

# YARRAM AGRICULTURAL SHOW SOCIETY

PO BOX 116, Yarram, Victoria, 3971

ABN: 35934128530, A0006216Y



## Yarram Agricultural Show SATURDAY 23<sup>rd</sup> NOVEMBER 2024

Dear Potential Sponsor,

Planning is well under way for the 2024 Yarram Agricultural Show and we are excited about putting on another great show for our community.

The Yarram Show is scheduled for Saturday 23<sup>rd</sup> 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. There are a number of expenses the Ag Society have to cover including printing, promotion, maintenance, insurances and affiliations, prizes, ribbons, judges and often travel expenses for stewards and judges and first aide to name a few of many. Your valued sponsorship and/or donations of goods and services goes towards paying for entertainment, which we offer as much free to the public as possible as well as some of the associated costs inquired for putting on a Show.

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 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, local community event.

***There are three different options you can choose as a Sponsor for the 2024 Yarram Agricultural Show. Depending on the coverage of sponsorship, your business can be acknowledged:***

- **Sponsors Board** – high res graphic printed on confute board. These Sponsors Boards will be located near the Peter Bland Exhibition Shed as well as the main gates.
- **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 2024.

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

Yours sincerely,

*Michelle Boddy*

Sponsorship Coordinator

# SPONSORSHIP & ADVERTISING PACKAGES

## YARRAM SHOW 23<sup>rd</sup> NOVEMBER 2024

**The following sponsorship opportunities/packages and benefits are a guide to what sponsors can expect for their investment in the 2024 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

- 6 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\*
- Acknowledgment on the Yarram Ag Society Facebook page
- Acknowledgement on show advertising, including Show Day Program, website and media.
- Acknowledgment on our 'Sponsors' boards, displayed at each main gate on Show Day as well as near the Peter Bland Exhibition Shed.
- 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.
- 6mx6m trade site space (power upon request)
- Distribution of your products to the community in the Honeyeater Adventure Trail\* (provided by business).

### 2. SILVER PACKAGE \$550

- 4 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 on our website & Facebook page
- Acknowledgment on our 'Sponsors' boards, displayed at each main gate on Show Day as well as near the Peter Bland Exhibition Shed.
- 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.
- 3mx3m trade site space (power upon request)
- Distribution of your products to the community in the Honeyeater Adventure Trail\* (provided by business).

### 3. BRONZE PACKAGE \$275

- 2 Family Tickets
- Signage in show grounds - on/around oval or at sponsored event if relevant\*
- Acknowledgement on our website & Facebook page
- Acknowledgment on our 'Sponsors' boards, displayed at each main gate on Show Day as well as near the Peter Bland Exhibition Shed.
- 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.
- Distribution of your products to the community in the Honeyeater Adventure Trail\* (provided by business).

### 4. MONETARY 'DONATION'

Acknowledgement in online advertising – including our website & Facebook page if applicable (we understand some donations prefer to remain anonymous).

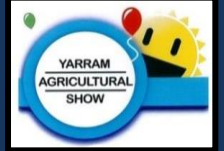
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**\* All signage is to be provided by the sponsor (for inside the grounds). Sponsor to also provide a high-resolution graphic they wish to be used for publishing. Any fliers/promotional material for goodie bags/Honeyeater Adventure Trail must be supplied by Sponsors.**

**\*PLEASE NOTE – Sponsorship money and confirmation form MUST be received by August 30<sup>th</sup> 2024**

# SPONSORSHIP CONFIRMATION FORM

## Yarram Agricultural Show 2024



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"/> Honey Eater Trail
<input type="checkbox"/> Cooking	<input type="checkbox"/> Kids Entries	<input type="checkbox"/> Entertainment & Attractions	<input type="checkbox"/> Amusement Rides* (unconfirmed)
<input type="checkbox"/> Needlework	<input type="checkbox"/> Fruit & Veg	<input type="checkbox"/> Wood Chop	<input type="checkbox"/> Livestock
<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>	\$
<input type="checkbox"/> 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).
- Sponsorship money needs to be **RECEIVED BY 30<sup>th</sup> AUGUST 2024** to meet printing deadlines.

Michelle Boddy  
Sponsorship Coordinator  
Yarram Agricultural Society  
PO BOX 116, Yarram. 3971.  
0402 252 157

Alternative contact:  
Joanne Milne  
Show Secretary  
0416 243 505  
[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