

THE BURNIE SHOW & AGRI-EXPO

2026

SPONSORSHIP PROSPECTUS

2-3 OCTOBER | AGRIPLEX, ROMAINE

COMMUNITY FOCUSED

AGRICULTURE DRIVEN

TRADITION & INNOVATION

PRESENTED BY
BURNIE AGRICULTURAL
AND PASTORAL SOCIETY

WWW.AGRIPLEX.COM.AU

PARTNER WITH THE BURNIE SHOW & AGRI-EXPO

The Burnie Show & Agri-Expo is a long-running community event delivered by the Burnie Agricultural & Pastoral Society (BAPS), a not-for-profit organisation run solely by volunteers. With more than a century of show history, the event continues to celebrate agriculture, local talent, family entertainment and the people who help bring the show to life each year.

The Society was formed by local farmers and businesspeople, and the first agricultural show was held in September 1914. From its earliest days, the show became an important community gathering - a place to celebrate agriculture, livestock, local skills, handcrafts, exhibits and entertainment.

Today, the Burnie Show & Agri-Expo is held at the Agriplex in Romaine. The site gives the Show room to grow, with space for agricultural displays, trade exhibits, competitions, entertainment, demonstrations, animals, rides, food and family attractions.

Each year, the event relies on the support of sponsors, local businesses, volunteers and community organisations to continue delivering a full and memorable show experience. Sponsorship directly supports the delivery of the Show and helps keep this long-running community event strong, affordable and accessible for patrons, exhibitors, competitors and families. By becoming a sponsor, your business gains valuable exposure while helping support an event with deep community roots.

Together we
CELEBRATE OUR COMMUNITY



A PROUD TRADITION
MORE THAN
100
YEARS OF COMMUNITY
EST.
1914

AGRICULTURE

Celebrating farming, livestock, local producers and rural innovation.

COMMUNITY

Bringing people together for a day of connection, fun and local pride.

ENTERTAINMENT

Family-friendly attractions, competitions, shows, food and entertainment for all.

WHY SPONSOR THE BURNIE SHOW & AGRI-EXPO

Sponsorship is a practical way to connect your business with the community while supporting a major regional event that has been part of Burnie's story for generations.

- ✓ **Build brand awareness across Burnie, the North West Coast and wider Tasmania**
- ✓ **Show visible support for a major volunteer-led community event**
- ✓ **Connect directly with show patrons, exhibitors, competitors, businesses and organisations**
- ✓ **Promote products and services in a relaxed, high-traffic environment**
- ✓ **Align your business with agriculture, community, entertainment and family participation**
- ✓ **Support free and low-cost entertainment that adds value for patrons on show day**
- ✓ **Demonstrate active corporate citizenship and support for the local region**









OUR AUDIENCE

The Burnie Show & Agri-Expo attracts a broad audience of families, exhibitors, competitors, local residents, visitors, community groups and businesses.



PREVIOUS SHOW STATISTICS

14,000+
Average attendance

92%
Patron retention rate

4,700+
Facebook followers

100+ YEARS
Of show history

Recent patron statistics also indicate a strong Tasmanian audience base, with postcode data showing 38% from the 7320 postcode area, 56% from other Tasmanian postcodes and 6% interstate. Gender data recorded 62% female and 38% male patrons. Age data recorded 9% under 18, 49% aged 18-30, 20% aged 30-50 and 22% aged 50+.

The Show currently has a Facebook following of 4,700+. BAPS is working to strengthen its digital presence through planned, regular social media promotion in the lead-up to the 2026 event, increasing opportunities for sponsor recognition and engagement.

SPONSORSHIP PATHWAYS

Sponsors can support the Burnie Show & Agri-Expo in three main ways:

1. **Choose one of the four main sponsorship packages for broad event recognition.**

2. **Sponsor a specific feature, attraction, competition, section, class or prize.**

3. **Provide tailored or in-kind sponsorship, such as goods, services, equipment, materials, prizes, transport, printing, signage or professional support.**

SPONSORSHIP PACKAGES AT A GLANCE



SPONSORSHIP TIERS

RIBBON	PACKAGE NAME	AMOUNT	BEST SUITED TO	ACCESS PASSES	TRADE SITE BENEFIT
BLUE RIBBON	Naming Rights Partner	$15,000 / one opportunity only	Highest level whole-show sponsor	12 x 2-day passes	Standard commercial site included
RED RIBBON	Major Show Partner	$7,500	Strong whole-show exposure or major feature support	8 x 2-day passes	75% discount
WHITE RIBBON	Community Partner	$3,000	Local and regional business visibility	6 x 2-day passes	50% discount
GREEN RIBBON	Show Supporter	$1,500	Accessible small business / community support	2 x 2-day passes	10% discount

HOW TO BECOME A SPONSOR

To become a sponsor, please complete the application form at the end of this prospectus or contact BAPS to discuss the best sponsorship option for your business.

Sponsorship packages and benefits are subject to confirmation, availability, timing, site suitability and agreement with BAPS.



MAIN SPONSORSHIP TIERS



NAMING RIGHTS PARTNER - $15,000

One opportunity only. The highest level of sponsorship available for the 2026 Burnie Show & Agri-Expo.

- Exclusive naming rights recognition for the 2026 Burnie Show & Agri-Expo
- Premium logo placement on the sponsorship page of the website and in the official show guide/program
- Logo included on official marketing posters and print schedules controlled by the Burnie Show, where timing allows
- Multiple dedicated Facebook sponsor feature posts in the lead-up to the Show
- Regular PA acknowledgements during the two days of the Show
- Premium banner placement in agreed high-traffic zones, subject to site suitability
- Complimentary standard commercial site display
- 12 x 2-day complimentary access passes
- Opportunity for a representative to be included in an official presentation, opening moment or ribbon/prize presentation
- Naming plaque on one permanent sponsored picnic table
- First opportunity to discuss major partnership renewal for the following year



MAJOR SHOW PARTNER - $7,500

A high-level sponsorship package for businesses wanting strong whole-show exposure and visible community recognition.

- Recognition as a Red Ribbon Major Show Partner
- Logo placement on the sponsorship page of the website and in the official show guide/program
- Logo included on selected official marketing posters and print schedules controlled by the Burnie Show, where suitable and timing allows
- Dedicated Facebook sponsor feature post plus sponsor thank-you recognition in the lead-up to the Show
- Regular PA acknowledgements during the two days of the Show
- Premium or standard banner placement at an agreed location, subject to available space and site suitability
- 75% discount on one standard commercial site display
- 8 x 2-day complimentary access passes
- Opportunity to be associated with a selected area, display or show feature, subject to availability
- Attraction naming rights where the sponsorship covers the agreed cost of that attraction

MAIN SPONSORSHIP TIERS



COMMUNITY PARTNER - $3,000

A practical sponsorship option for local and regional businesses wanting meaningful community visibility.

- Recognition as a White Ribbon Community Partner
- Logo or business name on the sponsorship page of the website
- Logo or business name in the official show guide/program
- Facebook sponsor thank-you post
- Up to 3 PA acknowledgements each show day, subject to the final PA schedule
- Opportunity to display one sponsor-provided standard fence banner or sign at an agreed location, subject to available space
- 50% discount on one standard commercial site display
- 6 x 2-day complimentary access passes
- Opportunity to be linked with a suitable section, competition or community activity where available



SHOW SUPPORTER - $1,500

An accessible sponsorship option for small businesses, local organisations and community supporters.

- Recognition as a Green Ribbon Show Supporter
- Business name or logo on the sponsorship page of the website
- Business name listed in the official show guide/program
- Inclusion in a sponsor thank-you post on Facebook
- Up to 2 PA acknowledgements each show day, subject to the final PA schedule
- Opportunity to display one sponsor-provided sign, subject to available space
- 10% discount on one standard commercial site display
- 2 x 2-day complimentary access passes
- Option to support a suitable class, prize, small feature or community activity where available

FEATURE & ATTRACTION SPONSORSHIP



Sponsors may also choose to support a specific attraction, competition, demonstration, performance, section, class or prize. This option is ideal for businesses that want to be connected with a particular part of the Show, such as family entertainment, agriculture, live demonstrations, arena displays or community competitions.

Feature & Attraction Sponsorship may include naming rights, signage near the attraction, PA acknowledgements, social media recognition, website recognition and show guide/program recognition, depending on the value, timing and suitability of the sponsorship.

CURRENT OPPORTUNITIES & SPONSORSHIP AMOUNT

- **Tractor Pull - $8,000**
- **Laser Tag - $3,500**
- **Stage Performances / Bands - $3,000**
- **Wood Chopping - $3,000**
- **Tasmanian Lighthorse - $1,500**
- **Cottage Crafts & Cooking Expo - $1,500**
- **Chainsaw Carving - $1,200**
- **Draft Horses - $1,200**
- **Snake Display - $1,000**
- **The Ethereal Ensemble - $1,000**
- **Medieval Fighters - $400**
- **Sheep Shearing - $250**
- **Section, class or prize sponsorship - from $250**

We are happy to discuss ideas that align with the Show and create a sponsorship opportunity that suits your business.

TAILORED & IN-KIND SPONSORSHIP

The Burnie Show & Agri-Expo also welcomes tailored and in-kind sponsorship. This may include goods, services, materials, equipment, prizes, signage, printing, fencing, transport, volunteer support, professional services or other practical contributions.

In-kind sponsorship will be recognised based on the agreed value of the contribution. BAPS is happy to discuss tailored recognition where a sponsor can provide support that directly helps deliver the Show.

IMPORTANT NOTES FOR SPONSORS

- **All sponsor logos should be supplied in a high-resolution format by the requested deadline.**
- **Sponsor signage is generally supplied by the sponsor unless otherwise arranged.**
- **Signage placement is subject to safety, available space and final site layout.**
- **Recognition in printed material is subject to print deadlines.**
- **The committee may discuss tailored benefits where a sponsorship does not fit neatly into one of the listed packages.**



CONTACT

BURNIE SHOW & AGRI-EXPO

Email: admin@agriplex.com.au

Phone: (03) 6431 5882 (option 4)

Website: agriplex.com.au

Please complete the following form to apply for sponsorship or to express interest in a tailored partnership.

SPONSORSHIP APPLICATION FORM

BUSINESS / ORGANISATION DETAILS

Business / organisation name _____

Contact person _____ Position _____

Email _____

Phone _____

Postal address _____

Website _____

Social media handle/s _____

SPONSORSHIP SELECTION

- ☐ Blue Ribbon - Naming Rights Partner - $15,000
- ☐ Red Ribbon - Major Show Partner - $7,500
- ☐ White Ribbon - Community Partner- $3,000
- ☐ Green Ribbon - Show Supporter - $1,500
- ☐ Feature, Attraction and Section Sponsorship - Amount: $ _____
- ☐ Tailored / In-kind Sponsorship - Estimated Value: $ _____

FEATURE & ATTRACTION SPONSORSHIP

- ☐ Tractor Pull - $8,000
- ☐ Laser Tag - $3,500
- ☐ Stage Performances / Bands - $3,000
- ☐ Wood Chopping - $3,000
- ☐ Tasmanian Lighthorse - $1,500
- ☐ Cottage Crafts & Cooking Expo - $1,500
- ☐ Chainsaw Carving - $1,200
- ☐ Draft Horses - $1,200
- ☐ Snake Display - $1,000
- ☐ The Ethereal Ensemble - $1,000
- ☐ Medieval Fighters - $400
- ☐ Sheep Shearing - $250
- ☐ Section, class or prize sponsorship - from $250
- ☐ Other/ Tailored Sponsorship

SPONSORSHIP APPLICATION FORM (continued)

TRADE SITE

☐ Yes ☐ No ☐ Unsure / please contact me

Preferred site type or requirements (indoor/outdoor):

_____

_____

Power required? ☐ Yes ☐ No ☐ Unsure

SIGNAGE AND PROMOTION

I / We understand that sponsor signage is generally supplied by the sponsor unless otherwise arranged. ☐ Yes

Logo supplied? ☐ Yes ☐ No, but can be supplied later

Preferred business name for recognition: _____

PAYMENT

☐ Please send an invoice

☐ Payment enclosed / already arranged

☐ Please contact me to discuss payment

Purchase order number, if required: _____

DECLARATION

I / We would like to support the 2026 Burnie Show & Agri-Expo and understand that sponsorship inclusions are subject to confirmation, availability, timing and agreement with the Burnie Agricultural & Pastoral Society.

Name: _____ Date: _____

Signature: _____

RETURN THIS FORM

Please return completed sponsorship forms to:
Burnie Show & Agri-Expo
Email: admin@agriplex.com.au