



Albany Agricultural Society Inc



SPONSORSHIP PROPOSAL

**2024 ALBANY AG SHOW
8 - 9 NOVEMBER 2024**



Our Location
88 Cockburn Rd,
Albany WA



Visit Our Website
albanyshow.org.au



Email
events@albanyshow.org.au



Call Us
98414003



Introduction



We are excited to present to you the sponsorship proposal for the 2024 Albany Agricultural Show, which will be held on 8 & 9 November 2024. The Albany Agricultural Show has a long history of bringing together the local community, farmers, and businesses to celebrate and showcase the best of agriculture in the region.

As one of the most anticipated events of the year, the Albany Agricultural Show is an excellent opportunity for businesses to support the community and promote their brand to a wide audience. We invite you to partner with us as a sponsor and join us in making this event a huge success.

This proposal details the available sponsorship packages and the benefits your business will receive as a sponsor. We look forward to the opportunity to discuss how we can tailor a partnership that best meets your business needs.

Thank you for your consideration.



Albany Agricultural Society Inc

About

Established in 1889, the Albany Agricultural Society Inc is a nonprofit dedicated to fostering the growth of Albany and the Great Southern region, with a primary focus on agriculture. Our flagship event, the Albany Agricultural Show, is a cornerstone of our efforts, drawing approximately 20,000 participants and spectators annually from across the state.

The Albany Centennial precinct is transformed into a vibrant hub of activity every second Friday and Saturday in November, featuring a wide range of trade stalls, food vendors, exhibitions, demonstrations, and displays that showcase local produce, community services, and educational institutions. This two-day event provides a unique opportunity for groups and individuals to come together and promote the diverse range of products and services that the Great Southern region has to offer.

Beyond our show, we actively promote community engagement and well-being by supporting various events, exhibitions, and educational initiatives throughout the year. We rely on the generosity of local businesses, institutions, and individuals to sustain our mission, welcoming sponsorships and donations in various forms.



Event Location



Centennial Oval, Corner Cockburn Road, Lockyer Avenue and North Road, Albany Western Australia



Become a Partner of the 2024 Albany Agricultural Show

Established in 1889, the Albany Agricultural Society Inc is a non-profit entity dedicated to the promotion, encouragement and support of the agriculture industry in Albany and the Great Southern region, with our primary purpose represented by the iconic Albany Agricultural Show.

Based at Centennial Oval in Albany, the Society runs one of Albany's biggest and most iconic events - the Albany Agricultural Show. The Show takes place over 2-days in November each year, drawing a crowd of over 20,000 and serves as the perfect platform for establishing relationships between the best companies.

There are numerous ways in which you can support the Show:

- **Offer a discount on services or products.**
- **Donate products or services to the Society.**
- **Donate money to a specific section or event, or just the Show in general.**
- **Become a volunteer during the Show.**

All sponsorship and donation suggestions are welcome, so please feel free to discuss any ideas you may have.

By becoming one of our Sponsors for this year's Albany Agricultural Show, not only will you be supporting one of the largest iconic events in Albany, but you will also have the opportunity to promote your business and become part of The Albany Agricultural Society's significant support network, the backbone of our organisation.

Depending on the level of sponsorship purchased, you will receive acknowledgement across numerous platforms including Show schedules and prospectus, press, radio, social media, promotional material and television advertising, leading into and during the 2024 Albany Agricultural Show.

To be part of this annual event, simply select the level of sponsorship that suits your business and contact the Carly on (08) 9841 4003 or by email events@albanyshow.org.au

Sponsorship Packages



DIAMOND

- **Naming rights to marquees or pavilion (*only 2 available*)**
- Logo on marquee
- **Free Trade Space**
- 4 x Promo call outs for your business over PA/radio broadcast
- **Large logo & link to your website placed on homepage of AAS website**
- 6 x VIP Entry Passes
- **2 x VIP Parking Passes**
- 2 x Show Tickets for competition give away
- **Full page ad in show program book**
- 4 x Targeted social post (*content provided by you*)
- **Oppportunity to address the show crowd over PA**
- Logo & name placement as Diamond sponsor in all show promotions, advertisements & websites remaining for the next 12 months
- **Invitations to official functions**
- Banner displayed at Show
- Advertorial included in EDM sent out to AAS subscribers list

\$8,000 - \$10,000



PLATINUM

- **4 x Promo call outs for your business over PA/Radio broadcast**
- 75% Discount on a Trade Space
- **Large logo & link to your website placed on home page & sponsors page of AAS website**
- 4 x Show tickets
- **2 x Show Tickets for competition give away**
- 1 VIP Parking Pass
- **Half page advertisement in show program booklet**
- Specific post on social media for your business x 2 (your choice of content)
- **Logo and name placement as Platinum sponsor in all show promotions, ads and websites remaining for the next 12 months**
- Invitations to official functions
- **Plug for your business included in EDM sent out to AAS subscribers list**
- Banner displayed at Show

\$5,000 - \$8,000



GOLD

- **50% Discount on a Trade Space**
- Small logo & link to your website placed on sponsors page of AAS website
- **3 x Show tickets**
- 2 x Show Tickets for competition give away
- **1 VIP Parking Pass**
- 1/4 page advertisement in show program booklet
- **Specific post on social media for your business x 1 (your choice of content)**
- Logo placement in all show promotions, ads and websites
- Banners displayed at Show

\$3,000



SILVER

- **30% Discount on a Trade Space**
- Small logo placed on sponsors page of AAS website
- **2 x Show tickets**
- 1 VIP Parking Pass
- **1/8 page advertisement in show program booklet**
- Specific post on social media for your business x 1 (your choice of content)
- **Logo placement in all show promotional material**
- Banners displayed at Show

\$2,000



BRONZE

Section Sponsor

- **20% Discount on a Trade Space**
- Small logo placed on sponsors page of AAS website
- **1 x Show tickets**
- Name as sponsor included in section booklet
- **Logo placement in relevant show promotional material**
- Banner displayed at Section

\$1,500



Donation

We accept donations in many forms;

- **Discount from your business**
- **Vouchers**
- Volunteering at the Show &/or lead up
- **Prizes for a competition**
- A service by your business (eg. printing/equipment hire/labour)

\$500 - \$1,000

Thank you!

Contact

Carly Watts - Event Coordinator

Phone	9841 4003
Website	www.albanyshow.org.au
Email	events@albanyshow.org.au
Address	88 Cockburn Road, Albany WA 6330

