



Theme:  
Celebrating 60 Years of the  
Katherine Show

# Katherine Show & Rodeo Sponsorship Prospectus 2025

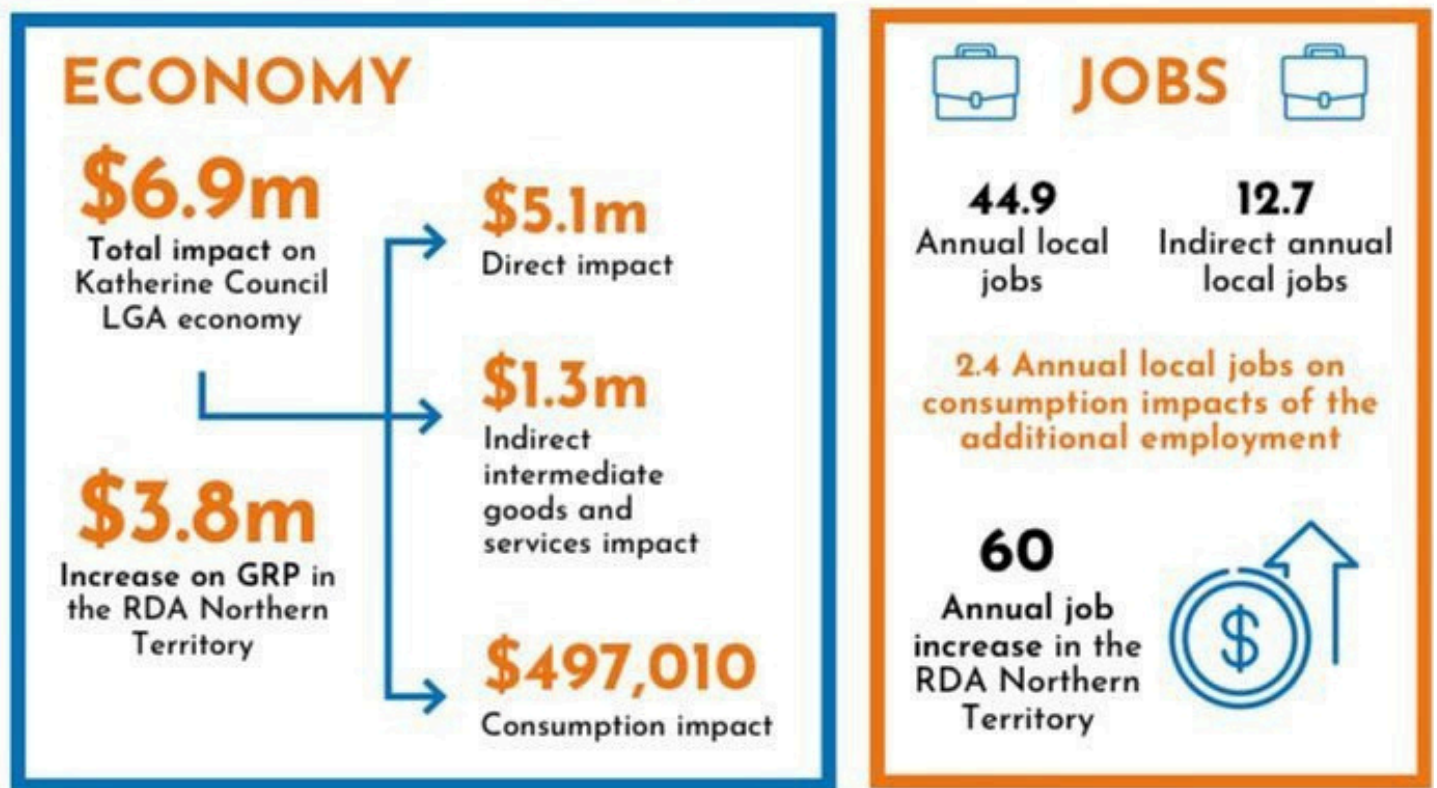
CELEBRATING 60  
YEARS

# Why should I sponsor?

1. Increased brand visibility and recognition.
2. Targeted marketing to specific demographics.
3. Opportunities for community engagement and support.
4. Networking opportunities for potential partnerships.
5. Enhancement of brand image and credibility.



## What does the show do for our community?



## Our Vision:

The Katherine Show unites the community, connecting people with agriculture and their community, fostering a shared identity. In its 60-year history, the event has grown stronger. Our vision is to continue this growth, celebrating innovation in agriculture and ensuring community pride.

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# In Summary:

The Katherine & District Show stands as the premier event on the Katherine calendar, drawing attendees from across the region, Territory, and Northern Australia. Trade sites are in high demand, with over 37,000 visitors passing through the gates over the two show days last year. The equestrian events kick off on the Tuesday of Show week, followed by the Campdraft running from Thursday to Saturday, and the Rodeo lighting up Friday and Saturday nights.

The essence of the Katherine Show lies in its deep community engagement, making it a prime opportunity for major sponsors to invest. Beyond providing invaluable services to the community, major sponsors gain extensive advertising coverage and promotional benefits, reaching not only the residents of Katherine but also extending to rural and agricultural communities throughout Australia.

Sponsorship Levels		Rodeo:	
Delux:	\$7,700	Rodeo Arena	From \$200
Premier:	\$5,500	Novice Saddle Bronc	\$1000
Supporting:	\$3,300	Juvenile Barrel Race	\$300
Associate:	\$1,100	Junior Barrel Race	\$300
Cattle Classes:	From \$150	Junior Steer Ride	\$400
General Classes	\$35	Junior Bull Ride	\$550
Rodeo Chutes:	\$550	Rodeo Clowns	\$1500
Rodeo Arena Sponsorship:	From \$200	<b>Equestrian Area</b>	
<b>Naming Rights:</b>		General Classes	\$35
Dashound Dash	\$550	Open Grand Prix	\$220
Station Sausage Competition	\$1,000	Junior Six Bar	\$110
Rural Romance Roundup (speed dating)	\$550	Senior Six Bar	\$220



<b>Cattle Area:</b>		21 – 30 months	\$150
<b>Bos Indicus Stud Cattle</b>		Progeny Group Led Class.	\$150
<u>Bos Indicus Female Led Staff</u>		Breeders Group Led	\$150
6 - 12 Months	\$150	Unled Stud Bos indicus Bull	\$150
12 - 21 Months	\$150	<b>Any Other Stud Breed</b>	
<u>Bos Indicus Senior Led Female</u>		<u>Junior Female Led Class</u>	
21 – 30 months			
Over 30 months Bos	\$150	6 – 12 months	\$150
Indicus Junior	\$150	12 – 21 months	\$150
<u>Led Bull</u>		<u>Senior Led Female</u>	
<u>Bull 6 – 12 months.</u>			
Bull 12 – 21 months	\$150	21 - 30 Months	\$150
Bos Indicus Senior	\$150	Over 30 Months	\$150
<u>Led Bull</u>		<b>Commercial Cattle Classes</b>	\$150
<u>21 – 30 months</u>			
	\$150	<b>Handler &amp; Junior Judging</b>	\$300

In 2025, we're focused on expanding our cattle and agricultural area, recognising their pivotal role in the Northern Territory. We aim to showcase and celebrate them more prominently.



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## Deluxe (\$7700):

- Prominent logo placement in entertainment schedules & posters
- Name/logo on all KDSS correspondence for a year
- Logo on all outgoing emails for a year
- 14 advantage passes, including 7 car passes for 2025 show entry
- Opportunity to participate in official program and trophy presentation
- Unlimited banners and promotional materials at 2025 show
- Weblink/logo on KDSS website
- Logo on forms printed from the KDSS website
- PA broadcasts advertising during Show and Rodeo
- Acknowledgement at the official opening and on certificates
- Deluxe sponsorship acknowledgment in KDSS advertising leading up to 2025 show
- Monthly shoutouts across different platforms including social media platforms, radio, and TV.
- Strong creative social media presence for a 12 month period.
- Customised promotions or advertising based on needs/suggestions
- Thank-you acknowledgments after 2025 show.



## Premier (\$5500):

- Logo placement in entertainment schedule & event posters
- Name/logo included in all KDSS correspondence throughout the year
- Logo featured on all outgoing KDSS emails for the entire year
- 10 advantage passes provided, including 5 car passes for exclusive members
- parking Opportunity to participate in the official program and present trophies
- Display of unlimited banners and promotional materials at the 2025 showgrounds
- Weblink and logo inclusion on the KDSS website
- Logo inclusion on forms printed from the KDSS website
- Potential PA broadcasts advertising during the show and rodeo
- Acknowledgement of sponsorship at the official opening
- Acknowledgement on certificates and at presentations for sponsored categories
- Acknowledgement of Premier sponsorship in KDSS advertising leading up to the 2025 show
- Monthly shoutouts on various social media platforms
- Customised promotions or advertising tailored to your needs or suggestions, such as naming rights of competitions
- Receipt of thank-you acknowledgements after the 2025 show.



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## Supporting (\$3300):



- Your logo on posters throughout the pavilions
- 6 advantage passes, including 3 car passes for entry to the 2025 show
- Display of up to 3 banners around the showgrounds during the 2025 show
- Included on the KDSS website
- PA broadcast advertising during the show
- Acknowledgement of your sponsorship on certificates and at presentations of events or classes, as mutually agreed upon, for all categories specifically sponsored by you
- The opportunity to present trophies to competition/exhibit winners
- Acknowledgement of your supporting sponsorship in selected KDSS advertising and promotions leading up to the 2025 show; including radio, newspapers & television
- Monthly shoutouts on a range of social media platforms
- Thank-you acknowledgements after the 2025 show.



## Associate (\$1100):

- Logo on pavilion posters
- 2 advantage passes, including a car pass for entry to the 2025 show
- Display of up to 2 banners or signs around the showgrounds
- Name listed on the KDSS website
- PA broadcast advertising your business during the show
- Acknowledgement of sponsorship on certificates and at events/classes
- Monthly shoutouts on social media
- Thank-you acknowledgements after the 2025 show.



## Other Sponsorship Options:

- General Classes (for example "pumpkin scones" or "best tomato" start at \$35 to sponsor and are a great way to support the show.
- Tailored sponsorship packages are available, discuss with the Show Co Ordinator. We encourage all forms of sponsorship, including in-kind.

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