



Benalla Agricultural & Pastoral Society Inc.
Benalla Spring Show
Since 1878

SPONSORSHIP PROSPECTUS 2021



Celebrating our 138th Show in 2021!



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About the Benalla Spring Show

Since 1878 the Benalla Agricultural & Pastoral Society has taken great pride in presenting an annual Benalla Spring Show; showcasing the skills, animals and produce of the Benalla District and beyond.

From those early days with reapers, farm implements and saddlery alongside the horses, pigs and dogs (plus the ale!) to grain trials, sheep and woodchop, the Benalla Spring Show has always had a broad variety of competitions and displays to educate and entertain the community.

In 2021 this iconic Benalla tradition will be held on **Friday 15th - Saturday 16th October** for our 138th Show since 1878 (there are a few years “missing” due to war, flood and covid!) bringing the community together for two jam packed days of fun, competition and country displays.

The Committee is hard at work, despite uncertain times, and is looking forward to presenting a range of new and old in this year’s Show.

If you, your business or your community group wish to be involved with sponsorship, running an event or taking a trade site then please let us know as soon as you can to discuss the many flexible options available.



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Why sponsor the Benalla Spring Show

As a sponsor, your contribution is critical to the delivery of future Benalla Spring Shows. Direct and indirect benefits to sponsoring business **include brand association, increased brand and product awareness** and exposure in the lead up and during the Benalla Spring Show.

There are many ways to support the Benalla Show from sponsoring individual prizes for classes, a full section in the program, or entertainment for all patrons.

Examples: * A cash sponsorship may supply prizes and ribbons for a section.

* Small-value Coffee Vouchers may supply prizes for a Homecraft sub-section.

* An in-kind sponsorship of time or equipment may allow a section to go ahead.

With current running costs in excess of \$70,000 for the Benalla Show your contribution is highly valued and greatly appreciated.

Involvement - We invite you to be a part of this special community event and have a representative of your organisation present the award in which you have sponsored.

Trade Sites - these are an ideal way to showcase and promote new and existing services.

Advertising - the schedule is available to the public online and in hard copy format from July-October with 1000 copies in print. All sponsors are listed on our website year round and your business will be widely broadcast across our social media platforms throughout September and October.

Other benefits - range from free passes*, promotional prize sashes, and the opportunity to have marketing material displayed around the showgrounds. (*depending on the sponsorship package)



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Sponsorship Schedule

The Benalla Agricultural & Pastoral Society recognises how important the generosity of our Sponsors are to the success of the Benalla Spring Show. We offer six core sponsorship options; however, we can also customise sponsorship packages to your organisation's unique preferences. Previous sponsors - please note the changes to the Benefits in 2021!

We welcome your support of the
138th Benalla Spring Show
Friday 15th & Saturday 16th October 2021

Benefits	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	DONOR
Link to your website from the Benalla Show website	Logo	Logo	Logo	Link	Link	Listed
Signage displayed with Showgrounds ^A	✓	✓	✓			
Trade stall site discount ^B NEW 2021	FREE	FREE	50% off	25% off		
Feature in the Show schedule	Full page	Full page	Half page	Quarter page	Logo	Listed
Naming rights for events	✓	✓	✓			
Prize sash or rosette listing you as sponsor	✓	✓	✓	✓		
Complimentary Adult gate passes for Show	x6	x4	x2	x1		
Minimum Sponsorship Value	\$1,000	\$500	\$200	\$100	\$50	<\$50

^A Sponsors to provide signage. Signs will be displayed in areas designated by BA&PS. Signage to be delivered prior to commencement of the Show.

^B Trade stall site of approx 3m x 2m. Location to be either indoors or outdoors, depending on section sponsored and availability.

Sponsors will be invoiced prior to the 2021 Show. The BA&PS is an incorporated not-for-profit organisation not registered for GST. Non-cash items eg. Vouchers/product/in-kind contributions will be valued on \$RRP

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Sponsor Terms & Conditions

- Sponsors deliver signage to grounds by Wednesday 13/10/2021.
- Trade stall site of approx 3m x 2m. Location to be either indoors or outdoors, depending on section sponsored and availability, in discussion with the sponsor. For Diamond, Platinum & Gold sponsors.
- Sponsors provide artwork to the Show Secretary of appropriate size and format. Electronic items in .jpg or .png format (max 1MB) Note: schedule closing date Friday 11th June 2021.
- Signage must be collected immediately after the Show or consultation with the Show Secretary.
- Gate passes will be posted to the contact person.
- Will you require a Trade display area?

No

Yes

If yes, a Trade Site application form will be forwarded for completion.



Invoicing and GST

Payment upon invoice from BA&PS. The BA&PS is an incorporated not-for-profit organisation not registered for GST purposes. Non-cash items eg. product/vouchers/in-kind contributions will be valued on \$RRP

- Sponsors will be invoiced prior to the 2021 Show. Invoices can be issued before or after 30th June upon request.

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Company Name:	
Postal address:	
Website:	
Contact Person:	
Position:	
Phone/Mobile:	
Email:	
Accounts Contact & Email:	
Accounts Phone:	
Sponsorship Package / Value:	\$ _____ (incl. value of Vouchers/Prizes and In-Kind) Level (please circle) DIAMOND / PLATINUM / GOLD / SILVER / BRONZE / DONOR
Section for Sponsorship [^] : (please circle) [^] subject to approval	ART / CATTLE / COOKERY / CRAFT / GOATS / ENTERTAINMENT / FARM & HOME PRODUCE / HORSES / HORTICULTURE / LAMB CARCASE / POULTRY / RURAL & JUNIOR AMBASSADOR / SHEEP / SHOW DOGS / SHOW JUMPING / TEXTILES / TINY TOTS / WOOL Other:

BA&PS Contacts:

President: Mrs Christine Ogden | 0415457235 | pc.ogden@bigpond.com
Vice-President: Mr Brad Hearn | 0400813509 | brhearn12@gmail.com
Secretary: Ms Wendy Beer | 0401815050 | secretary@benallashow.com

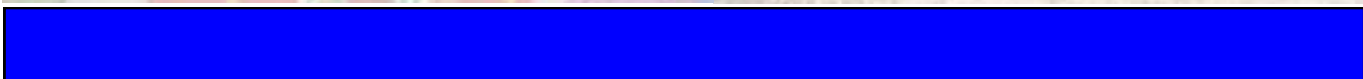
PLEASE RETURN COMPLETED FORM TO: secretary@benallashow.com or PO Box 168, Benalla 3671

EFT payments:

Bank: Bendigo Bank Account Name: Benalla Agricultural & Pastoral Society Inc.

BSB: 633-000 Account: 122738172

****Please make sure to include your Name when paying.****



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