

CELEBRATING 56 YEARS!  
16<sup>TH</sup> & 17<sup>TH</sup> July 2021

# Sponsorship Booklet



Partnered with



## Overview

The Katherine & District Show is the major event on the Katherine calendar drawing people from all over the region, from across the Territory and Northern Australia. In 2019 we celebrated our 54th Show, what an outstanding event it was, with lots of free entertainment for kids and adults alike. Trade sites were fully booked out and we had over 22,000 people through the gates over the 2 show days.

Equestrian events commenced on the Tuesday of Show week, the Campdraft runs from Wednesday to Friday and the Rodeo is on Friday and Saturday nights followed by live entertainment.

The Katherine Show is the biggest community event of the year and winner of the “Community Event of the Year 2016” with families from all over the district taking part in the activities or watching events. Some of the highlights from 2019 were the Dinkum Dinosaurs, Trackskills Holden V Ford, Vintage Car Display, Dog jumping & Dog novelty challenge.

The community involvement is what makes the Katherine Show such good value for major sponsors to invest in. Besides providing a service to the community, major sponsors receive abundant advertising coverage and promotional benefits that reach not only the people of Katherine, all the rural and agricultural people and organizations within a wide-ranging area throughout Australia.

We are also very excited about the theme for this year’s Show which is **‘The Humble Bee!’**

### What do the Community get from the Show?

- The community coming together to form & express a sense of communal identity.
- Families having fun & increasing their family happiness & wellbeing.
- Children & young people gaining life skills & confidence, & feeling part of the community.
- Volunteers helping their community.
- Competitors having an opportunity to showcase their talent, horses, cattle and pets.
- A show that is of the community, for the community and most importantly by the community.

# Sponsorship Levels:

(all prices include GST)

<b>Deluxe Sponsors:</b>	<b>\$7700</b>
<b>Premier Sponsors:</b>	<b>\$5500</b>
<b>Supporting Sponsors:</b>	<b>\$3300</b>
<b>Associate Sponsors:</b>	<b>\$1100</b>



## BENEFITS OF SPONSORSHIP

Sponsorship may be in the form of cash, product, services, vouchers or a combination of any of these or we can tailor a sponsorship package to suit you.

### DELUXE (\$7700)

- Large size logo in entertainment schedule & on posters
- Name or Logo as a footer on all KDSS correspondence for the whole year
- Your Logo on all outgoing emails for the whole year
- 14 advantage passes will be available for your use, including 7 car passes for entry to the 2021 show
- The opportunity to take part in the official program and to present trophies
- Display of up to unlimited banners and other promotional materials (such as flags and tents) around the showgrounds during the 2021 show
- Weblink and logo on the KDSS web site
- Your logo on forms printed from our website
- PA broadcasts advertising your business may occur during the show and rodeo
- Acknowledgement of your sponsorship at the official opening
- Acknowledgement of your sponsorship on certificates and at presentations of events or classes, as mutually agreed upon, for all categories specifically sponsored by you
- Acknowledgement of your Deluxe sponsorship in KDSS advertising and promotions leading up to the 2021 show; including radio, newspapers & television
- Monthly shout outs on a range of social media platforms
- We will also arrange other special promotions or advertising to suit your needs or for which you may have suggestions. For example, naming rights of competitions
- Thank-you acknowledgements after the 2021 show.

## PREMIER SPONSORS (\$5500)

- Large size logo in entertainment schedule & on posters
- Name or Logo as a footer on all KDSS correspondence for the whole year
- Your Logo on all outgoing emails for the whole year
- 10 advantage passes will be available for your use, including 5 car passes for entry to the 2021 show
- The opportunity to take part in the official program and to present trophies
- Display of up to unlimited banners and other promotional materials (such as flags and tents) around the showgrounds during the 2021 show
- Weblink and logo on the KDSS web site
- Your logo on forms printed from our website
- PA broadcasts advertising your business may occur during the show and rodeo
- Acknowledgement of your sponsorship at the official opening
- Acknowledgement of your sponsorship on certificates and at presentations of events or classes, as mutually agreed upon, for all categories specifically sponsored by you
- • Acknowledgement of your Premier sponsorship in KDSS advertising and promotions leading up to the 2021 show; including radio, newspapers & television
- Monthly shout outs on a range of social media platforms
- We will also arrange other special promotions or advertising to suit your needs or for which you may have suggestions. For example, naming rights of competitions
- Thank-you acknowledgements after the 2021 show.



## **SUPPORTING SPONSORS (\$3300)**

- Your logo on posters throughout the pavilions
- 6 advantage passes, including 3 car passes for entry to the 2021 show
- Display of up to 3 banners around the showgrounds during the 2021 show
- Weblink on the KDSS web site
- PA broadcast advertising your business may occur 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 2021 show; including radio, newspapers & television
- Monthly shout outs on a range of social media platforms
- Thank-you acknowledgements after the 2021 show.



## **ASSOCIATE SPONSORS (\$5500)**

- Your logo on posters throughout the pavilions
- 2 advantage passes, including a car pass for entry to the 2021 show
- Display of up to 2 banners or signs around the showgrounds during the 2021 show
- Name listed on the KDSS web site
- PA broadcast advertising your business may occur 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
- Monthly shout outs on a range of social media platforms
- Thank-you acknowledgements after the 2021 show.

I would like to provide the same sponsorship as last year (Please circle) **YES**

**OR**

I would like to sponsor events to the value of: \$ ..... (Product)  
\$ ..... (Cash)  
\$ ..... (In-Kind Services)

I will leave the allocation of Classes to the discretion of the Katherine & District Show Society.

**OR**

Please allocate classes in the following section/s (please tick):

- |                                      |                                       |                                      |  |
|--------------------------------------|---------------------------------------|--------------------------------------|--|
| <input type="checkbox"/> Equestrian  | <input type="checkbox"/> Horticulture | <input type="checkbox"/> Needlework  | <input type="checkbox"/> Poultry       |
| <input type="checkbox"/> Cattle      | <input type="checkbox"/> Craft        | <input type="checkbox"/> Writing     | <input type="checkbox"/> Entertainment |
| <input type="checkbox"/> Art         | <input type="checkbox"/> Dog Jumping  | <input type="checkbox"/> Photography | <input type="checkbox"/> Rodeo         |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Cooking      | <input type="checkbox"/> Pets        | <input type="checkbox"/> Campdraft     |

I prefer to sponsor **JUNIOR** or **SENIOR** events.

**Special Requests?** Please email [mail@katherineshow.org.au](mailto:mail@katherineshow.org.au).

**Payment Details:** Enclosed  Please Invoice

Order Number: \_\_\_\_\_

**All prices to include GST**

I would like the acknowledgment on The Prize Card & Posters to read:	
Sponsored by (please print) .....	
Contact person's name (please print) .....	
Signed .....	Date ..... / ..... / .....
Email .....	
Postal Address .....	
.....	Phone .....

Please return this form by **28/03/2021** to ensure you are included in all promotions.

Sponsorship pledges received after 28th March may not receive all benefits.



Katherine Showgrounds, Victoria Highway, Katherine, NT 0850

Email: [mail@katherineshow.org.au](mailto:mail@katherineshow.org.au)

Phone: (08) 8972 1746

Website: [www.katherineshow.org.au](http://www.katherineshow.org.au)

Facebook: [Katherine Show and Rodeo](#)

Instagram: [@katherine\\_show\\_and\\_rodeo](#)

Keep up to date with the latest news by visiting our website or following our social media!