

# YARRAM AGRICULTURAL SHOW SOCIETY

PO BOX 116, Yarram, Victoria, 3971

ABN: 35934128530, A0006216Y



## Yarram Agricultural Show SATURDAY 18<sup>th</sup> NOVEMBER 2023

Dear Potential Sponsor,

Planning is well under way for the 2023 Yarram Agricultural Show and we are excited to have put on another great show.

We continue to explore different options each year to ensure there is a variety of free entertainment for our children, adults and visitors to our show, as to ensure that our community and guests are safe and have a memorable time at our event.

The Yarram Show is scheduled for Saturday 18th November 2023, and we hope that your business can help make our show Great!

We are planning and preparing for the Yarram Agricultural Show, and we must continue to seek sponsorship and plan for our event now, with better weather in November, the community will be 'SHOW' ready to showcase their talent in the Pavilion as well as in the Show ring.

As a sponsor of the Yarram Agricultural Show, you have unique opportunities to showcase your products and/or service to a potential 2,000 guests that enter our gate in a 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 2023 Yarram Agricultural Show. Depending on the coverage of sponsorship, your business can be acknowledged:**

- **Show Schedule** – with 800 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 a 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 is 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 2023. 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,

*Sheridan Venables*

Sponsorship Coordinator

# SPONSORSHIP & ADVERTISING PACKAGES

YARRAM SHOW 18<sup>th</sup> NOVEMBER 2023

*The following sponsorship opportunities/packages and benefits are a guide to what sponsors can expect for their investment in The 2023 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 the Honeyeater Adventure Trail

## **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 the Honeyeater Adventure Trail
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## **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 the Honeyeater Adventure Trail

## **4. MONETARY 'DONATION' (GST Free)**

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

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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 30<sup>th</sup> 2023 to meet printing deadlines.**

# SPONSORSHIP CONFIRMATION FORM

## Yarram Agricultural Show 2023



<b>Company/ Business name</b>	
<b>Postal Address</b>	
<b>Contact Person</b>	
<b>Phone</b>	
<b>ABN #</b>	
<b>Email</b>	
<b>Sign &amp; Date:</b>	

### AREA/SECTION/COMPETITION BEING SPONSORED – please tick

<input type="checkbox"/> <b>INDOOR EXHIBIT</b>		<input type="checkbox"/> <b>OUTDOOR EXHIBIT</b>	
<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"/> Kid Zone 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.

<b>PART A:</b> AMOUNT OF SPONSORSHIP/Package (including GST)	\$
<b>PART B:</b> DONATION AMOUNT	\$
<b>TOTAL AMOUNT PAYABLE (A+B)</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 30<sup>th</sup> JULY 2023** to meet printing deadlines.
- Failure to make payment by this date will mean your business will be omitted from the schedule printing.

**Sheridan Venables**  
Sponsorship Coordinator  
Yarram Agricultural Society  
PO BOX 116, Yarram. 3971.  
0418 190 229  
[Yarram.agshow@gmail.com](mailto:Yarram.agshow@gmail.com)

**Alternative contact:**  
**Leanne Venables**  
Show Secretary  
0408 056 988  
[Yarram.agshow@gmail.com](mailto:Yarram.agshow@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 Business name as reference**