

It's Our Show



Let's Go

Sunshine Coast Agricultural Show Society

2018 PARTNERSHIP

BOOKLET





Sunshine Coast Agricultural Show Society Inc.

Economic & Social Impact of Australian Agricultural Shows

Agricultural Shows throughout Australia create tangible economic and social benefits for communities. Shows are strongly connected to local communities through volunteerism and the educational, competitive & cultural experiences they provide.

Agricultural Shows are able to improve people's quality of life and they also build social capital within local communities and regions across Australia.

A recent study has found:

- ✚ Agricultural shows have been part of the Australian culture since 1822 and are strongly connected to local communities through volunteerism and the educational, competitive and cultural experiences they provide.
- ✚ Agricultural shows create tangible economic and social benefits for communities.
- ✚ There are 587 agricultural shows in Australia. Approximately 5.9 million people visit these shows annually.
- ✚ The number of visitors to shows in Australia could be in decline. However, Queensland agricultural shows have increased their visitor numbers by 13.7% over the past three years.
- ✚ Agricultural shows have an economic impact of at least \$965 million per annum.
- ✚ Agricultural shows create social impact by building social capital and increasing family happiness and wellbeing.
- ✚ The value of show volunteers in Queensland is estimated at \$84 million.
- ✚ Sponsors and exhibitors support an agricultural show for a variety of reasons; 76% said their expectations had been met. The most commonly cited reason for their support and participation is to promote and advertise their business or product.
- ✚ To increase the impact of agricultural shows, show societies need advice, training and support. In particular, discussions and actions need to be taken in the areas of:
 1. Building the capacity of show societies;
 2. Increasing financial management skills and revenue-raising strategies;
 3. Increasing community engagement;
 4. Promoting and enhancing youth participation; and
 5. Increasing strategic planning to ensure the popularity and sustainability of the show





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ABOUT THE SUNSHINE COAST AGRICULTURAL SHOW

The Sunshine Coast Agricultural Show is a prestigious three-day event that showcases the extraordinary diversity found on the Sunshine Coast. It keeps our history alive, unites country and city, and promotes our iconic agricultural industries. It's an opportunity for locals to share their talents, skills and achievements, with the expansive range of competitions highlighting the best in our region. The Show also provides businesses and community groups with a valuable platform to further promote their brand and gather support.



THE 2018 SHOW

In 2018 the Sunshine Coast Agricultural Show celebrates its 113th show. We continue to remain committed and loyal to our Agricultural roots and this Show will present entertainment never seen before at the Show and some items never seen before on the Sunshine Coast. Our night-time spectacular will draw large crowds and will certainly wow them! We will have various entertainment areas around the Showground including the Entertainment stage, the Young Farmers Education Area and a number of new acts which will provide hours of entertainment for children throughout the show. Our gate entry price remains the lowest in the region.





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PARTNERSHIPS

As a not for profit organisation, the Sunshine Coast Agricultural Show Society values its partners. We've developed packages to ensure our supporters receive the recognition they deserve.

PROMOTIONAL BENEFITS OF BEING IN PARTNERSHIP WITH US

The Sunshine Coast Agricultural Show is the biggest show on the Coast. It attracts more than 25,000 to 30,000 people every year, and receives significant media coverage across television, radio and print. With our 113th Show pending in 2018, the Show has proven itself to be an iconic event that's of great value to our community. Our upcoming Show is set to be the biggest ever!

- Being in partnership with us affiliates your business with a valued local brand that serves the community
- The Show offers businesses a prime opportunity to broaden the audience they engage with and reinforce their brand
- Being a partner of the Show provides businesses with opportunities for frequent positive publicity through the media, especially for naming rights partners





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TAILORING PARTNERSHIP AGREEMENTS TO SUIT YOU

The partnership packages outlined in this booklet can be personalised to best suit your business. You can choose to be a general partner or own naming rights for an element of the Show.

Naming rights opportunities include:

- The Main Arena;
- The Main Pavilion;
- Night time Spectacular – every night of the Show in the main arena;
- Specific Events in the Main arena
- One of our Stages which will host daytime entertainment
- Young Farmers – education experience for youth
- Big screen in the main arena
- Sections of the Show such as Horse events, Kids Craft, Floriculture and more.



We've determined the values of naming rights for each element of the Show and this can be discussed and negotiated with the Show Team.



Please don't hesitate to contact the Show office on 5441 2766 or manager@sunshinecoastshow.asn.au





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PARTNERSHIP PACKAGES

PARTNERSHIP LEVEL	PACKAGE INCLUDES
 PLATINUM From \$5,000	<ul style="list-style-type: none"> • 9 x 30 second ads on the big screen in main arena – 3 per day for 3 days • Company logo features in loop played on the big screen in main arena • 18 Public Address System announcements – 6 per day for 3 days across the 2 main PA systems • Company logo on all Show advertising • 2 company signs displayed at the Show • Company logo in the Show schedule and program • Company logo on all emails sent from Show office • Company logo features on the Show website • 8 x Adult passes and x12 Child passes to the Show • 2 VIP invitations to Show dinner • Social Media Promotion
 GOLD \$3,000	<ul style="list-style-type: none"> • 6 x 30 second ads on big screen in main arena - 2 ads per day for 3 days • Company logo features in loop played on the big screen in main arena • 12 Public Address System announcements – 4 per day for 3 days across the 2 main PA systems • 2 company signs displayed at the Show • Company logo in the Show schedule and program • Company logo will feature on the Show website • 6 x Adult passes and x 9 Child passes to the Show • 2 VIP invitations to Show dinner • Social Media Promotion





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 <p>SILVER</p> <p>\$1,500</p>	<ul style="list-style-type: none"> • Company logo features in loop played on the big screen in main arena • 6 Public Address System announcements - 2 per day for 3 days across the 2 main PA systems • 2 company signs displayed at the Show • Company logo in the Show schedule and program • Company logo will feature on the Show website • 4 x Adult passes and x 6 Child passes to the Show • Social Media Promotion
 <p>BRONZE</p> <p>\$500</p>	<ul style="list-style-type: none"> • 6 Public Address System announcements - 2 per day for 3 days across 2 main PA systems • 1 company sign displayed at the Show • Company logo in the Show schedule and program • Company logo will feature on the Show website • 2 x Adult passes and x 3 Child passes to the Show

Other sponsorship levels are also available from \$35 per class depending on the Section that you would like to sponsor.

Please note packages can be personalised by negotiation. For more information please contact the Sunshine Coast Agricultural Show Team on 5441 2766 or manager@sunshinecoastshow.asn.au and I would be pleased to arrange a mutually agreeable time to discuss these options further with you.





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BIG SCREEN ADVERTISING OPPORTUNITY

The Sunshine Coast Agricultural Show Society would like to invite you, to promote your business to a large captivated audience at the 2018 Sunshine Coast Agricultural Show.

With the success of the Big Screen at previous Shows, we are pleased to welcome it back again in 2018.

The Sunshine Coast show is a member of the Larger Show Group and is the largest Agricultural Show on the Sunshine Coast and one of the top 10 largest shows in Queensland.



The inclusion of the Big Screen brought a new dimension to the last few years of Sunshine Coast Agricultural Shows. The 40 square metre live screen enabled the public to see things from a closer perspective than ever before and also events and action on the grounds that they may never of had a chance to see before. This being a live screen will ensure constant public interest throughout the Show.

With a roaming camera going around the grounds bringing to the Screen such sections of the show, like cattle judging, horse events, performances on our main stage, interviews plus many more exiting aspects of the show.

With over 25,000 to 30,000 permanent residents of the Sunshine Coast, visiting our show over the 3 days, this gives you a unique opportunity to promote your business or products to a pre-qualified audience.

We have 4 exciting advertising packages for you to consider, this will be the most cost effective advertising you have ever done!





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*Big Screen Naming Rights:

- **Screen Naming Rights**

You can dress the screen up with 2 sets of core flutes with your brand 600mm High x 8.5 Metres Long and 600mm High x 2.5 Metres Long.

- **10 x 30 sec Ad playouts per Day**

Use your own ad or we can organise a creative team to quickly make your quality advertisement up for you with a provisional voice over *.

- **Ring Announcer Call to direct attention to the Screen**

During the action with in the Arena the Ring Announcer will draw everyone's attention to the screen when they are replaying a jump, judging etc.

- **2 x 5 minute Interview Per Day**

What a great way to introduce your product to a captive audience. We will organise the camera crew to interview and replay this footage.

- **5 x 10 Second logo playouts per Day**

Provide us with your logo and we will include it into the logo display loop during the day.

Package Value	\$1,000+GST (1 Day)
	\$1,900+GST (2 Days)
	\$2,700+GST (3 Days)

*Advertising Package 1:

- **10 x 30 sec Ad playouts per Day**

Use your own ad or we can organise a creative team to quickly make your quality Advertisement up for you with a provisional voice over *.

- **1 x 5 minute Interview Per Day**

What a great way to introduce your product to a captive audience. We will organise the camera crew to interview and replay this footage.

- **5 x 10 Second logo playouts per Day**

Provide us with your logo and we will include it into the logo display loop during the day.

Package Value	\$600+GST (1 Day)
	\$1,100+GST (2 Days)
	\$1,500+GST (3 Days)





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*Advertising Package 2:

- **5 x 30 sec Ad playouts per Day**
Use your own ad or we can organise a creative team to quickly make your quality Advertisement up for you with a provisional voice over *.
- **5 x 10 Second logo playouts per Day**
Provide us with your logo and we will include it into the logo display loop during the day.

Package Value	\$300+GST (1 Day)
	\$550+GST (2 Days)
	\$750+GST (3 Days)

*Logo City:

- **10 x 10 Second logo playouts per Day**
Provide us with your logo and we will include it into the logo display loop during the day.

Package Value	\$100+GST (1 Days)
	\$190+GST (2 Days)
	\$270+GST (3 Days)





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2018 Partnership Pledge

Name of Sponsor/Partner for 2018 Show: _____

I would like to provide the same sponsorship as last year (Please Circle) YES

OR

I would like to sponsor events to the value of: \$..... (Product)

\$..... (Cash)

\$..... (In-Kind Services)

I will leave the allocation of Classes to the discretion of the Sunshine Coast Agricultural Show Society.

☐

OR

Please allocate classes in the following section/s (Please circle):

Show Horse Events, Show Jumping; Dairy Cattle; Stud Beef; Poultry; Spiral Art; Table Fruit; Vegetables; Dairy Goats; Kidscraft; Floriculture; Cookery; Sweets & Preserves; Apiculture; Photography; Woodchop

I prefer to Sponsor JUNIOR or SENIOR events

Special Requests: Please advise of any special requests via email to manager@sunshinecoastshow.asn.au.

Signed: _____ Position: _____

Date: _____

Once agreement has been reached, a formal Contract will be prepared for your signature along with a Tax Invoice for payment of the agreed sponsorship.

Sponsorship pledges received after 28th February 2018 may not receive all of the benefits agreed upon due to time constraints on production of material.

