

# WOODFORD SHOW 2024 SPONSORSHIP PACKAGES



Woodford A. P. & I. Assoc. Inc. will celebrate being part of the Woodford community for 113 years in 2024. However, this year the Woodford Show will look a little different...

On 21<sup>st</sup> June 2024 we will be hosting 'Friday Family Fun Day' which will include all our traditional show sections, e.g., Stud Beef, Horse Events, Woodchop Display, Pavilion Displays, School Artwork Etc, As Well As Facepainting, Petting Zoo, **LIVE MUSIC**, **PET PARADE**, Friday night **FOOD FEAST** And **FIREWORKS**. This year our local primary schools will also be invited to attend during school hours.

On 22<sup>nd</sup> June 2024 the Woodford Show Society will host an EVENT to attract 5000+ attendees. This will be the biggest event ever held at Woodford showgrounds! We're EXCITED, Think Stud Beef, Horse Events, Woodchop, Pavilion Displays, School Artwork, Kids Live Entertainment, Roving entertainment, and heaps of activities for the kids, we'll have food and trade stalls. Let's not forget LIVE COUNTRY MUSIC featuring amazing artists and bands that are local and known throughout the afternoon and evening.

With huge ticket sales expected, this year's Woodford Show will be a great opportunity for your business to advertise and attract new customers. We are offering a variety of generous sponsorship packages which will help you to increase brand awareness and product exposure, develop relationships with new leads and existing customers and demonstrate your commitment towards the Woodford community.

This year Woodford A. P. & I. Assoc. Inc. has a new social media team who will be focusing on boosting this event's online presence and reaching audiences across the region, not just Woodford. Most of the sponsorship packages on offer include social media advertising, which will not only improve brand recognition for your business, but also will increase revenue.

Woodford Show 2024 is certainly an opportunity for your business/brand that you cannot miss. Please see below for our sponsorship packages.

**Please email the Woodford Show Society at [info@woodfordshow.co.au](mailto:info@woodfordshow.co.au) if you would like to discuss the packages on offer any further.**

Kind regards,

Woodford A. P. & I. Assoc. Inc.

# WOODFORD SHOW SPONSORSHIP PACKAGES

## **ENTRY LEVEL BRONZE – UNDER \$200 + GST**

- Logo/business card placement in show program
- Logo display in Sponsored section of Program
- Show Website - logo display in sponsor section.
- Social Media posts/tags reaching 4600 + followers leading up to the show from commencement of sponsorship.

## **SILVER PACKAGE: \$500 + GST**

- 2 x free entry tickets
- Mention on - Woodford Show website and social media with group sponsorship/tags reaching 4600+ followers
- Can display one banner (max size 76 x 250cm) on arena fencing\*
- Can display two corflute sign/displays with business advertising at event\*
- Logo placement in event program
- \*Banner/sign displays to be supplied by business

## **GOLD PACKAGE: \$1000 + GST**

- 4 x free entry tickets
- Social Media posts/tags reaching 4600+ followers leading up to the show from commencement of sponsorship.
- Mention on - Woodford Show website sponsors page
- 2 x banners (max size 76 x 250cm) on arena fencing\*
- 3 x corflutes/displays with business advertising at event\*
- ¼ page Business Logo placement in show program, program printed in A5 and A4.
- Business advertising displayed on Woodford Show website for 6 months
- \*Banner/sign displays to be supplied by business

## **DIAMOND PACKAGE: \$2,500 VIP + GST**

- 6 x Free entry tickets
- Social media posts/tags reaching 4600+ followers, including logo -from commencement of sponsorship
- Social Media Posts to Woodford Show Page for FOUR weeks leading up to the show
- Can display two banners (max size 76 x 250cm) on arena fencing\*
- Can display four corflute/displays with business advertising at event\*
- Full page logo/business information in program
- Business advertising displayed on our Woodford Show Website for 12 months.
- VIP space at stage area for live music concert – fenced off area, seating available, banner on roped off area.
- Stall to promote business/brand.
- Main stage advertisement – Banner\*
- Sponsorship mention in opening ceremony
- \*Banner/sign displays to be supplied by business

## WOODFORD SHOW SPONSORSHIP OPTIONS

Businesses can choose to sponsor the whole show or particular sections that may maximise advertising opportunities.

Please tick the boxes to indicate which sections of Woodford Show 2024 you would like to sponsor:

Poultry		School work	
Photography		Stud Beef	
Needlework		Dog events	
Handicraft		Horse Events	
Fine arts		Music entertainment	
Farm Produce and Vegetables		Fireworks	
Fruit		Bull Ride	
Cooking		Barrel Races	
Horticulture		Kids Entertainment	
Kids Entertainment – please circle			
Face painting – Petting Zoo – mascots – live show (singing and dancing) - Wildlife Unleashed – Pet parade prizes			
Whole show (sponsorship will be distributed across all sections)			

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## WOODFORD SHOW SPONSORSHIP DETAILS

**CONTACT:**

Woodford A & I Assoc. Inc.

[info@woodfordshow.com.au](mailto:info@woodfordshow.com.au)

**BUSINESS DETAILS:**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*Businesses are encouraged to email logos/promotional material to be used in advertising. All corflute banners to be supplied by business. Businesses who select Gold, Platinum or Diamond packages will be contacted for content for exclusive social media posts.