



SPONSORSHIP PROPOSAL

5 & 6 April 2024

www.farmfair.com.au





**MURRAYLANDS
REGION'S
LARGEST
EVENT
FOR MORE
THAN
38 YEARS**

We are the Murraylands region's largest event, and are proud to showcase:

1. What make our region and people unique
 2. New experiences and services in the region
 3. Health and education services that we may not normally have access to
 4. An amazing array of trade displays relevant to our local industries
 5. The magnificent community spirit of our region
-

With a diverse range of exhibitors each year, we regularly have more than 300 exhibits

Our attractions include:

- Livestock displays
- Farm machinery
- Farm accessories
- Trade sites
- Craft stalls
- Children's attractions
- Health & education
- Fashion parades
- Sheep shearing
- Yard dog competitions

Our show competitions:


- Art
- Cookery
- Fleece
- Jams & preserves
- Knitting & crochet
- Laucke & CWA Scone mix
- Lego
- Needlework, quilting & handicraft
- Photography
- Pot plants
- Scarecrow
- Vegetables
- Fruit Cake Championship

PARTNER WITH KAROONDA FARM FAIR & SHOW

We are very proud of our achievements, but importantly, our success ensures we receive widespread recognition and exposure. We would love for you to share in this – explore and experience first-hand the feeling of pride that comes from helping our community to grow.

Attendees at the Karoonda Farm Fair & Show come from the Murraylands, Adelaide Hills, Adelaide, Barossa Valley, Riverland and Fleurieu Peninsula. We also welcome both interstate and international visitors who are in the region.

The Karoonda Farm Fair & Show utilises a broad mix of advertising and promotional strategies to promote our event.



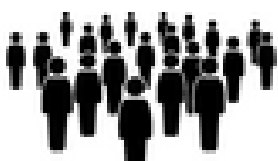
A community event of this nature requires a dedicated, talented and experienced Committee – and this we have. Our past success is a testament to this.

However, our sponsors are key to ensuring our ongoing success.

**2024
KAROONDA
FARM FAIR
& SHOW
5 & 6 APRIL**

www.farmfair.com.au

Each year we work hard to bring new and exciting attractions to the Farm Fair & Show



Attracts 5,000 people over 2 days

SPONSORSHIP INVESTMENT & BENEFITS

	Major \$POA	Platinum \$2,500	Gold \$1,000	Silver \$500	Bronze \$300
NAMING RIGHTS*					
Exclusive naming rights – Karoonda Farm Fair & Show	✓	-	-	-	-
Naming rights – Site Awards	✓	-	-	-	-
Naming rights – Pavilion or Precinct	-	✓	-	-	-
Naming rights – Feature Entertainment or Attraction	-	✓	✓	-	-
COMPETITION SPONSORS					
Sports Shear Competition	-	-	✓	✓	✓
Wool Handling Competition	-	-	✓	✓	✓
Speed Shear Competition	-	-	✓	✓	✓
SA Yard Dogs Competition	-	-	✓	✓	✓
Fleece Competition	-	-	-	✓	✓
Show Competition	-	-	✓	✓	✓
At EVENT					
Present 3 x Site Awards, acknowledgement of your business during awards presentation, business name on 3 x Site Award trophies	✓	-	-	-	-
Free powered site	10x10m <i>(valued @ \$380)</i>	10x10m <i>(valued @ \$380)</i>	5x5m <i>(valued @ \$200)</i>		-
Complimentary 2-day admission tickets	10 tickets <i>(valued @ \$250)</i>	6 tickets <i>(valued @ \$150)</i>	4 tickets <i>(valued @ \$100)</i>	3 tickets <i>(valued @ \$75)</i>	2 tickets <i>(valued @ \$50)</i>
MEDIA EXPOSURE					
Logo on all promotional print & electronic material, & recognition in media releases sent to third party media outlets	✓	-	-	-	-
Business logo on event flyers and posters	✓	✓			
Business logo in program – sponsor listing	✓	✓	✓		
WEBSITE & SOCIAL MEDIA					
Listed on website with links to your business website	✓	✓	✓	✓	✓
Social media promotion or secondary social media, e.g. shearing or fleece competition	✓	✓	✓	✓	✓
COMMUNITY RECOGNITION					
Business logo listed on promotional signage, Karoonda Oval	60x60cm	30x30cm	30 x 30cm	-	-
Business listed on promotional signage Secretary's Office	✓	✓	✓	✓	✓

* Contact the President for more information, and to discuss Naming Rights sponsorship investment – president@farmfair.com.au

SPONSORSHIP ACCEPTANCE

Name:

Position:

Business name:

Postal address:

Phone: Email:

Website address:

Brief description of your business (for promotional purposes)

.....

I will donate 250 items for the Mallee Stump (please detail items and delivery details) Yes No

.....

Please tick relevant Sponsorship Level (red text) and relevant section:

Karoonda Farm Fair & Show Naming Rights – \$POA

Exclusive naming rights to the Karoonda Farm Fair & Show. Please contact the President for more information, and to discuss sponsorship cost.

We would like to offer a promotional item to all attendees

Platinum Sponsor – \$2500

Naming rights to Pavilion, Marquee or Precinct – select one only

- | | |
|--|---|
| <input type="checkbox"/> Shearing Shed | <input type="checkbox"/> Taste of the Murraylands & Riverland Marquee |
| <input type="checkbox"/> Fleece Marquee | <input type="checkbox"/> SA Yard Dogs Competition |
| <input type="checkbox"/> Show & Lifestyle Pavilion | <input type="checkbox"/> Entertainment Stage (Food Court) |
| <input type="checkbox"/> Lifestyle Marquee | <input type="checkbox"/> Fashion Parade Stage (Clubrooms) |
| <input type="checkbox"/> Kids' Marquee | <input type="checkbox"/> Food Court |

OR

Naming rights to Feature Entertainment OR Attraction – select one only

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> Show rides | <input type="checkbox"/> Entertainment & attractions |
|-------------------------------------|--|

Gold Sponsor – \$1,000

Sponsor a section in one of the following competitions – select one only

- | | |
|--|--|
| <input type="checkbox"/> Sports Shear Competition | <input type="checkbox"/> SA Yard Dog Competition |
| <input type="checkbox"/> Wool Handling Competition | <input type="checkbox"/> Show Competitions |
| <input type="checkbox"/> Speed Shear Competition | |

OR

Gold Sponsor (cont.)

Naming rights to Feature Entertainment OR Attraction – select one only

- Mallee Stump Trail Entertainment & Attractions

Silver Sponsor – \$500

Sponsor a section in one of the following competitions – select one only

- Sports Shear Competition SA Yard Dog Competition
 Wool Handling Competition Fleece Competition
 Speed Shear Competition Show Competitions

Bronze Sponsor – \$300

Sponsor a section in one of the following competitions – select one only

- Sports Shear Competition SA Yard Dog Competition
 Wool Handling Competition Fleece Competition
 Speed Shear Competition Show Competitions

Amount of sponsorship per annum: \$.....

Direct deposit details:

Account Name: Karoonda Farm Fair & Show Inc.
 Bank: Bank SA , Murray Bridge SA
 BSB#: 105-012
 Account Number: 132340740
 Ref: Sponsor *Business Name*

Your signature below is taken as authorised acceptance of the sponsorship entitlements as outlined in the Sponsorship Proposal.

Signed:..... Date:

All payments, correspondence and enquiries to:

The Secretary
 Karoonda Farm Fair & Show
 PO Box 4
 Karoonda SA 5307

Mobile Number: 0408 300888
 E-mail: info@farmfair.com.au

Thank you for your support