



# Kununurra Agricultural Society Inc.

## Sponsorship Opportunities 2019

### Overview of Sponsorship Categories for the Agricultural Show

Exceptional Level Sponsorship:	\$10,000 & above (+ GST)
Gold Level Sponsorship:	\$5,000 - \$9,999 (+ GST)
Silver Level Sponsorship:	\$2,000 - \$4,999 (+ GST)
Bronze Level Sponsorship:	\$500 - \$1,999 (+ GST)
Competition & Trophies Sponsor:	Up to \$499 (+ GST)

*Sponsorship packages can be tailored to suit your specific needs.*

### The Kununurra Agricultural Society

The Kununurra Agricultural Society was established in 1973 by members of the local community with a common goal to promote best practice and celebrate achievements in the agriculture, horticulture and pastoral industries. In doing this the Committee holds an annual show which includes competitive exhibitions of stock, household pets, cooking creations, utes and machinery, crops and farm produce as well as a great weekend filled with entertainment, showbags, displays and competitions for all East Kimberley residents.

Friday is Family Day, showcasing local talent, circus workshops, roving entertainers and sideshows. Limited bar from 5pm on Friday afternoon. Enjoy the great networking opportunity while watching the entertainment including the magical display of fireworks.

Saturday includes novelty events such as the Dog Show, Watermelon Olympics, Watermelon eating competition, Kimberley Cowboy Challenge and Hay Stacking. This year we are also planning to have a new novelty event for Equestrian competitors. As well as sideshows, machinery exhibits, cattle and custom vehicle exhibits around the grounds. There is entertainment on the main stage all day, with fireworks and a bar for revellers to stay on and rock away to some fantastic bands and assorted entertainers.

It's going to be a great show.....we hope you can help support us!

### **Exceptional Level Sponsorship: Upwards of \$10,000 cash and/or in-kind support (+ GST)**

As an Exceptional Sponsor of the Kununurra Agricultural Show you will receive the following benefits:

- Exclusive Naming Rights to the 2019 Kununurra Agricultural Show.
- Full page logo in the Show Schedule (A5, B&W) your current logo must be provided to the Kununurra Agricultural Society (KAS) in a suitable format and resolution by the end of February.
- Plus the full Gold Sponsorship benefits listed below with the upgrade of:
  - Complimentary exhibitor site (up to 15m frontage) – all site holders are required to submit a site application form to the KAS office in good time before the show.

**Examples of Exceptional sponsor naming right opportunities include:**

- Major equestrian infrastructure
- Major entertainment act
- Overall Show naming rights

### **Gold Level Sponsorship: Upwards of \$5,000 cash and/or in-kind support (+ GST)**

As a Gold sponsor of the Kununurra Agricultural Show you will receive the following benefits:

- Half page logo in the show schedule (A5, B/W);
- Your logo and link displayed prominently on our website ([www.kas.org.au](http://www.kas.org.au)) &/or displayed on our Facebook page [www.facebook.com/agshow.knx](http://www.facebook.com/agshow.knx);
- Your logo displayed prominently in the show program;
- Up to three locations for your banners or signage in prominent locations;
- Recognition of your sponsorship on visual media, radio, print media, show posters and flyers ;
- Announcement and recognition of your sponsorship from the main PA system during the show;
- Your company name and website on KAS correspondence (letterhead and emails);
- Naming rights for a selected event/entertainment /display by negotiation and the opportunity to present sashes/trophies to the winner/s of your sponsored event;
- Your logo on a permanent sign at the showgrounds for the duration of your sponsorship - sign/s to be provided by you, location & size by negotiation;
- Up to eight complimentary two-day passes to the Show for you and your guests/staff;
- Access to the member's carpark during the show;
- Complimentary exhibitor site (up to 10m frontage); and
- Certificate of appreciation recognising your sponsorship contribution.

### **Examples of Gold sponsor naming right opportunities**

- Fireworks - one night
- Company name on entry wristbands
- Equestrian stables or infrastructure
- Entertainment
- Licensed Area Bar (Friday or Saturday)
- Giant Pumpkin Competition

### **Silver Level Sponsorship: \$2,000 - \$4,999 cash and/or in-kind support (+ GST)**

As a Silver sponsor of the Kununurra Agricultural Show you will receive the following benefits:

- Quarter page logo in the show schedule (A5, B/W);
- Your logo and link on our website ([www.kas.org.au](http://www.kas.org.au)) &/or displayed on our Facebook page [www.facebook.com/agshow.knx](http://www.facebook.com/agshow.knx);
- Your logo displayed in the show program;
- Up to two locations for your banners or signage at the show;
- Recognition of your sponsorship in print media, show posters and flyers;
- Announcement and recognition of your sponsorship from the main PA system during the show;
- Naming rights for a selected event/entertainment /display by negotiation and the opportunity to present sashes/trophies to the winner/s of your sponsored event;
- Your logo on a permanent sign at the showgrounds for the duration of your sponsorship - sign/s to be provided by you, location & size by negotiation;
- Up to six complimentary two-day passes to the Show for you and your guests/staff;
- Access to the member's carpark during the show;
- Complimentary exhibitor site (up to 8m frontage); and
- Certificate of appreciation recognising your sponsorship contribution.

### **Examples of Silver sponsor naming right opportunities**

- Stockman Challenge
- Cattle pens
- Entertainment
- Show Jumping
- Dressage Challenge

### **Bronze Level Sponsorship: \$500 - \$1,999 cash and/or in-kind support (+ GST)**

As a Bronze sponsor of the Kununurra Agricultural Show you will receive the following benefits:

- Logo in the show schedule (B/W);
- Your logo and link displayed on our website ([www.kas.org.au](http://www.kas.org.au)) &/or displayed on our Facebook page [www.facebook.com/agshow.knx](http://www.facebook.com/agshow.knx);
- Recognition of your sponsorship in the show program;
- One location for your banners or signage;
- Recognition of your sponsorship in print media, show posters and flyers;
- Announcement and recognition of your sponsorship from the main PA system during the show;
- Naming rights for a selected event/entertainment /display by negotiation;
- Your logo on a permanent sign at the showgrounds for the duration of your sponsorship - sign/s to be provided by you, size is 230cm x 30cm;
- Up to four complimentary two-day passes to the Show for you and your guests/staff;
- Access to the member's carpark during the show;
- Complimentary exhibitor site (up to 5m frontage); and
- Certificate of appreciation recognising your sponsorship contribution.

### **Competition & Trophies Sponsor: Up to \$499 cash and/or in-kind support (+ GST)**

As a Competition and Trophies sponsor of the Kununurra Agricultural Show you will receive the following benefits:

- Acknowledgment of your sponsored event in the show schedule;
- Recognition on our website ([www.kas.org.au](http://www.kas.org.au)) &/or displayed on our Facebook page [www.facebook.com/agshow.knx](http://www.facebook.com/agshow.knx);
- Recognition of your sponsorship in print media, show posters and flyers;
- Announcement and recognition of your sponsorship from the main PA system during the show; and
- Certificate of appreciation recognising your sponsorship contribution.

### **Examples of Bronze, Competitions & Trophies sponsor naming right opportunities**

- Under 18's Display
- Equestrian stables
- Most successful exhibitor for a group
- Champion or best exhibit for a group/class

**Existing sponsors** will be given preference for naming rights that they have previously held.

**New sponsors**, please submit your naming rights requests to the Kununurra Agricultural Society.

**Key Dates:**

Friday March 29 <sup>th</sup>	Provide company logos and website details for marketing activities (i.e. schedule, website links, Facebook, posters, print media).
Monday June 3 <sup>rd</sup>	Deliver permanent signage to the KAS office
Monday June 24 <sup>th</sup>	Site forms final submission date 30 second spiels for main PA due
Monday July 8 <sup>th</sup>	Deliver banners to KAS office

Please contact the KAS office on 08 9168 2885 to check current availability of naming rights. We have a first in, first served policy, and the KAS committee will consider all reasonable requests for naming rights appropriate to your sponsorship level.

Sponsorship Coordinator,

*Sarah Duguid*

Mobile: 0438 808 000

Or, email [knaags@knxagsoc.com.au](mailto:knaags@knxagsoc.com.au)

*In the unlikely event that nothing available suits you, please feel free to suggest a new event or class for inclusion in the show and we will consider including it as part of your sponsorship package or if there is another matter which you would like to discuss please contact our president by phone*

*Kath Ryan*

Mobile: 0428 873 097