

## PARKES PASTORAL AGRICULTURAL & HORTICULTURAL ASSOC INC

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***“Celebrating 141 years of the Parkes Show”***

15<sup>th</sup> October 2021

Dear Valued Sponsor

### **RE: 2022 PARKES SHOW SPONSORSHIP OPPORTUNITY**

The Committee of the Parkes Pastoral Agricultural & Horticultural Association has asked that I contact you in relation to a sponsorship opportunity for the upcoming 2022 Parkes Show.

As you may know, the 2022 Annual Parkes Show will be held Monday 29<sup>th</sup> to Wednesday 31<sup>st</sup> August with night shows on the Tuesday & Wednesday nights. A very important element of the Parkes Show is of course our Miss Showgirl/Miss Teenager competitions whereby it encourages the participation and subsequent awareness of rural woman’s contribution and involvement in both local and rural communities across NSW.

It is thanks to our sponsors, that the Parkes Show has remained a very successful and vibrant Show. Our show focuses on being an event that brings our whole community together and one that offers the opportunity for everyone to participate and be a part of its success.

I have attached our 2022 sponsorship prospectus for your review and consideration. Your generous sponsorship may be linked to a specific event or function or be allocated to other elements of the general running of the show ie... prizemoney/trophies/ribbons/entertainment. There is also an opportunity for you at this time to update any existing schedule artwork that we may have on file for your company. Please see the current advertising rates on page 3.

Please do not hesitate to contact me with any questions, and we look forward to your support of our upcoming 142<sup>nd</sup> Parkes Show.

Kind regards  
Liz Brown  
Secretary

## 2022 Sponsorship Prospectus

### **PLATINUM SHOW SPONSOR**

***Minimum sponsorship \$5,000***

#### Name and logo included in:

- General schedule
- 3 day Show passes
- Daily Show programs
- Full page colour schedule advertisement
- 4 x 3 day Show passes as a gift

#### Show Advertising:

- Article about the Platinum sponsor's business and their partnership with the Show, published on social media
- Name and logo included in all general advertisements and radio
- 4 radio spots, 2 prior to the Show, 2 during the Show
- Involvement for a specific promotion/event
- Banner or flag on the stage throughout the Show
- Broadcast box announcements
- Nominated representatives on the stage during the Show opening and Showgirl announcement
- Recognition of the Platinum sponsor during the opening of the Show
- Invitation to the President's function
- Invitation to the President's room
- Recognition of Platinum sponsor via Facebook and Instagram posts before, during and after the Show

### **GOLD SPONSOR**

***Minimum sponsorship \$2,000***

- Does not include pavilion or ground space
- 2 x 3 day Show passes

#### Show Advertising:

- Article about the Gold sponsor's business and their partnership with the Show, published on social media
- ½ page schedule advertisement
- Name and logo included in advertisements promoting the event
- 2 radio spots, 1 prior to the Show, 1 during the Show
- Name included in the daily program against the event
- Banner on the fence throughout the Show
- Broadcast box announcements
- Continual mentions during the event
- Acknowledgement in the daily programs
- Invitation to the President's function
- Invitation to the President's room
- Presentation of event prizes
- Recognition of event sponsor via Facebook and Instagram posts before, during and after the Show

**SILVER SPONSOR****Minimum sponsorship \$1,000**

- Does not include pavilion or ground space
- 2 x 3 day Show passes

Show Advertising:

- Name and logo included in advertisements promoting the event
- 1/4 page schedule advertisement
- Name included in the daily program against the event
- Banner on the fence throughout the Show
- Broadcast box announcements during the period of the Show
- Continual mentions during the event
- Invitation to the President's function
- Invitation to the President's room
- Presentation of event prizes
- Recognition of event sponsor via Facebook and Instagram posts

**BRONZE SPONSOR****Minimum sponsorship \$500**

- Does not include schedule advertising, Show passes, pavilion or ground space

Show Advertising:

- Mention in conjunction with a sponsored event
- Name included in advertisements promoting the event
- Name included in the daily program against the event
- Banner on the fence throughout the Show
- Broadcast box announcements during the period of the Show
- Continual mentions during the event
- Presentation of event prizes
- Recognition of sponsor via Facebook and Instagram posts

**GENERAL SPONSOR****Minimum sponsorship \$100**

- Does not include schedule advertising, Show passes, pavilion or ground space

Show Advertising:

- Occasional broadcast box announcements
- Listed in the Show schedule

**ADVERTISING RATES**

\$66 – 1/8 PAGE

\$110 – 1/4 PAGE

\$176 – 1/2 PAGE

\$275 – A4 PAGE