

THE  
**SHOW**  
&  
**AGRI-EXPO**

2ND & 3RD  
OCTOBER  
2020

# SPONSORSHIP PROSPECTUS





# WHAT IS THE SHOW & AGRI- EXPO?

Traditionally the annual Burnie show was based around carnival and animal concepts based at a small site located within the city of Burnie.

2019 was our first event held at our new site, 5 minutes from the city, now named “Agriplex” representing a facility or complex with multiple agricultural uses.

The Agriplex facility is based on 100 acres at Romaine, now having the space to incorporate an agricultural field day or trade show into our annual show.

Our 2019 event also incorporated a rodeo and tractor pull into our timetable.

The decision to move the 100-year event was not an easy one to make, but it proved a success, attracting over 3 times more patrons than previous year's event.

# WHY SPONSOR?

Sponsoring our event will not only align your brand with its targeted industry and audience, but will enhance your exposure prior, during and after our event.

Some other benefits are:

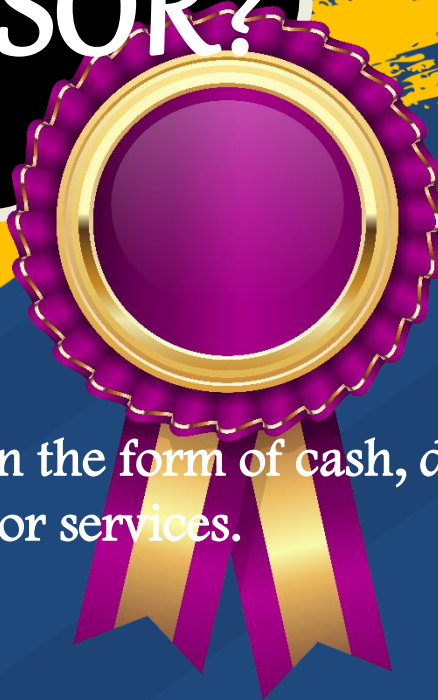
- Generate brand awareness
- Showcase products and services
- Connect with the community
- Generate sales
- Engage with potential customers face to face
- Additional leverage for your marketing dollar





# HOW TO SPONSOR?

Sponsorship may be given in the form of cash, discounts,  
products or services.



If you are interested in becoming an official event sponsor please  
do not hesitate to contact any of our event staff to discuss the  
options available.

Or

Kyle Barker

[events@agriplex.com.au](mailto:events@agriplex.com.au)

0498994417



# TRI-RIBBON SPONSOR

\$12,000+

## Inclusions:

- Comprehensive naming rights to our entire event
- Your business name and or logos attached to all print and digital event documentation, including promotional.
- Your business name and or logos strategically posted on our social media platforms
- Your business name and logos printed within our official show guide
- Your business name strategically announced throughout our event over our public address system
- Ability to erect unlimited signage throughout our site for the duration of the event
- Event access passes for 10 families or 30 individuals
- Commercial exhibition space inclusive
- Advertising in our newspaper feature edition inclusive
- Access to our VIP areas
- First opportunity to quote products or services to our organisation

\*\*\*AVAILABLE 2022\*\*\*



# BLUE RIBBON SPONSOR

\$6,000  
to  
\$11,999

## Inclusions:

- Your business name and or logos attached to selected print and digital event documentation, including promotional related to your selected attraction
- Your business name strategically posted on our social media platforms
- Your business name and logos printed within our official show guide
- Your business name and or logos strategically announced throughout our event over our public address system
- Ability to erect signage around your selected attraction
- Event access passes for 6 families or 18 individuals
- Commercial exhibition space inclusive
- Discounted advertising in our newspaper feature edition inclusive
- Access to our VIP areas
- First opportunity to quote products or services to our organisation

Events available: Rodeo, Tractor Pulling, Animal Pavilion, Producers Paddock and Central Arena.



# RED RIBBON SPONSOR

\$2,500  
to  
\$5,999

## Inclusions:

- Your business name and or logos strategically posted on our social media platforms
- Your business name and logos printed within our official show guide
- Your business name strategically announced throughout our event over our public address system
- Ability to erect THREE signs for the duration of the event
- Event access passes for 4 families or 12 individuals
- Commercial exhibition space discounts up to 10% of total sponsorship value
- Discounted advertising in our newspaper feature edition inclusive
- Access to our VIP areas
- First opportunity to quote products or services to our organisation
- **High impact announcements throughout rodeo as a chute or event sponsors**





# WHITE RIBBON SPONSOR

\$1,000  
to  
\$2,499

## Inclusions:

- Your business name and or logos strategically posted on our social media platforms
- Your business name printed within our official show guide
- Ability to erect TWO signs for the duration of the event
- Event access passes for 2 families or 6 individuals
- Commercial exhibition space discounts up to 10% of total sponsorship value
- Discounted advertising in our newspaper feature edition inclusive
- Access to our VIP areas
- First opportunity to quote products or services to our organisation
- Ability to present ribbons and prizes within selected competitions





# GREEN RIBBON SPONSOR

\$999 OR  
LESS

## Inclusions:

- Your business name strategically posted on our social media platforms
- Your business name printed within our official show guide
- Ability to erect ONE sign for the duration of the event
- Event access passes for 1 family or 3 individuals
- Commercial exhibition space discounts up to 10% of total sponsorship value
- Access to our VIP areas
- Ability to present ribbons and prizes within selected competitions