Boddy

Sponsorship Coordinator
Yarram Agricultural Society
PO BOX 116, Yarram. 3971.
0437 432 991
michelle@imstewart.com.au

Alternative contact:

Becky Morton
0488 058 127
rgmorton1982@gmail.com

Payment is due with this notice or within 14 days from the receipt of your invoice. Should it be more convenient for you, our banking details are as follows:

**Bank – Bendigo Bank, Account name: Yarram Agricultural Society
BSB: 633 000, Account No: 160 903 522**

**Please use name as reference*