

***SPONSORSHIP PROSPECTUS***

***BUNGENDORE SHOW***



***Sunday 25 January 2015***



## Contact

Bungendore Pastoral, Agricultural & Horticultural Society

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Disclaimer: Content has been compiled at the discretion of the Bungendore Pastoral, Agricultural & Horticultural Society and was correct at the time of printing.

Photography: Courtesy of Katina Manley, & Delsharla Pet Pawtraits

# Bungendore Show

Welcome to the Bungendore Show – New South Wales’ best one day country Show was founded in the 1840’s and has been running continuously since 1962. Managed by the Bungendore Pastoral, Agricultural & Horticultural Society, the Bungendore Show will mark 53 years in the community in 2015. The Bungendore Pastoral, Agricultural & Horticultural Society (BPAHS) is a completely independent incorporated body, run entirely by volunteers.

Bungendore Show is one of the town’s key summer events attracting patrons from all across the region, including the ACT. Offering the full compliment of country show competition sections in all traditional areas, the Bungendore Show sees over 3500 entries.

The aim of the Bungendore Show today is to showcase and celebrate the finest talent, animals, produce, businesses and services in our area and provide a great family day out for people who live in and around the region.

Our second goal is to re-invest in the local community and facilities. In 2013 we donated in excess of \$10,000 to the local community, including to the Bungendore Rotary and the Bungendore Showground Trust.

With attendance of around 4,800 people (2014), the Bungendore Show continues to grow and emerge as one of the regions most successful events.



A new and energetic Show Committee since 2013, new show attractions and demonstrations and increased marketing opportunities have seen the numbers of visitors rise, as word of mouth increases and favourable comments are exchanged about our family friendly Bungendore Show.

## *Community Assistance & Involvement*

The Bungendore Show strives to achieve a good blend of commercial and community enterprises. Being primarily a community not for profit organisation, the Executive Committee aims to provide support back to local community groups who assist with various roles during the year. Actively encouraging community involvement is the key to maximising the support and interest shown in our event each year.

A key event on the local calendar, the Bungendore Show is generously supported by the local community, schools and businesses. It is at events like the Bungendore Show, that we see best the attributes of country living with the ability so close to the Nation’s Capital to promote the “Best of Town & Country” feel and working together to establish a true community event that all can be involved with.

## *Becoming a Sponsor*

Sponsoring the Bungendore Show is a great way to promote your business or company. As a volunteer, not-for-profit organisation, our ability to give back to the community that supports us each and every show day is made possible for the most part by our generous sponsors. We have a range of sponsorship agreements and opportunities that can be tailored to suit the mutual benefits of both the Show and those of our sponsors.

The Sponsorship packages outlined in this prospectus can be discussed/altered or tweaked to include other areas of interest/promotion with discussion with the Executive Committee and associated approval.

The Bungendore Show offers a huge opportunity for exposure and partnership acknowledgements and we are excited to discuss how your business could become involved.

### *Specific Sponsorship Information*

Sponsorship and Naming Rights will be allocated on a first come basis. Initial purchase of a package will be included and acknowledgement on our Bungendore Show website, indicating the section sponsored. You are welcome to add your business details to our page. We currently are growing this marketing opportunity on the page.

Sponsors are welcome to choose multiple sections and benefits will be linked to the closest sponsorship package.

For example sponsoring the Cattle Section for \$500 and the Sheep Section for \$500 would provide two different locations for signage and brand awareness, as well as the benefits of Sponsorship Package 5 - \$1000.



# Sponsorship Packages

Note: Admission tickets - each ticket admits 1 Adult (17 years and over) Children U/13years are free

## **PACKAGE 1: \$8,500 (excludes GST)**

### **BUNGENDORE SHOW'S GOLD MEDAL SPONSOR NAMING RIGHTS**

- 15 Admission tickets
- Exclusive naming rights as “Bungendore Show’s Gold Medal Sponsor” (Only one per year)
- Premium Reserved Trade and Commercial Avenue trade site (15m x 4m)
- Nominated representative to officially open the 2015 show
- Your “Business Name” on all major show sashes and non-donated trophies
- Sponsor acknowledgements at the launch of the Bungendore Show in October (new initiative in 2015)
- Invitation to attend the Bungendore Show Launch in October
- Logo on [www.bungendoreshow.com.au](http://www.bungendoreshow.com.au), with direct link from your logo to your website
- Logo and business name in The Mirror’s Bungendore Show Promotional Lift Out Guide
- Official Opening acknowledgements
- Company banners on display at the Bungendore Show, in a number of locations as negotiated with the Executive Committee
- Bungendore Show Public Address (PA) announcements
- Inclusion of business name in all show promotional media, including website, Facebook, Twitter, newspaper and radio advertising, including post event

## **PACKAGE 2: \$5,000 (excludes GST)**

### **TRADE AND COMMERCIAL EXHIBITIONS AVENUE**

- 10 Admission tickets
- Naming rights to the Trade and Commercial Exhibitions Avenue
- Naming Rights to the Best Trade and Commercial Exhibit, including trophy and presentation ceremony
- Reserved Trade and Commercial Avenue trade site (9m x 4m)
- Sponsor acknowledgements at the launch of the Bungendore Show in October (new initiative in 2015)
- Logo on [www.bungendoreshow.com.au](http://www.bungendoreshow.com.au), with direct link from your logo to your website
- Logo and business name in The Mirror’s Bungendore Show Promotional Lift Out Guide
- Official Opening acknowledgements
- Company banners on display at the Bungendore Show, in a number of locations as negotiated with the Executive Committee

- Bungendore Show Public Address (PA) announcements
- Inclusion of business name in all show promotional media, including website, Facebook, Twitter, newspaper and radio advertising, including post event

### ***PACKAGE 3: \$4,500 (excludes GST) ENTERTAINMENT SPONSOR***

- 8 Admission tickets
- Prominent exposure, including signage and regularly announcements throughout the day as the sponsor of the selected entertainment demonstration/exhibit
- Reserved Trade and Commercial Avenue trade site (6m x 4m)
- Sponsor acknowledgements at the launch of the Bungendore Show in October (new initiative in 2015)
- Logo on [www.bungendoreshow.com.au](http://www.bungendoreshow.com.au), with direct link from your logo to your website
- Logo and business name in The Mirror's Bungendore Show Promotional Lift Out Guide
- Official Opening acknowledgements
- Company banners on display at the Bungendore Show, in locations adjacent to the selected entertainment exhibit/demonstration
- Bungendore Show Public Address (PA) announcements
- Inclusion of business name in all show promotional media, including website, Facebook, Twitter, newspaper and radio advertising, including post event

### ***PACKAGE 4: \$4,500 (excludes GST) HORSE AND EQUESTRIAN SECTION SPONSOR***

- 6 Admission tickets
- Exclusive Naming Rights to the Horse and Equestrian Section
- Reserved Trade and Commercial Avenue trade site (6m x 4m)
- Sponsor acknowledgements at the launch of the Bungendore Show in October (new initiative in 2015)
- Logo on [www.bungendoreshow.com.au](http://www.bungendoreshow.com.au), with direct link from your logo to your website
- Logo and business name in The Mirror's Bungendore Show Promotional Lift Out Guide
- Official Opening acknowledgements
- Company banners on display at the Bungendore Show, in locations around the extensive horse and equestrian activities
- Bungendore Show Public Address (PA) announcements
- Inclusion of business name in all show promotional media, including website, Facebook, Twitter, newspaper and radio advertising, including post event

**PACKAGE 5: \$1,000 SECTION NAMING RIGHTS TO THIS VALUE**

- 4 Admission tickets
- Exclusive naming rights of chosen section
- Reserved Trade and Commercial Avenue trade site (6m x 4m)
- Sponsor acknowledgements at the launch of the Bungendore Show in October (new initiative in 2015)
- Logo on [www.bungendoreshow.com.au](http://www.bungendoreshow.com.au), with direct link from your logo to your website
- Logo and business name in The Mirror's Bungendore Show Promotional Lift Out Guide
- Official Opening acknowledgements
- Company banners on display at the Bungendore Show, in locations around the extensive horse and equestrian activities
- Bungendore Show Public Address (PA) announcements
- Inclusion of business name in all show promotional media, including website, Facebook, Twitter, newspaper and radio advertising, including post event

**Sponsorship Options Summary**

DESCRIPTION – MAIN PACKAGES	VALUE (EXCL. GST)
BUNGENDORE SHOW'S GOLD MEDAL SPONSOR NAMING RIGHTS	\$8,500
TRADE AND COMMERCIAL EXHIBITIONS AVENUE	\$5,000
ENTERTAINMENT SPONSOR	\$4,500
HORSE AND EQUESTRIAN SECTION SPONSOR	\$4,500
SECTION NAMING RIGHTS TO THIS VALUE	\$1,000
<b>OTHER OPTIONS</b>	
WOOD CHOPPING	\$600
TRACTOR & STEAM DISPLAY	\$600
ANIMAL NURSERY	\$1,500
ROVING ENTERTAINMENT	\$2,000
OUTDOOR ENTERTAINMENT	\$3,000*
<b>COMPETITIONS</b>	
CATTLE OR SHEEP SECTION	\$500 EACH
ALPACAS	\$250
HORSES IN ACTION	VARIOUS
FLORICULTURE OR PRODUCE	\$300 EACH
FRUIT & VEGETABLES	\$300
WOOL	\$300
NEEDLEWORK, KNITTING & QUILTING	\$300
HANDICRAFTS	\$300
PAINTING OR PHOTOGRAPHY	\$300 EACH
COOKERY & PRESERVES	\$300



## **OTHER SPONSORSHIP**

### **ENTERTAINMENT**

The biggest joy of being involved with the Bungendore Show is that once inside the gates, the majority of the entertainment is supplied for FREE.

#### **WOOD CHOPPING \$600**

A traditional show favourite and a wonderful display by the local club, it is certainly one of the agricultural highlights of the program on Show Day.

#### **TRACTOR & STEAM DISPLAY \$600**

Step back in time and experience the days of early Australia through the beautifully restored artefacts and equipment from early colonial settlement and farming. Everyone loves to stop and see the old machinery chugging along. This area is a true celebration of our local area, with dedicated volunteer groups of restorers keeping our farming history alive.

#### **ANIMAL NURSERY \$1,500**

This children's favourite is a major drawcard for all families with children or anyone who cannot resist the urge to pat baby animals. This exhibit provides a great photo opportunity and a chance to handle some of our favourite farm yard animals.

#### **ROVING ENTERTAINMENT \$2,000**

The Bungendore Show is so jam packed with such a variety of entertainment that it wanders around the show grounds. Our roving entertainment varies from stilt walkers to clowns to costumed characters from all walks of life. Moving colourful characters, that often stops the young and old in their tracks as they marvel at the wonders that often turn up in the most unexpected places.

#### **OUTDOOR ENTERTAINMENT from \$3,000**

The 2014 entertainment portfolio was the Bungendore Show's largest and is also available completely free to all who visit the show. There are many different styles of entertainment at the Bungendore Show – something guaranteed to suit all tastes. Outdoor entertainment can include circus tricks, trained & performing animals, death defying tricks on motorbike, demonstrations of medieval sword fighting, car displays and many other special highlights.







## **COMPETITIONS**

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### **CATTLE SECTION \$500**

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The Cattle section is widely supported by only local cattle farmers. The cattle display is open to the passing public.

### **SHEEP SECTION \$500**

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This is a popular attraction at the Bungendore Show, strongly supported by both local sheep breeders and others from different parts of the state. With so many classes for specific breeds of sheep the competition is held in their own pavilion at the northern end of the showgrounds.

### **ALPCAS \$250**

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With these animals growing in popularity in the region, the Executive Committee is looking to expand the regular display.

### **HORSES IN ACTION – 11 Rings – breed and class sponsorship packages**

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The Bungendore Show is one of the premier horse shows in the southern area of NSW/ACT, second in size only to the Canberra Royal Show. The horses are a great form of entertainment for all show goers and a great spot for a rest from all of the hustle and bustle. All breeds and events are included in the program for participants of all ages held in prime location on the Main Arena.

### **FLORICULTURE \$300**

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This is one for the “Green Thumbs”. This area encompasses all of the entries under the broad title of Floriculture. An opportunity for exhibitors to be rewarded with a trophy, ribbons and prizes, this is a very popular section at the Bungendore Show.

### **PRODUCE \$300**

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Highlighting the urban farmer in all of us, this section includes areas such as honey, olive oil, and eggs.

### **FRUIT & VEGETABLES \$300**

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For the average household up to the small producer the Fruit and Vegetable section is open to display a variety of home grown delights from citrus fruit and root vegetables to the largest local cucumber or other garden wonder.



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### **WOOL \$300**

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An opportunity for local fleeces to be viewed together and judged.

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### **NEEDLEWORK, KNITTING & QUILTING \$300**

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Celebrating the various crafts enjoyed all over the world. Highlighting tapestry, counted cross stitch, knitting, crochet and quilting.

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### **HANDICRAFTS \$300**

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What a brief category title to include so much variety. This section includes scrapbooking, bears, creative cloth dolls, spinning & weaving, porcelain art, egg artistry, and scale models amongst just a few.

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### **PAINTINGS \$300**

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Displayed by local and budding artists with artwork completed in a variety of mediums. Showing a strong following from junior artists, the Paintings section is a great display of the many talented locals within our community.

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### **PHOTOGRAPHY \$300**

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Photography is another rapidly growing area as elements of professional photography are now becoming possible with advances in digital cameras. Categories such as black and white, colour and several different styles represented in both junior and open sections.



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### **COOKERY & PRESERVES \$300**

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The popularity of cooking shows has certainly been echoed in the surge of entries in the cooking section these last few years. Master Chef, My Kitchen Rules have certainly increased both the interest and variety of sections available for both open and a variety of junior classes. With junior categories starting from under 8 years, the options are endless to bake, cook, preserve and decorate.

## **BENEFITS OF SPONSORING THE BUNGENDORE SHOW**

The Bungendore Show is one of the town's largest annual events. The Society is a not for profit organisation that strives to find outlets for all community and service groups to be involved within the district. The BAPH Society rewards this essential volunteer assistance by donation after the event. Therefore, this becomes a primary fundraising and marketing opportunity for many community based organisations.

The Bungendore Show continues to be a fantastic opportunity for entertainment, great food and a whole host of fun for all who attend. With huge crowd appeal, it also provides a great avenue for companies to develop a marketing approach, to the broader community that no other event in this area supplies.

We look forwarding to working with you as a sponsor of the 2015 Bungendore Show.

Marion Whalan, President



