



# SPONSORSHIP PROPOSAL

**2019 Samford Show**

13<sup>th</sup> & 14<sup>th</sup> July 2019

Samford Showgrounds, 40 Showgrounds Drive, Highvale, QLD, 4520

# Samford Show

## Background

The Samford Show is a country show held for the community and residents of Brisbane and its surrounds. The two-day event is organised by a committee of volunteers and members of the Samford Show Society who act as caretakers of the Samford showgrounds.

The showgrounds are situated approximately 25km from Brisbane City and 7km from Samford Village. It is located in lush country settings surrounded by the Mountains.

## Event overview

The Samford Show will be held over 13<sup>th</sup> and 14<sup>th</sup> July.

- On Saturday 13<sup>th</sup>, the gates open for admission at 8.00am and close after the conclusion of the 6.00pm fireworks show and performance by Beefa's Bush Band and Ring of Fire horse and fire show.
- Sponsors introductions are on the stage near the committee house on Saturday from 11am followed by lunch. Sponsors are also invited to sit on the deck of the committee house for drinks during the fireworks.
- FarmYard Challenge will be in its second year and all sponsors are encouraged to put a team together and have some fun. Sponsors have free entry to the FarmYard Challenge.
- On Sunday 15<sup>th</sup>, the gates open for admission at 8.00am and the event concludes at 5.00pm.

There is a strong focus on agriculture with exhibits, stalls, shows and competitions in cattle, poultry and horses. An equal focus is on providing a wide variety of entertainment suitable for families.

Community members are encouraged to get involved by entering the various pavilion, wood chop, classic care and agriculture competitions.

The sprawling showgrounds provide the Samford Show Society with ample opportunities to promote the business of sponsors. See the map of the showgrounds in appendix A.

## Audience and exposure

The Samford Show Society promotes its sponsors via news media and social media in the lead up to the event, and in written and verbal communications throughout the event.

The Facebook page has a significant reach, totalling an organic reach of 2,917 people mid-April 2019.

As at May 2019, the event has been covered in news articles by traditional media in the:

- Northside Chronicle
- North West News
- Pine Rivers Press
- Hills Echo
- Village Pump
- Dayboro Grapevine
- Brisbane News

The Samford Show has also been listed on the events calendars of:

- Brisbane Kids
- 96.5 radio station
- Moreton Bay Regional Council
- Your Local Families Magazine.

The event typically attracts up to 20,000 people through the gates over the two days, primarily comprised of families and seniors in the community. Exposure can be attained through signage around the grounds, announcements over the PA system and in the event brochure.

The Samford Show Society has booked a full page in the local newspaper, the Village Pump, thanking our sponsors and displaying their logos.

## Sponsorship opportunities and list

There are four levels of sponsorship available for this event, providing varying levels of exposure. Packages include naming rights to attractions, logo placement on marketing materials, signage around the showgrounds and promotion on social media to name a few.

Sponsorship contribution will provide the financial support critical to fund entertainment, shows, displays and competitions. Sponsors have the opportunity to elect a specific level and also suggest other ways you might like to engage. We are very open to suggestions!

Partnering with the Samford Show provides sponsors the opportunity to reach and engage with the targeted audience, while demonstrating corporate social responsibility through giving back to the community.

Sponsors are asked to assign their sponsorship to one or more attractions/events on the sponsorship application form.

If businesses are interested in providing in-kind sponsorship, please contact Carolyn Grant at [carolyn@6peas.com.au](mailto:carolyn@6peas.com.au) or phone 0437822142

## Terms and conditions

Promotion and business exposure will commence upon receipt of payment in full. Sponsors are asked to notify Carolyn Grant of payment via email to [carolyn@6peas.com.au](mailto:carolyn@6peas.com.au) Sponsors

are also asked to allocate their sponsorship to an attraction(s) or event(s). See the sponsorship application and list for full details.

Signage:

Some sponsorship packages include the right to have signage displayed around the grounds. Please note that all signage remains the responsibility of the sponsoring company and must be dismantled and removed from the grounds after the conclusion of the show on Sunday, and by close of business on Monday 15 July at the latest. Signage needs to be dropped off to the showgrounds on Friday 12<sup>th</sup> July.

Please note that only premium sponsors are able to place vehicles/signage on the front gates of the show. This is premium signage opportunities.

## Premium sponsorship package (code PSP)

The premium package sponsor receives the following benefits and exposure in return for a contribution of over \$3,000 (including GST).

### Exposure

- ❖ Company signage displayed around the grounds
- ❖ Naming rights to an attraction ie the IGA Fireworks
- ❖ 20 repetitions of a 15-second duration advertisement delivered over the PA system throughout the event
- ❖ Company name and logo will appear in the following promotional material:
  - Event program
  - Full page acknowledgement in the Village Pump
  - Acknowledgement on the Samford Show Society website
- ❖ Acknowledgements and promotions on Facebook three times per week in the lead-up to the event
- ❖ 10 x free tickets to the event to give to employees
- ❖ 10 x free family passes to the event to give customers.
- ❖ Cross promotion across social media
- ❖ Opportunity to enter a team into the Samford Farmer Challenge with product placement.
- ❖ VIP Lunch invitation for two people from your organisation
- ❖ Handing out of items/promotional material at the gate on one of the attractions

- ❖ Stall –if requested by end of March and subject to availability.

## Gold sponsorship package (code GSP)

The gold package sponsor receives the following benefits and exposure in return for a contribution of \$2,000 – \$3,000(including GST).

### Exposure

- ❖ Company signage displayed around the grounds
- ❖ Sponsorship of an attraction to equal value
- ❖ 8 repetitions of a 15-second duration advertisement delivered over the PA system throughout the event
- ❖ Company name and logo will appear in the following promotional material:
  - Event program
  - Full page acknowledgement in the Village Pump
  - Acknowledgement on the Samford Show Society website
- ❖ Acknowledgements and promotions on Facebook two times per week in the lead-up to the event
- ❖ 5 x free tickets to the event to give to employees
- ❖ 5 x free family passes to the event to give customers.
- ❖ Opportunity to enter a team into the Samford Farmer Challenge with product placement.
- ❖ VIP Lunch invitation for one person from your organisation
- ❖ Handing out of items/promotional material at the gate on one of the attractions
- ❖ Stall locations are subject to availability and must be booked by 30<sup>th</sup> March.

## Silver sponsorship package (code SSP)

The silver package sponsor receives the following benefits and exposure in return for a contribution of over \$1,000 (including GST) but under \$2000.

## Exposure

- ❖ Company signage around the showgrounds
- ❖ 5 repetitions of a 15-second duration advertisement delivered over the PA system throughout the event
- ❖ Company name and logo will appear in the following promotional material:
  - Event program
  - Full page acknowledgement in the Village Pump
  - Acknowledgement on the Samford Show Society website
- ❖ Acknowledgements and promotions on Facebook once per week in the lead-up to the event
- ❖ 3 x free tickets to the event to give to employees
- ❖ 3 x free family passes to the event to give customers.

## Bronze sponsorship package (code BSP)

The bronze package sponsor receives the following benefits and exposure in return for a contribution of \$500 (including GST).

### Exposure

- ❖ Company name and logo will appear in the following promotional material:
  - Full page acknowledgement in the Village Pump
  - Acknowledgement on the Samford Show Society website
- ❖ Acknowledgements and promotions on Facebook once per fortnight in the lead-up to the event
- ❖ 1 x free tickets to the event to give to employees
- ❖ 1 x free family passes to the event to give customers.

\*\*Please note that depending on the events you sponsor you will also be invited to give prizes, take photos with winners and do “event” and post event posts with the Samford Show.

## SIGNAGE -

Signage on the front gates valued at \$1000 per sign.

Signage within the showgrounds valued at \$500 per sign

Vehicles at the front gate or displayed in the paddock valued at \$1000 per vehicle.

Appendix A

