

Murray Bridge A&H Society Inc

ABN 11 686 674 167

PO Box 315, Murray Bridge SA 5253 Ph: (08) 8531 0248

Email: assistantsecretary@murraybridgeshow.com.au

Murray Bridge Showgrounds, 113 Old Princes Highway, Murray Bridge SA



Welcome

The Murray Bridge Agricultural & Horticultural Society is a not-for-profit organisation who manage the Murray Bridge Showgrounds and run the Annual Show. The Annual Show is a great platform including over 4500 competitions in more than 30 different categories. The entire show is run by volunteers and through contributions from the greater community. The show provides a tremendous opportunity for anyone to showcase our region and the Murraylands as a whole.

The Show provides sponsors with a fantastic opportunity to connect with consumers. As a sponsor you gain exposure to more than 25,000 people in and around the greater Murray Bridge Region. Our Show exhibitors and competitors come from our local region, from the greater South Australia and we also draw interstate competitors.

Tailor made packages to gain maximum exposure are endless. We are certain that once you have taken a look through our Sections you will find quite a few opportunities that can target your specific target market. We utilise a wide range of media and promotional opportunities. We have a strong radio presence on both FM and AM bands. Printed media include the Murray Valley Standard, Courier, Southern Argus, Adelaide Hills Magazine and Messenger papers.

We also circulate fliers targeting specific groups in our community and run an excellent website and popular Facebook page.

In addition to this we also have the Showbook which is circulated to over 800 households predominantly in the region and it is also sent to members and competitors who live Interstate. Sponsorship will provide your business with great exposure and positive association with a great event. We have attached our sponsorship options with their associated benefits. We also welcome targeted sponsorship specific to Sections, Classes or Awards. We also welcome suggestions for Competition Opportunities. If you just can't decide what to pick, we will gratefully accept general donation to the Show Society where the funds will be used to support the general entertainment, administration, maintenance and redevelopment programs we run. Our show would appreciate this targeted sponsorship as this is a great shared experience for your company and the community.

2015 saw the Society revive the fireworks display at the show. This is a fantastic opportunity for your company to connect with the community with a big bang! Our Stage for events also has opportunity for advertisements to be placed upon it to promote and thank your business should you wish to target this style of sponsorship.

We welcome any contribution to this aspect of our entertainment. All companies and individuals sponsoring the fireworks will be acknowledged in all media releases, fliers and other print, radio and electronic media promotions regarding the fireworks. Fireworks are a great crowd-pleaser and people consistently notice the providers and supporters of these events.

Please complete the Donation/Sponsorship Remittance Advice at the end of this kit and forward it to the Show Office at the above address.

Should you wish to be included in the show book we will need confirmation of your support before 30th May 2016.

Thanking you for your time and consideration.

Kindest Regards
Richard Hein
President

Kirsty Hutchinson
Assistant Secretary

Donation/Sponsorship Remittance Advice – 2016 Annual Show

Organisation : _____
Address: _____
_____ Post Code _____
Contact Person: _____ Position: _____
Telephone: _____ Fax: _____
Mobile: _____ Preferred method of contact: _____
Email: _____
Please find enclosed sponsorship Amount of \$ _____

Please indicate the package you wish this package to apply to

Platinum	Gold	Silver	Bronze	Ribbon
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I would like this sponsorship to be applied to the following sections

Section	Class	Award	Ribbon	Section	Class	Award	Ribbon
HIA				FLORICULTURE			
DAIRY CATTLE				FLORAL ART			
BEEF CATTLE				COOKERY			
LOG CHOPPING				NEEDLEWORK & FANCY WORK			
SHEEP				MACHINE KNITTING			
SHEAF TOSSING				SCHOOL STUDENTS			
SHEEP SHEARING				OPEN CRAFT			
POULTRY				ART			
PIGEONS				PHOTOGRAPHY			
DAIRY GOATS				DONKEYS			
MEAT GOATS				YARD DOGS			
HOBBIES AND COLLECTABLES				UTE COMPETITION	Not Available		
PETS				ENTERTAINMENT – STAGE/BANDS			
GRAIN & FODDER				ENTERTAINMENT - FIREWORKS			
WOOL				RURAL AMBASSADOR			
HOME PROD & EGGS				SHOWPERSON COMPETITION			
HOME BREW				BUNYIP TRAIL			
FRUIT & VEG				COLOURING-IN COMPETITION			
WOODWORK				YOUNG FARMER CHALLENGE			
Other please specify				KIDS ZONE			

I WOULD LIKE TO PURCHASE AN ADVERTISEMENT IN THE SHOW BOOK

		Cost
Yes	Inside FRONT COVER	\$220 Sold
Yes	Outside on the BACK COVER	\$440 Not Available this year
Yes	Quarter Page INSIDE PAGES	\$50
Yes	Half Page INSIDE PAGES	\$75
Yes	Full Page INSIDE PAGES	\$120

Sponsorship Package Entitlements

We introduce the Platinum, Gold, Silver, Bronze, Blue Ribbon, Red Ribbon, White Ribbon and Yellow Ribbon program, to acknowledging the fantastic contribution from our sponsors. Our system clarifies the level of acknowledgement to which you are entitled.

Platinum (\$3000 +)

A sponsorship package uniquely tailored to suit your organisation.
Great for the Fireworks, Stage, Show Book printing or Band entertainment sections

Gold (\$800 - \$2999)

This level acknowledges sponsors who contribute \$800 - \$2999 in goods, services or cash sponsorship to the Society.

This level of sponsorship entitles you to the following options:

- Naming rights to a section choice with-your logo or company details included in the show book in that section and section booklet.
- Company advert in the show book in the general pages of the book as well as your company details and logo in the section(s) of your choice.
- Acknowledgement in section specific print media adverts.
- Acknowledgement in section specific print media releases.
- Acknowledgement in section specific fliers.
- Company details and advertisement on the section specific pages of the website relevant to the section of your choice.
- Advertisements on the public address system during the show throughout the show.
- Acknowledgement in the official opening ceremony speech.
- Certificate of Appreciation
- 1 Annual Membership
- 10 Free adult passes to the Annual Show

Silver (\$500 - \$799)

This level acknowledges sponsors who contribute \$500 to \$799 in goods, services or cash sponsorship to the Society.

This level of sponsorship entitles you to the following:

- Naming rights to a major prize or award in the section of their choice with their details included in the show book and section booklet against that award listing and an opportunity to have their advert in the show booklet of that section.
- Company advert in the show book in the general pages of the book as well as their company details and logo in the appropriate section where they have sponsored a major prize.
- Acknowledgement in section specific print media adverts.
- Acknowledgement in section specific media releases.
- Acknowledgement in section specific fliers.
- Company details and advertisement on the section specific pages of the website relevant to your section.
- Advertisements on the public address system during the show throughout the show.
- Certificate of Appreciation
- 1 Annual Membership
- 6 Free Adult passes to the Annual Show

Bronze (\$100 - \$499)

This level acknowledges sponsors who contribute \$100 to \$499 in goods, services or cash sponsorship to the Society.

This level of sponsorship entitles you to the following:

- Naming rights to your choice of class in the section of your choice with your details included in the show book and section booklet against that class listing.
- Company advert in the show book in the general pages of the book as well as your company details and logo in the appropriate section.
- Acknowledgement in section specific radio adverts.
- Acknowledgement in section specific print media adverts.
- Acknowledgement in section specific media releases.
- Acknowledgement in section specific fliers.
- Company details and advertisement on the section specific pages of the website relevant to your section.
- Advertisements on the public address system during the show throughout the show.
- Certificate of Appreciation
- 1 Annual Membership
- 2 Free Adult passes

Ribbon (\$50 - \$99)

This level of sponsorship entitles you to the following:

- Acknowledgement in the section of your choice with your details included in the show book and section booklet.
- Certificate of Appreciation

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SPONSORSHIP SIGNAGE AND DONATIONS

An additional option to advertising your business is by ordering signs.

These signs measure 1000mm x 500mm at a cost of \$200 per sign for a basic layout and can be positioned in such places as the ticket box at the gate.

With respect to other hiring patrons to the show grounds, the sign would be removed for that event in particular and replaced once that event is completed.

To order your sign today please contact:

Murray Bridge Show

Kirsty Hutchinson

Mob: 0484 920 226

PO Box 315, Murray Bridge SA 5253

assistantsecretary@murraybridgeshow.com.au

Signs to be placed around the Murray Bridge Showgrounds at the discretion of the Murray Bridge Agricultural & Horticultural Society Inc.

Donation/Sponsorship Remittance Advice – 2016 Annual Show

Organisation : _____

Address: _____

_____ Post Code _____

Contact Person: _____ Position: _____

Telephone: _____ Fax: _____

Mobile: _____ Preferred method of contact: _____

Email _____

Please find enclosed sponsorship Amount of \$ _____