

Partnership Opportunities



GAWLER A H & F SOCIETY INC
est 1854

Bringing Communities Together

SA's Largest Regional Show

2024 - Celebrating 170 years

24 & 25 August 2024



Contact

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Introduction

The Gawler Show is South Australia's Largest Regional Show and Gawler's key tourism event and was established in 1854. The Gawler Show is planned, managed and coordinated by a not-for-profit organisation and is almost exclusively run by volunteers.

The Show is held annually on the last weekend in August, at the Show Grounds on Nixon Terrace. We see crowd numbers of around 30,000 people attend the event. Sponsoring a prize, a competition or becoming a partner is not only a great way to become involved in South Australia's Largest Regional Show, but also a way to ensure its future growth.

Advertising opportunities are available in the full colour Show Magazine, with a total distribution of 11,000 copies. In addition there is a full colour A5 flyer letterbox distributed which includes a QR code taking families direct to a landing page on our website. The Show Magazine and A5 flyer will also be supported with radio, social media and press advertising.

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About Us

Gawler has a population of over 25,000 people, is the oldest country town in SA and located just outside the northern suburbs of Adelaide. It has an old world charm with its main street aligned with beautiful historic buildings. Nestled in the foothills of the Barossa it is the ideal place to visit. Gawler is approximately a 45 minute drive or train ride from Adelaide.

The Gawler A, H & F Society was first established in 1854, as the central point of a large agricultural district where the townspeople sought the opportunity to meet, celebrate and trade. The first Show highlighted the crop, sheep and other pastoral strengths associated with the region. The inaugural committee were highly regarded people in Gawler; several were local councillors and could see the merit of bringing a large festival to this region. Since this time the Gawler Show has grown in size and popularity.

The key aim was to host a community event; this is still the paramount aim today. As a volunteer not for profit Society, we are blessed with the good nature of hundreds of people from around the district who donate their time, ability and passion to assist with hosting South Australia's largest regional show. To enable this success we recruit many local organisations and clubs to assist us in the lead up to and running of the event. These organisations benefit in return from a variety of incentives such as: financial remuneration by donation, marketing opportunities by being seen as being involved and in the overall good spirit that is shared by so many. Over the past 5 years the Gawler Show has re-invested over \$75k back in to the community.

Vision



- to be the Region's premier Agricultural Show
- bringing Communities Together

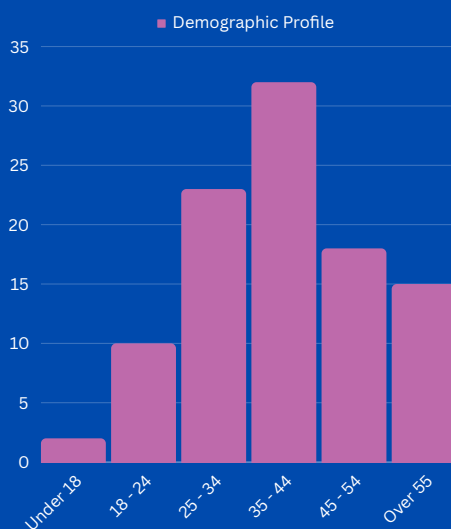
Mission



- focus on the continued growth and success of the Gawler Show
- continually develop the Gawler Show as a world-class Agriculture and entertainment show every year

About The Event

 Around 30,000 patrons	 11,000 Show Magazines distributed
 16k+ followers	 20 Competition Sections
 1k+ followers	 Over 3,000 Competition entries



Event Highlights

Educating patrons in our **Agriculture Learning Centre**

FREE - Participate in the **Nixon's Animal Adventures**

Discover the **Treasure Trail** for only \$5

Come and experience our new **Farm Fresh** area

Benefits for Sponsor



The success of the Gawler Show would not be possible without the ongoing support of our valued partners. Sponsorships contribute towards continuing the celebration and support of the Agricultural industry.

Generate Brand Awareness

Provide something every Gawler Show visitor needs during their stay eg sunscreen kiosk, phone charging stations and more.

Secure Presenting Rights

Presenting rights to an entire Gawler Show precinct and receive substantial brand exposure before, during and after the event.

Supporting an existing program

Help educate South Australian's about the importance of agriculture in our everyday lives.

Partnership Testimonials



See below what our current partners have said about their connection with the Gawler Show.

Peter Kittle Toyota – Chloe Taverna, Marketing Coordinator

"Since 2019 Peter Kittle Toyota has developed a strong partnership with the Gawler Show. Their dedication to bringing local communities together is evident in all aspects of their non-for-profit annual show. We appreciate the Gawler Show team, as well as all the countless volunteers affiliated with the Show and we thank them for their commitment to our partnership, and for providing SA with our largest regional Show!"

Taylor & Forgie – Claire Forgie, General Manager

"We have been a long term community sponsor, and we chose to sponsor the Gawler Show not only to preserve its history and legacy to Gawler – but to give the community a good time. Memories to create with their families, to enjoy life to its fullest. As that is our philosophy as a company and we believe that the Gawler Show does this for the community. The hard work of the society gives our sponsorship partnership excellent brand recognition by association."

The Bunyip – Tony Swan, Manager

"As one of South Australia's oldest publications, it seemed only natural for our Gawler based business to join in a major sponsorship deal with such an iconic event such as the Gawler Show. Due to the great interest in the show I feel that The Bunyip benefits tremendously from the exposure we receive and look forward to a continuation of this mutually beneficial arrangement."

2024 Events

This is a list of events we are organising this year.

We will aim to release the date and venue for each event, 1 month before the event, unless already indicated below

- Grand Lottery Launch (Major Fundraiser) – TBC
- Northern Agricultural Shows Association Dinner – 6 April
- Family Fun Day – 19 May
- Gawler Show – 24 & 25 August
- Villawood Gawler Christmas Parade – TBC

Introducing Gawler Show President

“On behalf of our 2024 Executive Committee, I extend a warm welcome to you all to be an active part of our show and enjoy the wonderful warm and welcoming friendship with the Gawler Show. I look forward to a strong and successful partnership together.”

Isaiah Tesselaar
President

Sponsorship Package



Presenting Partner

Bringing Communities Together.
Partner with SA's largest regional show.

1 only - 3 year deal

Champion Trophy

2 min presentation at
Official Opening

Feature Article & Discounted
Advertising in Show Magazine

VIP Experience
incl onsite carpark, rides, reserved
table for lunch (up to 4 people)

40 Admission Tickets &
Complimentary Trade Site(s)

POA



Agricultural Learning Centre

Showcasing the regions
Agriculture, Education Programs
& Agri Businesses.

1 only - 3 year deal

Display Site & Signage at ALC

Discounted advertising in Show Magazine

Part of Nixon's Animal Adventures
Trail - colouring in page

Logo/Static Advert
displayed on a LED Screen

20 Admission Tickets &
Complimentary Trade Site(s)

\$11,000

2% credit card fee will apply
monthly payment terms available

Sponsorship Package



Platinum

Stadium, Stage Naming Rights
1, 2 or 3 year deals

Logo on print ads & website

Discounted advertising in Show Magazine

Complimentary Trade Site

Logo/Static Advert displayed
on a LED Screen

18 Admission Tickets

\$8250



Fireworks Naming Rights

Oval Naming Rights
3 year deal

Logo on print ads & website

Discounted advertising in Show Magazine

Complimentary Trade Site

Logo/Static Advert displayed
on a LED Screen

15 Admission Tickets

\$7700

2% credit card fees will apply
monthly payment terms available

Sponsorship Package



Main Entrance Gate Naming Rights

3 year deal

Logo on main gate entrance

Discounted advertising in Show Magazine

Complimentary Trade Site

Logo/Static Advert displayed on a LED Screen

15 Admission Tickets

\$6600



Ticket Boxes Fence Wrap

See your branding on our ticket boxes or fence wrap.

Logo on ticket boxes/fence wrap & print ads

Discounted advertising in Show Magazine

Complimentary Trade Site

Logo/Static Advert displayed on a LED Screen

12 Admission Tickets

\$5500

2% credit card fees will apply
monthly payment terms available

Sponsorship Package



Silver

Naming Rights
Market Stall Hall, Exhibition Halls,
Entertainment Stage

Logo on print ads & website

Discounted advertising in Show Magazine

Banner displayed at Show

Complimentary Trade Site

8 Admission Tickets

\$3000



Entertainment

Want to be part of the amazing
entertainment program.
Sponsor an act or artist

Logo on Entertainment Program

Banner displayed at Show

Complimentary Trade Site

6 Admission Tickets

from \$1500

2% credit card fees will apply

Sponsorship Package



Competition Section Naming Rights

Support one of our competitions and become part of Gawler Shows continued history

20 competition sections to choose from

Logo on print ad & schedule

Complimentary Trade Site

4 Admission Tickets

\$1200



Treasure Trail Advertising

Unable to have a physical presence at show, then this is the package for you.

1 year deal

Place an advertising item in 1500 Treasure Trail Bags

\$550

2% credit card fees will apply

Sponsorship Package



Rural & Young Rural Ambassador Program

A National Competition that helps develop and celebrates the next generation of leaders in the ag sector to support our rural communities.

Logo on print ad & website

Opportunity to be involved in the interview process

Present Award at Official Opening

Invitation Presentation Dinners

2 Admission Tickets

\$550



Young Farmers Challenge

A fun team of 4 event who compete in a series of challenges.

Logo on print ad & website

Naming Rights of a challenge

Present the award

Logo on award certificate

2 Admission Tickets

\$550

2% credit card fees will apply

Sponsorship Package



Competition Ribbon Sponsor

Contribute to the award ribbons for all the prize winners

Logo/Name on signage on table in exhibition halls

Invitation Official Opening

2 Admission Tickets

\$275



Sponsor a Prize

Currently 20 Competitions

Can be a cash prize, trophy/medallion, voucher or product/gift

Name on signage in exhibition halls

Name on schedules

Invitation Official Opening

from \$5

2% credit card fees will apply

Sponsor Snapshot



	Presenting Partner	Agriculture Learning Centre	Platinum	Fireworks	Main Entrance Gate	Ticket Boxes/Fence Wrap	Silver	Entertainment	Competition Section	Rural & Young Rural Ambassador	Young Farmers Challenge	Competition Ribbon	Sponsor a Prize
Champion Trophy	✓												
Official Opening Presentation	✓												
VIP Experience	✓												
Feature Article in Show Magazine	✓												
Complimentary Tickets	40	20	18	15	15	12	8	6	4	2	2	2	
Discounted Advertising in Show Magazine	Full page *	Full Page	1/2 page	1/2 page	1/4 page	1/4 page	1/4 page						
Logo on Print Ads	✓	✓	✓	✓									
Logo/Static Advert - LED Screen	✓	✓	✓	✓	✓	✓	✓						
Complimentary Trade Site(s)	✓	✓	✓	✓	✓	✓	✓						
Logo on Website	✓	✓	✓	✓	✓	✓	✓						
Village Green Signage	✓	✓	✓	✓	✓	✓	✓						
Certificate of Appreciation	✓	✓	✓	✓	✓	✓	✓						
Invitation to Official Opening	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		

*Complimentary Full Page Advertising for Presenting Partner



Are you interested in building a strong partnership with us?

For more information, please contact our sponsorship team:

Tanya Veldkamp
Event Coordinator

Sondra Taylor
Event Coordinator

Contact

Phone (08) 8523 1477

Website www.gawlershow.org.au

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