

2019

SPONSORSHIP PROSPECTUS

Reach thousands of potential customers in one event!



• THE SHOW •
NEWCASTLE & HUNTER

 regional
australia **bank**

SECURE YOUR SPONSORSHIP PACKAGE FOR THE

2019 NEWCASTLE REGIONAL SHOW

FRIDAY, SATURDAY & SUNDAY

1, 2 & 3 MARCH 2019

NEWCASTLE SHOWGROUND

On the back of a very successful 2018 Show, we saw the best entertainment, attractions and action in over 10 years. We achieved a high 206% increase in attendance on the previous year.

The 2018 Show saw the several 'new' attractions like the Rodeo, Woodchop, Tent pegging, the Official Opening Parade, the Emergency Services displays, the Military Working Dogs and Cyclocross.

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 on the path to bring to life the vision of The Show as the leading regional show in NSW by 2022.

We are privileged to present this much-loved event to the people of Newcastle, the Hunter and NSW. We will be showcasing local talent as competitors and performers with a particular focus on combining the region's heritage of agriculture and beach culture.

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 around 40,000 visitors through the gates this year!

The event is organized by Newcastle AH & I Association, a not-for-profit organization, to showcase the region's agriculture, horticulture and industry. The Show will bring the country to the city through animal exhibits, competitions and entertainment through side show alley, commercial site displays and centre ring events. This iconic event delivers an eclectic mix of carnival meets agriculture meets artisan.

To bring this unique collaboration of our region to life, Newcastle AH&I Association relies on the generous support of the business community and individuals. Through your sponsorship, The Show delivers an outstanding event that draws crowds interested in learning about what the region offers while also 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, celebrate our unique region and culture, and enjoy family fun.

The Newcastle AH&I Association plans to 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 tailor a package to your requirements, including opportunities for in-kind sponsorship.

**Our vision - the Newcastle Regional Show will be
the leading Regional Show in New South Wales by 2022**



YOUR AUDIENCE

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

FAMILIES

COUPLES

SINGLES

EMPTY
NESTERS

YOUNG
PEOPLE

RETIRES

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
- ◇ 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 is 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, attractions, events and exhibits. We can tailor a package for you.

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 showground, including the information booth at the entrances
- ◇ public address announcements during the event
- ◇ media recognition, especially for Naming Rights and higher level Sponsors
- ◇ discounts on additional ticket pre-purchases and commercial space.



NEW AND OLD

One of the biggest challenges for The Show is to maintain its much-loved traditions and remain current in an ever-changing world. People expect to see fireworks, animals, CWA cooking, vintage vehicles, competitions, rides and attractions yet they also want to experience new things like virtual and augmented reality. We strive hard to achieve this balance as we revitalize The Show. We are currently in the process of negotiating new attractions for the 2019 Newcastle Regional Show.

MARKETING STRATEGY

For the past two years, The Show has implemented a very effective marketing strategy with minimal budget. The 2018 Newcastle Regional Show saw a **206%** increase in its attendance rates.

Our marketing strategy has forged relationships with television, newspaper and print media partners to extend our marketing campaign well beyond our current financial capacity. Most media outlets have continued to generously support the show with discounted rates and in-kind sponsorship.

In 2017 our marketing strategy achieved:

- ◇ 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.
- ◇ local and national media engagement at the media launch, providing a sneak peek at the Show lineup to local audiences.

In 2018 our marketing strategy achieved:

- ◇ 609 media mentions leading up to and during the Show including 265 Radio, 128 TV, 29 Print and 187 Online
- ◇ 133 Social Media posts reaching 878,203 people
- ◇ growth in Facebook page likes from 12,029 to 14,835 with 14,898 engagements consisting of 5,732 shares, 6,999 likes and 2,167 comments

Event marketing materials including posters and flyers, were widely distributed throughout the community, and The Show's social media sites generated interest, anticipation and enthusiasm leading up to and during the event.

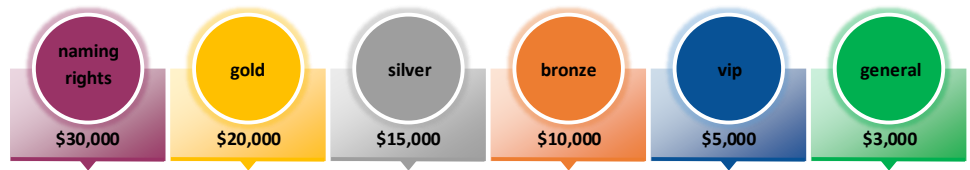
For 2019 and beyond, our marketing strategy will revolve around direct engagement with the community, especially young people, primarily through social media.

By many reports, our 2018 was the best show in over a decade.

We now look forward to taking The Show to a new level of sustainability and innovation.



SPONSORSHIP PACKAGE INCLUSIONS:



	naming rights \$30,000	gold \$20,000	silver \$15,000	bronze \$10,000	vip \$5,000	general \$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. In 2019, many of our long-standing and popular competitions will return like Art, Dogs, Junior Cattle Judging, Stud Dairy Goats, Cookery, Horses, Photography, Showgirl, Woodchop, Tent Pegging, etc. Feature attractions like the Rodeo and Concert, Official Opening, VIP Sponsors Function, Animal Nursery, Agricultural Display, Community Entertainment Stage will also return.

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

We are happy to negotiate a package that will suit your business or organisations' objectives. To discuss sponsorship opportunities at The Show and how we can help you achieve your objectives, please contact:

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