

BRUCE ROCK & DISTRICTS AGRICULTURAL SOCIETY INC.



86th Bruce Rock Agricultural Show

Saturday 20th September 2025

SPONSORSHIP PROSPECTUS

Welcome, Prospective Sponsor & Partner

Welcome to the sponsorship prospectus for the Bruce Rock Agricultural Show, one of the Eastern Wheatbelt's authentic agricultural events. Our biannual show brings together farmers, families, local businesses, and visitors from near and far to celebrate the rich agricultural heritage and vibrant rural culture that define our community.

Being held at the Bruce Rock Recreation Centre on Saturday 20th September 2025, the Bruce Rock Ag Show showcases our farming industry, including trade displays, sheep shearing demonstrations, produce displays and cutting-edge agricultural technology. Beyond the displays, the Show offers entertainment, food, and activities for all ages, creating a unique opportunity for sponsors to connect with a highly engaged and diverse audience.

This prospectus outlines the exciting sponsorship opportunities available for the Bruce Rock Ag Show, offering your business the chance to be prominently featured in an event that attracts many attendees each Show. As a sponsor, you will not only support the continuation of this important community tradition, but also gain valuable exposure and networking opportunities in the local, rural and agricultural sectors.

By partnering with us, you'll play an integral role in fostering the growth of the agricultural industry and supporting the local economy while enhancing your brand's visibility and community engagement. We invite you to join us in making the Bruce Rock Agricultural Show a resounding success and to showcase your business to an audience passionate about agriculture and rural life.

We look forward to welcoming you as a valued sponsor of this exciting event.

Jennifer Bow

Sponsorship Coordinator



BRUCE ROCK & DISTRICTS AGRICULTURAL SOCIETY INC.

ABOUT US

The Bruce Rock & Districts Agricultural Society Inc is a non-profit organisation that was founded in 1919. Together with an amazing team of local volunteers, sponsors and supporters, we host our biannual show which attracts around 1,500 to 1,800 people from the Bruce Rock community and surrounding districts.

This will be our 86th Show and since changing hosting our Show to every second year, this gives our volunteers a reprieve but also allows us to present a bigger and better Show every second year.



INVESTMENT IN OUR RURAL FUTURE

The Bruce Rock & Districts Agricultural Society Inc 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 show 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 & 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 OPPORTUNITIES

By sponsoring our organisation, you will show that your business or company supports a vibrant and dynamic group in Western Australia and that you have strong commitment to rural endeavours and the future of agricultural in the Wheatbelt.

One of the major benefits of being a corporate sponsor of the Bruce Rock & Districts Agricultural Society Inc will be the opportunity to be involved in our event from the beginning. We are willing to offer your company or business 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 man that the administration of the Bruce Rock & Districts Agricultural Society Inc can continue to function at full capacity and help grow our organisation and Agricultural Show into the future.

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



YOUR PROMOTION

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

Promotion will include;

- **Extensive media programme** which includes local media coverage in print, radio and social media
- **Dedicated website** at www.brucerockagshow.com.au
- Advertising in the **newsletters and Schedule**
- **Signage and Trade Display Site** allocation for your business on Show Day (dependent on level of sponsorship)

BENEFITS TO YOU BY SPONSORING

The benefits to your organisation receives by sponsoring the Bruce Rock & Districts Agricultural Society Inc include:

- **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**
- **Signage and trade display sites** provided as part of sponsorship package (dependent on level of sponsorship – see details overleaf)
- Demonstration of products or **promotion of new or existing services** your organisation provides
- **Exposure** via acknowledgements in all promotional materials, including **social media** and dedicated **website**
- Opportunity to **invest in the future of rural Western Australia** by encouraging the development of a team of volunteers with the enthusiasm to make a difference
- Opportunities to explore **other sponsorship opportunities** with Bruce Rock & Districts Agricultural Society Inc and building lasting, long-term relationships with their members, and
- Knowledge that financial support will **ensure the success** of a community **event** that has a long and proud history of over 125 years in the Bruce Rock community.

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**.

SPONSORSHIP SUMMARY

	Naming	Fireworks	Zone	Gold	Silver	Bronze	Community
SPONSORSHIP LEVELS	\$5,000	\$3,000	\$1,500	\$1,000	\$500	\$250	\$100
Gate Passes	8	6	5	4	3	2	1
Free Trade Display Site	✓	✓	✓	✓	✓	✓	
Verbal recognition throughout announcements on Show Day	✓	✓	✓	✓	✓	✓	
Post Recognition on social media	✓	✓	✓	✓	✓	✓	✓
Signage at Main Gate and on Oval	✓						
Signage at Zone			✓				
Recognition on event materials (digital, printed, signage)	✓	✓	✓	✓	✓	✓	✓
Recognition on website	✓	✓	✓	✓	✓	✓	✓
Recognition on Social Media	Daily in week before	Every second day in week before	Every second day in week before	Twice in week before	Once in week before	Group week before Show	Group week before Show
Speaking Opportunity at Opening Ceremony & Presentations	✓						
Naming Rights Bruce Rock Ag Show	✓						

NAMING RIGHTS SPONSOR

Bruce Rock
ENGINEERING



**CONGRATULATIONS AND THANK
YOU TO BRUCE ROCK ENGINEERING
FOR BEING OUR NAMING RIGHTS
SPONSOR AGAIN FOR 2025**

FIREWORKS SPONSOR

Your company will receive the following;

- **Your company** is named as the Fireworks Sponsor, investment is \$3,000
- Company name will be associated with promoting fireworks at the conclusion of Show Day
- Your company's name will be included during announcements throughout the day promoting the fireworks
- Logo to be promoted on cover of Schedule, website and social media
- Opportunity to display banner in prominent area of the Show grounds.
- Trade Display site provided free of charge (particulars to be discussed with Chief Ground Steward)
- Inclusion of Logo in Schedule (no advertising this year)
- 6 adult grate entry passes



ZONE SPONSORS

Your company will receive the following;

- **Your company** is named as the Zone Sponsor, investment is \$1,500
- There are four (4) zones and will be allocated on a first in, first served basis. The four zones are the;
 - o The XX Lifestyle Marquee
 - o The XX Children's Entertainment Zone
 - o The XX Exhibition Hall
 - o The XX Equestrian Arena
- Your company's name will be included during announcements throughout the day promoting the zones
- Logo to be promoted on cover of Schedule, website and social media
- Opportunity to display banner in prominent area of the Show grounds.
- Trade Display site provided free of charge (particulars to be discussed with Chief Ground Steward)
- Inclusion of Logo in Schedule (no advertising this year)
- 5 adult grate entry passes

GOLD SPONSORS

Your company will receive the following;

- **Your company** is named as a **Gold** Sponsor, investment is \$1,000
- Logo to be promoted on cover of Schedule, website and social media
- Opportunity to display banner in prominent area of the Show grounds.
- Trade Display site provided free of charge (particulars to be discussed with Chief Ground Steward)
- Inclusion of Logo in Schedule (no advertising this year)
- 4 adult gate entry passes

SILVER SPONSORS

Your company will receive the following;

- **Your company** is named as a **Silver** Sponsor, investment is \$500
- Logo to be promoted on cover of Schedule, website and social media
- Opportunity to display banner in prominent area of the Show grounds.
- Trade Display site provided free of charge (particulars to be discussed with Chief Ground Steward)
- Inclusion of Logo in Schedule (no advertising this year)
- 3 adult gate entry passes

BRONZE SPONSORS

Your company will receive the following;

- **Your company** is named as a **Bronze** Sponsor, investment is \$250
- Logo to be promoted on cover of Schedule, website and social media
- Trade Display site provided free of charge (particulars to be discussed with Chief Ground Steward)
- Inclusion of Logo in Schedule (no advertising this year)
- 2 adult gate entry passes

COMMUNITY SPONSORS

Your company will receive the following;

- **Your company** is named as a **Community** Sponsor, investment is \$100
- Logo to be promoted on cover of Schedule, website and social media
- Inclusion of Logo in Schedule (no advertising this year)
- 1 adult gate entry passes

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.

IMPORTANT INFORMATION FOR SPONSORS

FOLLOW UP

To secure sponsorship opportunities, please contact the Bruce Rock & Districts Agricultural Society Inc 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 do not hesitate to contact the Bruce Rock & Districts Agricultural Society Inc Sponsorship Coordinator, Jennifer Bow either my mobile (0427 611 229) or email (bkagshow.sponsor@outlook.com).

SPONSORSHIP CONDITIONS

By agreeing to sponsor the Bruce Rock & Districts Agricultural Society Inc, 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 a tax invoice, Full payments must be received prior to the event.
3. Once agreements between the Bruce Rock & Districts Agricultural Society Inc and the sponsor is finalised, Sponsors are welcome to promote their involvement in the Show.

Sponsorship will be gratefully accepted as either;

- Cash
- Product in lieu of cash; or
- A combination of both product and cash as desired by your company. 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 & DISTRICTS AGRICULTURAL SOCIETY INC, PLEASE CONTACT:

Jennifer Bow – Sponsorship Coordinator

Mobile: 0427 611 229

Address: PO Box 52, BRUCE ROCK WA 6418

Email: bkagshow.sponsor@outlook.com

2025 SPONSORSHIP PARTICIPATION FORM

BRUCE ROCK & DISTRICTS AGRICULTURAL SOCIETY INC.



YOUR COMPANY:

POSITION HELD:

POSTAL ADDRESS:

.....

.....POST CODE:.....

EMAIL:

CONTACT NAME:

TELEPHONE:

Sponsorship Level	Amount (GST Free)	Please tick
Naming Rights Sponsor	Already Allocated	
Fireworks Sponsors	\$3,000	
Zone Sponsor	\$1,500	
Gold Sponsor	\$1,000	
Silver Sponsor	\$500	
Bronze Sponsor	\$250	
Community Sponsor	\$100	
In-Kind Sponsorship	Please outline contribution	

PLEASE COMPLETE AND RETURN TO:

Jennifer Bow - Sponsorship Coordinator

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

Email: bkagshow.sponsor@outlook.com

*Tax invoices will be provided.
NB: All fees are dollars in Australian
and are exempt of GST*