



SPONSORSHIP PROSPECTUS

10TH 11TH & 12TH NOVEMBER 2023
BALLARAT SHOWGROUNDS

www.ballaratshow.org.au

BALLARAT AGRICULTURAL & PASTORAL SOCIETY INC. ABN 47 547 429 194
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OUR COMMUNITY, OUR SHOW

3 days | 15,000 people

Bringing families and farmers together, building community spirit, and bridging the divide between country and city.

The Ballarat Show brings our families and farmers together, builds community spirit and helps bridge the divide between country and city. Agricultural shows are an integral part of Australian culture and the most authentic and accessible display of Australian farming and regional life.

The Ballarat Show is hosted by the Ballarat Agricultural and Pastoral Society (BAPS). From its humble beginnings as a ploughing competition in the 1850s, the Show is now held over two and a half days and offers a huge experience with a wide range of agricultural activities, livestock, horse events, art and crafts, food, retail, and entertainment.

Kids in Ag & Family Pavilion

The Kids in Ag & Family Pavilion introduces children to animals and primary production providing a connection with what we eat and the natural fibre we wear. The Pavilion will host a range of free activities to engage children through interactive learning opportunities and will be loads of fun.

Animal Nursery

Meet and greet adorable baby animals; everyone's favorite show activity!

Woodchopping

See Australia's best axe men and women compete for the Australian Title.

Livestock Pavilion & Displays

Cattle, sheep, goats and more! See award winning cattle and dairy cows, prime lambs, stud rams, and miniature goats.

Sideshow Alley

Sideshow alley continues to be a highlight for many visitors to the Ballarat Show. The Leaping horses of the carousel and the lightly colored clown heads are all tended by the showmen who follow the circuit each year.

Market Place

A collection of market stalls and trade displays for a little bit of retail therapy.

Entertainment

Whether it be the simplicity of face painting, roving magicians and balloon makers, or show stopping spectaculars on the main arena, there is plenty of fun for everyone at the Ballarat Show.

The Ballarat Agricultural and Pastoral society is pleased to offer businesses and organisations the opportunity to align their brand with the 2023 Ballarat Show.



Sponsorship Benefits

- Engage with your community – families, friends, young adults, children, local businesses and services, showing competitors, and volunteers.
- Represent a connect between regional and town communities providing learning opportunities and appreciation for where our food and natural fibers come from.
- Access to 15,000 plus show attendees and thousands more through marketing channels including radio, print, and social media.
- Complimentary Ballarat Show tickets for you, your staff, or your customers.
- Onsite activation through display, demonstration or customer engagement activities including site, signage, and individual promotional opportunities at event
- Acknowledgement of your support in show schedule, website, flyers/posters, and PA announcements.

BAPS is motivated to make your sponsorship support work for you we are open to ideas and suggestions to provide options to suit you. In kind donations are also most welcome.

Sponsorship Packages

\$5,500 (INC. GST) & ABOVE

PLATINUM SPONSOR

- Naming Rights of Ballarat Show Main Event or Main Pavilion (ie. Fireworks, Main Pavilion)
- Full page advertisement in Spring Show Schedule
- Complimentary trade stall space at Spring Show
- Invitation to Spring Show Opening Dinner - 6 x Tickets
- Website Banner, Logo, and Link to business website
- Logo on major print advertising, ie. Flyer, Poster, Print Advertisements, Spring Show Map
- Extensive Social Media Campaign through BAPS Social Media Channels
- Opportunity to distribute promotional material
- Extensive PA Announcements throughout Ballarat Show
- Extensive onsite signage (supplied by sponsor)

CHAMPION SPONSOR \$3,300 (INC. GST) & ABOVE

- Naming Rights of Ballarat Show section (ie. Craft Pavilion, Animal Nursery)
- Half page advertisement in Spring Show Schedule
- Complimentary trade stall space at Spring Show
- Invitation to Spring Show Opening Dinner - 4 x Tickets
- Website Rotating Banner, Logo, and Link to business website
- Social Media Campaign through BAPS Social Media Channels
- PA Announcements throughout Spring Show
- Extensive onsite signage (supplied by sponsor)

BLUE RIBBON SPONSOR \$2,200 (INC. GST) & ABOVE

- Support for showing schedule through major prizes or entertainment activity (ie. CattleShow, Combined Schools Competition)
- Quarter page advertisement in Spring Show Schedule
- Complimentary trade stall space at Ballarat Show
- Invitation to Spring Show Opening Dinner - 2 x Tickets
- Website Logo and Link to business website
- Social Media Campaign through BAPS Social Media Channels
- PA Announcements throughout Spring Show
- Onsite signage (supplied by sponsor)

RED RIBBON SPONSOR \$1,100 (INC. GST) & ABOVE

- Support for showing schedule through provision of prizes, i.e. Treasure Hunt
- Eighth page advertisement in Ballarat Show Schedule
- Discounted trade stall space at Spring Show
- Website Logo and Link to business website
- 1 x Social Media Post
- PA Announcements throughout Spring Show
- Onsite signage (supplied by sponsor)

WHITE RIBBON SPONSOR \$250 - \$550 (INC. GST) & ABOVE

- Support for showing schedule through provision of prizes
- Website Logo
- Onsite signage (supplied by sponsor)

GREEN RIBBON SPONSOR \$220 (INC. GST) & BELOW

- Support for showing schedule through provision of prizes
- Website Logo



Branding & Support Opportunities

Note: These opportunities are linked with Sponsorship Packages. Sponsors are welcome to select one element listed within their category to align their support with.

- . Fireworks
- . Kids In Ag & Family Pavilion
- . Horse Show
- . Woodchop Australian Title
- . Volunteer & Staff Sponsor

- . Animal Nursery
- . Art & Craft Pavilion
- . Cattle Pavilion
- . Entertainment Program

- . Beef Cattle Show
- . Dairy Cattle Show
- . Sheep Show
- . Combined Schools Competition
- . Market Place

- . Treasure Hunt
- . Dog Jump

CONTACT US

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