

2019

# SPONSORSHIP PROSPECTUS

Reach thousands of potential customers at one event!



NEWCASTLE REGIONAL  
**SHOW**

SECURE YOUR SPONSORSHIP PACKAGE FOR THE



## 2019 NEWCASTLE REGIONAL SHOW

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FRIDAY, SATURDAY & SUNDAY

1-2-3 MARCH 2019

NEWCASTLE SHOWGROUND

The Newcastle Regional Show is one of the largest regional shows in Australia. With a long history, the Show has a reputation for creating memories across generations of visitors, exhibitors, volunteers and sponsors.

We are privileged to present this much-loved event to the people of Newcastle, the Hunter and NSW.

The Newcastle Showground will come alive for three days from Friday 1 March to Sunday 3 March for the 2019 Newcastle Regional Show. We aim to welcome more than 40,000 visitors through the gates this year!

Organised by Newcastle AH&I Association, a not-for-profit organisation, the event showcases the region's agriculture, horticulture and industry. The Show brings the country to the city through animal exhibits and competitions and provides entertainment through side show alley, commercial site displays and centre ring events. This iconic event delivers a feast for the senses with art and crafts display, food and wine, horticulture and dazzling fireworks.

To bring this unique collaboration of our region to life, Newcastle AH&I Association relies on the generous support of the corporate community. Through your sponsorship, the Newcastle Regional Show delivers an outstanding event that draws crowds interested in learning about what the region offers, emphasising agriculture, horticulture and industry.

We encourage you to be part of this iconic event that plays an important role in bringing the community together to create memories, learn about our unique region and enjoy family fun.

**The 2018 Show was the best in over 10 years.**





The Newcastle AH&I Association will undertake an extensive marketing program to attract media coverage and visitors and will deliver the 2019 Newcastle Regional Show with professionalism and enthusiasm.

We offer six levels of sponsorship. We can also customise packages to your requirements, including opportunities for in-kind sponsorship.

## YOUR AUDIENCE

You can engage with a range of prospective customers at the Newcastle Regional Show.

FAMILIES

COUPLES

SINGLES

EMPTY  
NESTERS

YOUNG  
PEOPLE

RETIREES

## BENEFITS FOR YOUR BUSINESS

Sponsoring the Newcastle Regional Show is a great place to start if your business wants to:

- ◇ generate brand awareness and loyalty
- ◇ showcase your existing products and services
- ◇ promote new products and services
- ◇ research customer's needs and wants
- ◇ create and develop relationships
- ◇ build a database of potential customers
- ◇ engage key clientele and reward employees
- ◇ connect with and contribute back to your community

The benefits commence as soon as the sponsorship contract is signed. The earlier you commit to a sponsorship package, the greater the benefit to your business.



## SPONSORSHIP PACKAGES

Sponsorship packages range from a naming rights sponsor at \$30,000 through to general sponsors at \$3,000. Within these packages, there are opportunities to sponsor specific entertainment, events and exhibits.

All sponsorship packages include:

- ◇ a ticket package you can use to reward staff or thank your clients
- ◇ tickets to the Official Opening
- ◇ online visibility on the official Newcastle Regional Show website until at least June 30, 2019
- ◇ thank you signage throughout the event and the information booth area at the Curly Road entrance
- ◇ public address announcements during the event
- ◇ media recognition, especially for Naming Rights Sponsor
- ◇ discounts on additional ticket pre-purchases and commercial space

## MARKETING STRATEGY

The Newcastle Regional Show forges relationships with television, newspaper and print media partners to extend its marketing campaign reach and frequency. We aim to build on last year's media coverage, which achieved:

- ◇ at least 365 media mentions leading up to and during the Show
- ◇ strong growth in social media, reaching over 101,000 users through Facebook, including more than 7,000 engagements with individuals through the Show's Facebook page and the Showmen's Guild Facebook page  
Engagements include likes, comments and shares
- ◇ local and national media engagement at the media launch, providing a sneak peek at the Show lineup to local audiences

Event marketing materials are widely distributed throughout the community, and the Show's social media sites generate interest, anticipation and enthusiasm leading up to and during the event.



## SPONSORSHIP PACKAGE INCLUSIONS:

|  | naming rights<br>\$30,000 | gold<br>\$20,000 | silver<br>\$15,000 | bronze<br>\$10,000 | vip<br>\$5,000 | general<br>\$3,000 |
|--|---------------------------|------------------|--------------------|--------------------|----------------|--------------------|
| logo usage rights                                    | ✓                         | -                | -                  | -                  | -              | -                  |
| official and online program with editorial and an Ad | ✓                         | ✓                | -                  | -                  | -              | -                  |
| show taster pre-event tickets                        | 4                         | 2                | -                  | -                  | -              | -                  |
| 3-day exhibitor pass                                 | 10                        | 7                | 4                  | 2                  | -              | -                  |
| commercial space (m)                                 | 6x3                       | 3x3              | 3x3                | 3x3                | -              | -                  |
| designated signage                                   | ✓                         | ✓                | ✓                  | ✓                  | -              | -                  |
| vip sponsors event                                   | 12                        | 8                | 6                  | 4                  | 4              | -                  |
| single day show tickets                              | 100                       | 70               | 40                 | 30                 | 20             | 10                 |
| official opening tickets                             | 6                         | 4                | 2                  | 2                  | 2              | 2                  |
| show website   | ✓                         | ✓                | ✓                  | ✓                  | ✓              | ✓                  |
| thank-you signage                                    | ✓                         | ✓                | ✓                  | ✓                  | ✓              | ✓                  |
| announcements (PA)                                   | 30                        | 20               | 15                 | 10                 | 8              | 6                  |
| media recognition                                    | all media                 | selected         | selected           | selected           | selected       | selected           |
| Discount entry tickets                               | ✓                         | ✓                | ✓                  | ✓                  | ✓              | ✓                  |



## OPPORTUNITIES TO CONNECT TO A TARGET AUDIENCE:

With its diverse activities, the Newcastle Regional Show provides a range of opportunities for sponsors to connect with a target audience or interest. These include competitions like Dogs, Beef Stud Cattle, Junior Cattle Judging, Stud Dairy Goats, Stud Boer Goats, Cookery (Cakes, Jams and Pickles), Rats and Mice, Horses, Photography, Floral Art, Showgirl, Fence Post Splitting, Woodchop, Tent Pegging as well as feature attractions like the Rodeo and Concert, Official Opening, Art, Showjumping, VIP Sponsors Function, Animal Nursery, Agricultural Display, community entertainment stage and the Entertainment Centre Expo.

Each feature provides a range of opportunities for sponsors including additional signage, presentation of ribbons and awards, photo opportunities, display of products, giveaways, connection to social media posts and online and media stories.

## LETS TALK

To discuss sponsorship opportunities at the 2019 Newcastle Regional Show and how we can help you achieve your objectives, please contact:

**Brett Gleeson, General Manager**

Newcastle Regional Show

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