



## 2021 SPONSORSHIP PROSPECTUS

### **The Cloncurry & District Show Society:**

From humble beginnings in 1980, the Cloncurry & District Show has earned a well-deserved reputation as the 'Biggest and Best Show in the West! With section entries from across the region and the State, Cloncurry Show proudly showcases the region, exhibiting the best of rural and remote Queenslanders. Cloncurry District Show demonstrates what it truly means to live in Cloncurry, the crossroads to regional and remote Queensland. Visitors to the Show, sample the best of the region from sponsors to handicraft, cooking and art to trade exhibits, Sponsor and local talent displays, giving attendees a colourful picture of life out west. Over the last 40 years, the Cloncurry & District Show committee have built up an Event that provides fabulous entertainment and something for the whole family. From first class equestrian events to spell binding fireworks, a demolition derby and Miss Showgirl Quest, awesome Pavilion and spectacular Grand Parade, food courts and sideshow alley, family and guests are enthralled. The annual Cloncurry & District Show is the stuff of tradition, culture, myth and success.

### **Why Support our Show:**

Focusing on rural and remote Queensland, our committee aims to host an event for all the community that is unique, providing a range of displays, entertainment and showcases educational opportunities for our children and residents alike. Never losing sight of the traditional role of a District Show we proudly continue the customs of cooking, craft, cattleman's displays, trade displays and school participation and so much more. The Cloncurry and District Show is a local, regional and traditional Show that upholds the true values of Outback Queensland, as we value family, community and social inclusion.

Sponsorship of our Show provides a forum for your business with a regional and state-wide audience. Increasingly our Show is attracting visitors and tourists from interstate and international travellers. With guaranteed advertising, acknowledgement and trade space opportunities, your business will be seen in partnership with one of the regions premier events.

### **Why we seek sponsorship:**

The Cloncurry and District Show is a non-profit entity. Operated by a team of volunteers, the Society has no paid positions. We believe that District Shows are about showcasing the region and not about making a profit. Sponsorship enables the Show committee to host the annual Show, provide entertainment and displays for the benefit of all and to promote our region. Each year, the cost to host this Show increases and we seek Sponsorship to assist in hosting the annual Cloncurry and District Show.

***The Best Show in the West!***



## Sponsorship Tiers Packages

### Platinum Sponsorship Entitlements - \$11,000+ GST inclusive

- Official Recognition at the Opening Ceremony on Saturday night.
- Your Logo and Company Name featured as a Platinum Sponsor on the Home Page of our Website with links provided to your website.
- Logo and name featured in all Show advertising media
- Company Information broadcast over Public-Address System during the weekend
- Display of your Company's Banner(s) around showgrounds as well as teardrop banners placed around showgrounds.
- Show Admission Tickets x 8

### Gold Sponsorship Entitlements - \$5,500 GST inclusive

- Your Logo and Company Name featured as a Gold Sponsor on the Home Page of our Official Website
- Logo and name featured in all Show advertising media
- Company Information broadcast over Public-Address System during the weekend
- Display of your Company's Banner(s) around showgrounds as well as teardrop banners placed around showgrounds.
- Show Admission Tickets x 6

### Silver Sponsorship Entitlements - \$2,750 GST inclusive

- Acknowledgement of your Sponsorship on our Official Website
- Acknowledgement in all Show Advertising media
- Company Information broadcast over Public Address System during the weekend
- Display of your Company's Banner
- Show Admission Tickets x 4

### Copper Sponsorship Entitlements - \$1,100 GST inclusive

- Acknowledgement of your Sponsorship on our Official Website
- Acknowledgement of your Sponsorship broadcast over the weekend
- Display of your Company's Banner
- Acknowledgement of sponsorship on social media
- Show Admission Tickets x 3

**Show Sponsor Entitlements – \$550 GST inclusive**

- Acknowledgement of your Sponsorship on our Official Website
- Acknowledgement of sponsorship on social media
- Acknowledgement of your Sponsorship broadcast over the weekend.
- Show Admission Tickets x 2

**Section and Show In Kind Sponsor Entitlements – value as per agreement**

Want to assist and would prefer to do so via the provision of professional, in-kind services? Excellent negotiated Sponsorship benefits can apply to this type of Sponsorship assistance.

**Please Note: We are unable to offer Trade sites as part of our sponsorship package this year due to Trade Site Covid Safe Plan requirements, as each vendor is responsible for their own approved plan from Queensland Health, not the Cloncurry & District Show Society. COVID 19 safe plans are compulsory for each trade site vendor.**

Thank you for taking the time to read our Prospectus.

If you have any more questions, please do not hesitate to contact us.





## Sponsorship Tiers & Benefits

	Show - \$550	Copper - \$1100	Silver - \$2750	Gold - \$5,500	Platinum - \$11,000+
Event Advertising	Acknowledgement in banner advertising and posters	Acknowledgement in banner advertising and posters	Acknowledgement in all show advertising and posters	Logo and name mentioned in all show advertising and posters	Logo and name featured in all show advertising and posters
Event Promotional Opportunities		Display of company banner around showgrounds	Display of company banner(s) around showgrounds.	Display of company banner(s) around showgrounds.	Display of company banner(s) and Teardrop banner display around showgrounds.
Broadcast Promotions	Acknowledgement of sponsorship over the public-address system during the Show weekend	Acknowledgement of sponsorship over the public-address system during the Show weekend	Acknowledgement of sponsorship over the public-address system during the Show weekend	Promotional Company information of your choice, broadcast over the public-address system during the Show weekend	Promotional Company information of your choice, broadcast over the public-address system during the Show weekend
Show Poster	Acknowledgment in Sponsor Section	Acknowledgment in Sponsor Section	Acknowledgment in Sponsor Section, logo printed and company name	Acknowledgment in Sponsor Section, logo printed and advertisement	Acknowledgment in Sponsor Section, logo printed and full-page advertisement
Admission	2 x admission tickets	3 x admission tickets	4 x admission tickets	6 x admission tickets	8 x admission tickets
Opening Ceremony					Official recognition during the opening ceremony, opportunity for Speech
Website	Acknowledgement of sponsorship on website	Acknowledgement of sponsorship on website	Acknowledgement of sponsorship on website	Your logo and company name featured as a gold sponsor on home page of website	Your logo and company name featured as a Platinum sponsor on home page of website with links provided to your website
Social Media	Acknowledgement of sponsorship	Acknowledgement of sponsorship	Acknowledgment of sponsorship	Acknowledgement of sponsorship with links provided to Company Facebook and website pages. Promotion of sponsorship in lead up to and during the show weekend	Acknowledgement of sponsorship with links provided to Company Facebook and website pages. Promotion of sponsorship in lead up to and during the show weekend
Cattleman's Night		1 x admission ticket	2 x admission tickets	3 x admission tickets	4 x admission tickets

In Kind Sponsorship benefits would equate to negotiated in-kind Sponsor Benefit value. Exclusive Opportunity Benefits would equate to negotiated Sponsor Benefit level.

## 2021 SPONSORSHIP SUBMISSION –



<b>Company Name:</b>
<b>Contact Person:</b>
<b>Address:</b>
<b>Telephone:</b>
<b>Email:</b>

Please indicate sponsorship level:

Sponsorship Tier	Amount	Total \$
Platinum Sponsor	\$11,000 GST inclusive	
Gold Sponsor	\$ 5,500 GST inclusive	
Silver Sponsor	\$ 2,750 GST inclusive	
Copper Sponsor	\$ 1,100 GST inclusive	
Show Sponsor	\$ 550 GST inclusive	
Section Sponsor	Section (Please circle one of the below): Amount / Type / in kind Support:	
In Kind Sponsor	Proposed in kind Support:	
TOTAL		

Signed:	Name:
	Position:
Company:	Date:

Please return completed form to:

Email: [cloncurryshow@gmail.com](mailto:cloncurryshow@gmail.com)

Mail: PO Box 17 CLONCURRENCY QLD 4824

*Thank you*