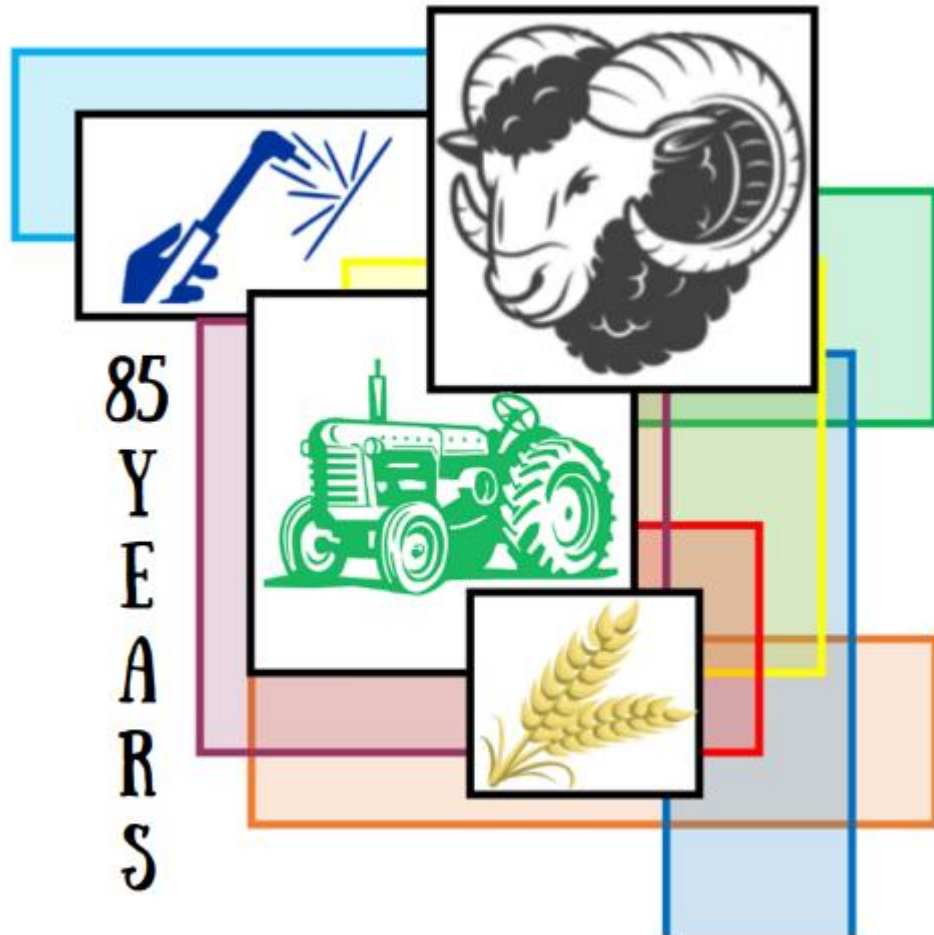


# BRUCE ROCK & DISTRICTS AGRICULTURAL SOCIETY INC



BRUCE ROCK AGRICULTURAL SHOW  
**SPONSORSHIP PROSPECTUS**  
16<sup>th</sup> SEPTEMBER 2023

# Bruce Rock and Districts Agricultural Society Inc.

## INVESTMENT IN OUR RURAL FUTURE

The Bruce Rock and Districts Agricultural Society aims to promote the development of the agricultural, pastoral, horticultural, viticultural and industrial resources of the state and to strengthen the local community by providing an arena to celebrate and showcase the agricultural community. The Society relies entirely on a group of volunteers who undertake maintenance and management activities in the operation of the Bruce Rock and Districts Agricultural Show. The Show fosters social inclusion and community involvement, providing opportunities for individuals from all walks of life to share and be recognised for their skills, passions, hobbies and talents.

## SPONSORSHIP OPPORTUNITY

By sponsoring this organisation you will show that your company supports a vibrant and dynamic group in Western Australia and that you have a strong commitment to Rural Endeavours and the future of Agriculture in Western Australia.

One of the major benefits of being a Corporate Sponsor of the Bruce Rock and Districts Agricultural Society will be the opportunity to be involved in our event from the beginning. We are willing to offer your company a “first in” policy for sponsorship of this event. This will be your prerogative to choose what suits you, but will give you access to be the first offered.

Your support will mean that the administration of the Bruce Rock and Districts Agricultural Society can continue to function at full capacity and help grow our organisation and Agricultural Show into the future.

**Bruce Rock and Districts Agricultural Society Inc seeks sponsorship from agricultural, rural and agribusiness companies to ensure they are successful in being able to meet these objectives and have a positive impact on WA and its rural communities**

## PROMOTION

The Bruce Rock and Districts Agricultural Society will be promoting its sponsors extensively throughout the target area and audience.

Promotion will include:

- **Direct mail and email distributions through an extensive network** including the membership database and other relevant organisations
- **Extensive media programme** which includes local media coverage from print and social media
- Dedicated website, currently being developed and information will be provided when webpage is “live”
- Promotion through **dedicated rural press**
- Advertising in the **newsletters and schedules** of some Ag Society organisations and their websites.

## BENEFITS TO YOU BY SPONSORING THE BRUCE ROCK AND DISTRICTS AGRICULTURAL SOCIETY INC

Benefits your organisation receives by sponsoring this organisation include:

- Opportunity to **invest in the future of rural Australia** by encouraging the development of a team of volunteers with the enthusiasm to make a difference
- **Enhanced organisational profile** among future leaders and decision makers
- **Direct access** to an audience made up of **current and potential clients**
- Opportunity to build or maintain **client relationships**
- Creation of brand awareness and acceptance among farmers and other rural community members
- Demonstration of products or **promotion of new or existing services** your organisation provides
- **Exposure** via acknowledgements in all material
- Promotion on the website
- Exposure as indicated overleaf; and
- Opportunity to explore **other sponsorship opportunities** with Bruce Rock and Districts Agricultural Society and building lasting, long-term relationships with their members.

## SPONSORSHIP LEVELS

We hope you find something that suits your company's objectives and budget. However, we are also willing to negotiate a suite of benefits or a tailored sponsorship package that meets your particular needs. We look forward to working with you to ensure that your support produces your expected outcomes.

### NAMING RIGHTS SPONSOR



SPECIALISTS IN  
ROAD TRANSPORT  
EQUIPMENT

DESIGN + MANUFACTURING



Distributor

### FIREWORKS SPONSOR



**\*\* ZONE SPONSOR - New Category for 2023                      \$1,500**  
**(Exhibition Hall& Equestrian Arena)**

*Trial for the first time, sponsorship of four areas within the 2023 Show, with Sponsor being named as Zone Sponsor, ie The XX Exhibition Hall or The XX Equestrian Arena. It will be allocated on a first served basis.*

- Your company is named as a Zone Sponsor;
- Your company is named on all media releases, media interviews and promotional material. Any advertising will also carry your company's logo as a zone sponsor (or major sponsor);
- Your company name and logo will appear on the Official Bruce Rock & Districts Agricultural Society Face Book Page and other relevant Community Pages;
- Your company's name will be included with any announcements throughout the day about the Zone;
- An opportunity to display your company's logo/banner at the Zone at the Show grounds. Banner is to be supplied by the Zone Sponsor and will be displayed as the Zone sponsor;
- An opportunity to hold a stall/display free of charge (please refer Trade Display Site Booking form at the back of this prospectus);
- 1 full page A5 advertisement in our Bruce Rock & Districts Agricultural Show Schedule, distributed to all members plus other important networks and affiliate organisations. Advertisements are to be supplied by the Sponsor;
- Your company will receive 5 (five) adult gate entry passes;
- Your company will receive 2 (two) copies of the 2023 Show Schedule

## **GOLD SPONSOR**

**\$1,000**

Your company will receive the following:

- Your company is named as a Gold Sponsor;
- Your company is named in all media releases, media interviews and promotional material. Any advertising will also carry gold sponsors logo;
- Your company name and logo will appear on the Official Bruce Rock & Districts Agricultural Society Face Book Page and other relevant Community Pages;
- An opportunity to hold a stall/display free of charge (please refer Trade Display Site Booking form at the back of this prospectus);
- Full page A5 advertisement in our Bruce Rock & Districts Agricultural Show Schedule, distributed to all members plus other important networks and affiliate organisations. Advertisements are to be supplied by the Sponsor;
- Your company will receive 4 (four) adult gate entry passes
- Your company will receive 2 (two) copies of the 2023 Show Schedule

## **SILVER SPONSOR**

**\$500**

Your company will receive the following:

- Your company is named as a Silver Sponsor
- Your company is named on all media releases and promotional material. Any advertising will also carry the silver sponsors logo;
- Your company name and logo will appear on the Official Bruce Rock & Districts Agricultural Society Face Book Page and other relevant Community Pages;
- An opportunity to hold a stall/display free of charge (please refer Trade Display Site Booking form at the back of this prospectus);
- A half A5 (landscape) page advertisement in our Bruce Rock & Districts Agricultural Show Schedule, distributed to all members plus other important networks and affiliate organisations. Advertisements are to be supplied by the Sponsor;
- Your company will receive 2 (two) adult gate entry passes
- Your company will receive 1 (one) copy of the 2023 Show Schedule

## **BRONZE SPONSOR**

**\$250**

Your company will receive the following:

- Your company is named as a Bronze Sponsor
- Your company logo is on all promotional material;
- An opportunity to hold a stall/display free of charge (please refer Trade Display Site Booking form at the back of this prospectus);
- Your company name and logo will appear on the Official Bruce Rock & Districts Agricultural Society Face Book Page and other relevant Community Pages;
- An opportunity to hold a stall/display free of charge (please refer site booking form - page 7);
- A quarter page advertisement in our Bruce Rock & Districts Agricultural Show Schedule, distributed to all members plus other important networks and affiliate organisations. Advertisements are to be supplied by the Sponsor;
- Your company will receive 2 (two) adult gate entry passes
- Your company will receive 1 (one) copy of the 2023 Show Schedule

## COMMUNITY SPONSOR

**\$100**

- Your support will be recognised in our Bruce Rock and Districts Agricultural Show Schedule.
- Your company name and logo will appear on the Official Bruce Rock & Districts Agricultural Society Face Book Page and other relevant Community Pages;
- An opportunity to hold a stall/display free of charge (please refer site booking form at the back of this prospectus);
- Your company will receive 2 (two) adult gate entry passes
- Your company will receive 1 (one) copy of the 2023 Show Schedule

## PRODUCT OR IN-KIND SPONSORSHIP

We gratefully accept product or merchandise to give as 'participation' awards to competitors. Other sponsorship that does not fit into the above categories is also gratefully accepted and can be arranged, please contact us to discuss other options.

*We hope this range of packages suits your company's objectives and budget. However, the Organisers are also willing to negotiate a tailored sponsorship package that meets your company's needs, budget and desired benefits.*

## SIZE OF ADVERTISEMENTS

The advertisements will be printed in the Show Schedule which is an A5 Booklet (printed on A4 and folded in half). The following are the sizes required for the advertisements.

- Full Page A5 - 13cm wide by 20cm high
- Half Page A5 - 13cm wide by 10cm high
- Quarter Page A5 - 13cm wide by 5cm high

**Please email though advertisement as soon as practical to enable Schedule to be produced. If you are unsure of requirements, please contact Sponsorship Coordinator.**

# IMPORTANT INFORMATION FOR SPONSORS

## Follow Up

To secure sponsorship opportunities, please contact the Bruce Rock and Districts Agricultural Society Sponsorship Coordinator either by phone or email with your contact details and level requested. You will be sent a confirmation letter and tax invoice with banking instructions for the direct payments of fees to the Bruce Rock & Districts Agricultural Society Inc. We hope you find something that suits your company's objectives and budget. However, the Organisers are also willing to negotiate a tailored sponsorship package that meets your needs. Please contact our Sponsorship Coordinator, Jennifer Bow on 0427 611 229 or [bkagshow.sponsor@outlook.com](mailto:bkagshow.sponsor@outlook.com)

## Sponsorship Conditions

By submitting the attached sponsorship participation form, you acknowledge and accept the following Sponsorship Conditions.

1. In the case of a cancellation by the Sponsor, notification in writing should be sent not less than three months prior to the event. After that date refunds may not be possible.
2. Full payment of fees must be paid within thirty (30) days of receipt of an invoice. Full payments must be received prior to the event.
3. Once agreements between the Bruce Rock and Districts Agricultural Society Inc and the Sponsors are finalised, Sponsors are welcome to promote their involvement in the Ag Show. Bruce Rock and Districts Agricultural Society members may also be approached for Sponsors' own promotional purposes.

## Sponsorship will be gratefully accepted in either:

- Cash;
- Product in Lue of cash; or
- A combination of both product and cash as desired by your company or organisation. For Gold, Silver and Bronze sponsors there is a minimum cash component of 75% required.

**For further information regarding sponsorship or to register your company's interest in sponsoring the Bruce Rock and Districts Agricultural Society please contact:**

**Jennifer Bow - Sponsorship Coordinator**

**Phone: 0427 611 229**

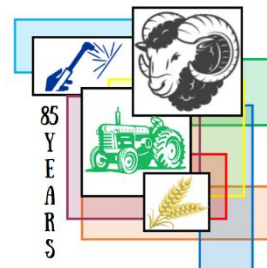
**Address: PO Box 52, Bruce Rock WA 6418**

**Email: [bkagshow.sponsor@outlook.com](mailto:bkagshow.sponsor@outlook.com)**



# 2023 SPONSORSHIP PARTICIPATION FORM

## Bruce Rock and Districts Agricultural Society Inc



YOUR COMPANY: .....

CONTACT NAME: .....

POSITION HELD: .....

POSTAL ADDRESS: .....

.....

.....

EMAIL: .....

TELEPHONE: .....

Sponsorship Level	Amount (GST Free)	Please tick
Naming Rights Sponsor	To Be Advised	
Fireworks Sponsor	Up to \$5,000	
Zone Sponsor	\$1,500	
Gold Sponsor	\$1,000	
Silver Sponsor	\$500	
Bronze Sponsor	\$250	
Community Sponsor	\$100	
In-Kind Sponsor	Please outline contribution	

*Tax invoices will be provided.*

*NB: All fees are dollars in Australian and are exempt of GST*

### PLEASE COMPLETE AND RETURN TO:

Jennifer Bow  
Sponsorship Coordinator

Bruce Rock and Districts Agricultural Society Inc  
PO Box 52  
Bruce Rock WA 6418

Ph: 0427 611 229

Email: [bkagshow.sponsor@outlook.com](mailto:bkagshow.sponsor@outlook.com)

# Bruce Rock and Districts Agricultural Society Inc

PO Box 52, Bruce Rock, W.A., 6418  
Email: bk.agshow@hotmail.com



**SHOW DATE - SATURDAY, 16<sup>th</sup> SEPTEMBER 2023**

## TRADE DISPLAY SITE BOOKING FORM

CONTACT NAME: \_\_\_\_\_

BUSINESS NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE (BUSINESS): \_\_\_\_\_ MOB: \_\_\_\_\_

PUBLIC INDEMNITY INSURER: \_\_\_\_\_

COPY ATTACHED: Yes If no, why: \_\_\_\_\_

Please Note: It is preferable that you have your own insurance. ABN holders or those who are a registered business have a requirement by law to possess their own public liability insurance, however if you don't have insurance and still wish to participate in the show, by all means please do so, but we must inform you that any liability that occurs from the sale of items or accidents occurring from your display/site, we the Bruce Rock and Districts Agricultural Society will not be made liable for this and you will need to cover any expenses out of your own pocket.

SITE:            RETAIL                            TRADE                            COMMUNITY GROUP (Fees not Applicable)

PRODUCT SOLD: \_\_\_\_\_

SIGNED: \_\_\_\_\_

### SITE VENUE REQUESTED (Tick)

<input type="checkbox"/>	GROUNDS
<input type="checkbox"/>	SIDE SHOW ALLEY
<input type="checkbox"/>	VERANDAH
<input type="checkbox"/>	MARQUEE
<input type="checkbox"/>	HALL
<input type="checkbox"/>	OVAL

### SPACE AND CHARGES APPLICABLE (Tick)

<input type="checkbox"/>	SMALL – 3m x 3m approx.	\$25.00
<input type="checkbox"/>	MEDIUM – 6m x 6m approx.	\$50.00
<input type="checkbox"/>	LARGE – 10m x 10m approx.	\$100.00
<input type="checkbox"/>	PAID SPONSOR (please still select size)	NO CHARGE

Please Note: Site bookings and fees are due no later than 2 weeks before the show date and are non-refundable. Invoices/Receipts will be sent out upon receipt of your site booking form.

### SPECIAL REQUIREMENTS (Tick)

<input type="checkbox"/>	WATER	
<input type="checkbox"/>	POWER (please circle what applies) 10amp/15amp	Can Provide Generator Yes/No
<input type="checkbox"/>	OTHER	

\*Please note: Please bring your trestles for this year's Show.

**Please complete your details and site requirements and return to the above address together with your SITE FEE & A COPY OF YOUR CERTIFICATE OF INSURANCE as soon as possible. Thank you**