



# **SPONSORSHIP**

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**BRUNSWICK SHOW**

***BRUNSWICK AGRICULTURAL SOCIETY***

# BRUNSWICK SHOW SPONSORSHIP

Dear Sir/Madam,

**We would like to invite you to partner with us for the 2023 Brunswick Agricultural Show which will be held on 28 October 2023 at the Brunswick Showground.**

Our annual event brings together a diverse community of people from all walks of life to enjoy agriculture, entertainment and experiences, as well as showcase local businesses and organizations.

As an important member of our community, your support would help make this year's event even more successful. Your sponsorship would not only allow us to offer an exceptional experience to our attendees but also help us provide more opportunities for local businesses to connect with potential customers.

The partnership levels are detailed in the Prospectus which is enclosed. Partnership income will be used to help cover the costs of running the show. We also welcome partnership in kind and provision of product.

Thank you for considering this sponsorship request. We look forward to the opportunity to work together and make the Brunswick Show a truly memorable event.

*Julianne Hill*

Brunswick Agricultural Society President





# THE BRUNSWICK SHOW

The Show Committee was formed in 1931 by local farmers and residents to show their livestock, farm and home produced wares. The Show now attracts exhibitors and judges Australia wide and has the reputation of being one of Australia's Biggest One Day Shows. It aims to provide entertainment while still maintaining its agricultural focus.

The Brunswick Agricultural Show is traditionally held on the fourth Saturday in October. It is a great opportunity for potential sponsors and exhibitors to be front and centre with more than 20,000 people coming through the gate.

The first show occupied the area of the current side show alley. It has since grown in size to incorporate all of the Brunswick Recreation Ground. Originally the pavilion exhibits were displayed in various venues on the site and in the Brunswick Hall before the Tom Pearson Pavilion was built. All exhibits were dismantled and the hall redecorated before the Show ball took place that night.

Many improvements have been made to the site including the construction of the Tom Pearson Pavilion, Recreation Centre, Alan Evans Selling Complex, livestock yards and holding pens, Ridley Poultry Pavilion, Lions Animal Nursery, food block area and Peters Park in recognition of the support from Peters' Creamery.

The Brunswick Agricultural Society places emphasis on supporting the local community. It prides itself on the huge effort of volunteers who make it one of Harvey Shire's biggest one day events.



# 2022 AUDIENCE

## 20,759

PEOPLE ATTENDED THE  
BRUNSWICK SHOW IN 2022

### DEMOGRAPHICS

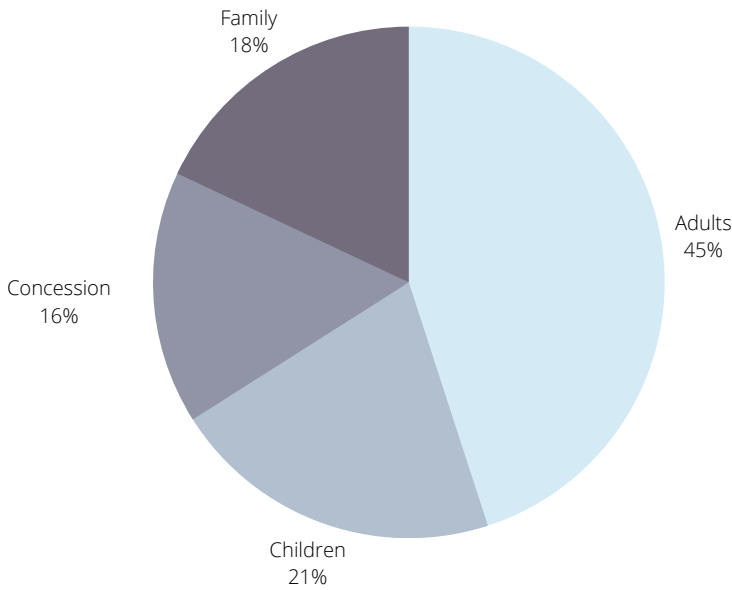


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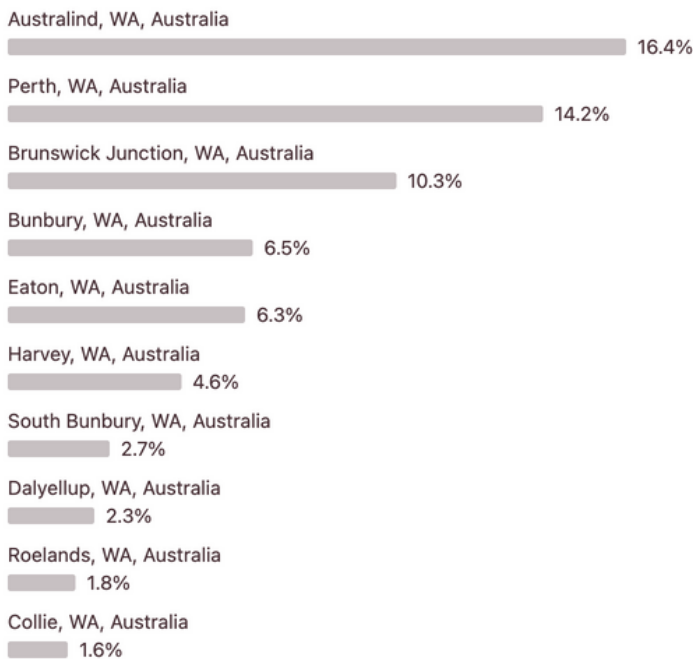


46%

## TICKET BUYERS



## TICKET BUYER LOCATIONS



# SHOW NAMING RIGHTS

## MINIMUM \$20,000 CONTRIBUTION

- Naming rights of the Brunswick Show for **1 year only** negotiated with President and Executive
- Media promotion (*Social media, Radio, TV, Print*)
- Banner display in main area of the Show Grounds (*supplied by sponsor*)
- Invitation to present a major award
- Invitation to Official Luncheon for your nominated representative and partner.
- Front page logo and advert in schedule
- Invitation for guest speaker to address patrons at Official Luncheon
- Invitation to participate in events on Show day
- A paid trade display on the Showgrounds
- 4 complimentary passes to attend the Show
- 4 complimentary passes to Members Pavilion
- Logo included on Sponsors page of website
- Article on website about your organization



# SECTION NAMING RIGHTS

## MINIMUM \$15,000 CONTRIBUTION

- Naming rights of a section of the Brunswick Show for 1 year
- Media promotion (*Social media, Radio, TV, Print*)
- Banner display in main area of the Show (*supplied by sponsor*)
- Invitation to present an award
- Invitation to Official Luncheon for your nominated representative and partner
- Advert in Schedule
- Invitation to participate in events on Show
- A paid trade display on the Showgrounds
- 2 complimentary passes to attend the Show
- 2 complimentary passes to Members Pavilion
- Logo included on Sponsors page of website



### Available for Naming Rights

- Liquor Barn
- Meat Marquee
- Stage
- Oval
- Fireworks





## DIAMOND

Minimum \$10,000 contribution

- Media promotion (Social media, Radio, TV, Print)
- Invitation to present an award
- Advert in Schedule
- Invitation to participate in events on Show day
- A paid trade display on the Showgrounds
- 2 complimentary passes to attend the Show
- 2 complimentary passes to Members Pavilion
- Logo included on Sponsors page of website

## PLATINUM

Minimum \$5,000 contribution

- Media promotion (Social media, Print)
- Advert in Schedule
- A paid trade display on the Showgrounds
- 2 complimentary passes to attend the Show
- 2 complimentary passes to Members Pavilion
- Logo included on Sponsors page of website










































## GOLD

Minimum \$1,000 contribution

- Media promotion (Social media)
- Logo included on Sponsors page of website
- 2 complimentary passes to Members Pavilion



# BREAKDOWN OF INVESTMENT

	SHOW NAMING RIGHTS	SECTION NAMING RIGHTS	DIAMOND	PLATINUM	GOLD
Naming rights of the Brunswick Show for 1 year only					
Media promotion (Social media, Radio, TV, Print)					
Banner display in main area of the Show					
Invitation to present an award					
Invitation to Official Luncheon					
Front page logo and advert in Schedule					
Invitation for guest speaker to address patrons at Official Luncheon					
Invitation to participate in events on Show day					
A paid trade display on the Showgrounds					
Complimentary passes to attend the Show					
Complimentary passes to Members Pavilion					
Logo included on Sponsors page of website					
Article on website about your organization					
Advert in Schedule book					
Naming rights to a section of the Show for 1 year					



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@brunswick.show



**SCAN QR CODE FOR  
SPONSORSHIP FORM**



**THANK YOU FOR YOUR CONSIDERATION**

