



SPONSORSHIP PROPOSAL

2021 Samford Show
10th and 11th July, 2021

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.

The Samford Show attracts approximately 15,000 visitors from across the region and is always within the June/July school holidays.

Theme

2021 poses to be a very interesting time with the Samford Show ambitiously chasing sustainability. As the first Agricultural Show to have sustainable theme and actively targeting a reduction of waste. With a focus on sustainability, there will be a restriction on single use plastics and a focus on reducing our environmental footprint.

In addition we will have new COVID restrictions and guidelines in place to ensure the safety of our patrons. These we will keep you updated on throughout the planning of the show.

We welcome stories, stall holders, sponsors who are demonstrating leadership, products and services that are sustainable, reusable, ecologically friendly and a part of the circular economy.

Our stall holders, schools and our sponsors are very proud of the sustainability theme and are activity helping the show to be the first sustainable show in Australia.

Event overview

The Samford Show will be held over 10th and 11th July.

- On Saturday 10th, the gates open for admission at 8.00am and close after the conclusion of the 6.00pm fireworks show and performance by a Bush Band
- Sponsors introductions are on the stage near the committee house on Saturday from 11am followed by lunch (to be confirmed as this might change due to the nature of the COVID regulations) .
- FarmYard Challenge will be in its third 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 11th, 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. We will also have use of the new cattle yards which have been a great introduction during 2020.

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 3,171 people mid-January 2021.

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 Courier Mail

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 15,000 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 2x full page in the local newspaper, the Village Pump, thanking our sponsors and displaying their logos.

We have also secured advertising to promote our sponsors in the lead up to the Samford Show.

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 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 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 13 July at the latest. Signage needs to be dropped off to the showgrounds on or before Friday 10th 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.

SPONSORSHIP COMPARISON OF VALUE

	Bronze	Silver	Gold	Platinum
	\$500	\$1,000	\$2,000	\$3,000
Cross promotion on over the weekend	Event specific mention	2 mentions In addition to event	5 mentions in addition to event	8 mentions in addition to event
Signage at show	Event specific	Event specific	Prime locations and Event	Prime locations & Event
Stalls costs	Not included	Discounted	Discounted	Discounted
Individual Passes	2 passes	3passes	4 passes	5 passes
Facebook posts promoting your business	1 post	3posts	5 posts	8 posts (min)
Village Pump promotions	1 mentions	2 mentions	3mentions	4 mentions in articles/advertising
Local Media	Not included	2mentions	3 mentions	4mentions in articles/advertising/Online
VIP lunch invite	Not included	1 pass	2 passes	2 passes
On show Website	Included	Included	Included	Included

Sponsor an Event		Cost to sponsor
Platinum events:		
	Show Fireworks – including naming rights	\$3,000.00
	Main attraction – including naming rights - Motorcross show	\$3,000.00
Gold events	Woodchop – naming rights to all events.	\$2,000.00
	Equestrian main sponsor	\$2,000.00
	Cattle major sponsor	\$2,000.00
Other events:		
	Wildlife Reptile	\$1,000
	Great Samford Dog Jump (Saturday)	\$1,000
	Miniature Dog Jump (Sunday)	\$1,000
	Dinosaur Puppet Show	\$1,000
	FarmYard Challenge naming rights	\$1000-\$2000
From Bronze Level:	Cattle competitions	\$500 - \$1000
	Equestrian competitions	\$500 - \$1000
	Petting Zoo	\$500 - \$1000
	Chook competitions	\$500 - \$1000
	Woodchop minor events	\$500 - \$1000
	Trotters Event (naming rights)	\$500 - \$1000
	Pavilion competitions	\$500
	Pig racing (1 pig /	\$500
	Pet Parade	\$500
	Train ride	\$500
	Pavilion Competitions	\$500 please list
Signage	Near Gates and Road (included in Platinum sponsorship)	\$1000/sign
	COVID health signs	\$1500

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 Fireworks/FMX Aerial Riders
- ❖ 8 repetitions of a 10-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
- ❖ 3 x free tickets
- ❖ Min 3 Facebook posts leading up to the event
- ❖ Prime signage spots during the Show on Showgrounds
- ❖ 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 (at min charge).

Gold sponsorship package (code GSP)

The gold package sponsor receives the following benefits and exposure in return for a contribution of \$2,000+.

Exposure

- ❖ Company signage displayed around the grounds
- ❖ Sponsorship of an attraction to equal value
- ❖ 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 two times per week in the lead-up to the event
- ❖ 4 x free tickets to the event
- ❖ 5 Facebook posts acknowledging your sponsorship
- ❖ 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 30th March.

Silver sponsorship package (code SSP)

The silver package sponsor receives the following benefits and exposure in return for a contribution of over \$1,200

Exposure

- ❖ Company signage around the showgrounds
- ❖ 3 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
- ❖ 3 x Acknowledgements and promotions on Facebook in the lead-up to the event
- ❖ 2 x free tickets to the event

Bronze sponsorship package (code BSP)

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

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
- ❖ 1 x Acknowledgements and promotions on Facebook in the lead-up to the event
- ❖ 2 x free tickets to the event

****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 1,000 per sign.

Signage within the showgrounds valued at \$500 per sign ie bar area or woodchop (without platinum sponsorship)

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

2021 SPONSOR APPLICATION FORM

Please return this completed form to the above address.

Sponsor's Business Name	
Contact person's name	
Contact phone number/s	
E-mail	
Business address	
Attractions and/or event/s you'd like to sponsor	Preference: 1. 2. 3.
Level of sponsorship: Amount paid and/or offer of in-kind support	
Team entry into the Samford Farmers Team Challenge Free Team entry for all sponsorships of \$500 or more	Team members 1. 2. 3. 4.
Do you have a marquee you would like to make available to the Showgrounds for the Show weekend.	Size of marquee: Branded; Yes/No
Any other activities you would like to participate in? or other ideas you have?	
Any other activities you would like to participate in? or other ideas you have?	
Would you like a stall?	

- Whilst we endeavour to give everyone an opportunity to sponsor an event, we do offer previous sponsors the first right of refusal.

Payment methods

Make all **cheques** payable to the Samford & District Show Society Inc and posted to:

Samford Show Society
PO Box 242
Samford Q 4520

All **direct deposit** are to be made to the Bendigo Bank.

Please include your company name, sponsorship package code and '2020 sponsor' as a reference.

Bendigo Bank
BSB 633000
ACC 138757133.

Sponsorship conditions

1. Promotion and business exposure will commence upon receipt of payment in full.
2. An application may be rejected in the Society discretion; in which case a full refund will be made.
3. If signage has been approved, a major sign may not exceed 3000mm by 1500mm; and any other sign may not exceed 600mm by 900mm (standard A-frame size).
4. Signage location will be at the discretion of the Society and based on sponsorship level.
5. Organisers are responsible for their own signage. Please drop signage off to Showgrounds Friday prior to the Show and dismantle and pickup signage by Monday after the show.
6. Signage may not be removed before 4.00pm on the Sunday of the Show.
7. While overnight security will be provided, sponsors are responsible for loss or damage to signage.
8. Whilst the SSS will endeavour to set up your signage, organisations are responsible for delivery, dismantling and removing signage after the show from the showgrounds.
9. Joint promotions and sponsorship benefits cannot commence until full payment is received.

I have read and accept the terms of sponsorship.

Signature

Appendix A – Map (subject to change closer to the event)

