



# 2023 SPONSORSHIP BOOKLET

CELEBRATING 58 YEARS

21ST & 22ND OF JULY 2023

In partnership 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. Trade sites were selling fast and we had over 29,000 people through the gates over the two show days last year. Equestrian events commenced on the Tuesday of Show week, the Campdraft runs from Thursday to Saturday and the Rodeo is on Friday and Saturday nights followed by live entertainment. 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, but all the rural and agricultural people and organizations within a wide-ranging area throughout Australia.

## VISION:

The Katherine show is an event that unites the broader community by connecting people and places with the agricultural industry and uniting people to form & express a sense of communal identity. The past 58 years have seen the Katherine show go from strength to strength, our vision for the future is to continue growing this event and continuing to not only highlight innovation and celebrate the agricultural industry, but be an event that the community is proud off.

### Sponsorship Levels:

(all prices include GST)

Deluxe Sponsors:	\$7700
Premier Sponsors:	\$5500
Supporting Sponsors:	\$3300
Associate Sponsors:	\$1100

### 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 2023 show
- The opportunity to take part in the official program and to present trophies
- Display of unlimited banners and other promotional materials (such as flags and tents) around the showgrounds during the 2023 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 2023 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 2023 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 exclusive members parking.
- The opportunity to take part in the official program and to present trophies
- Display of unlimited banners and other promotional materials (such as flags and tents) around the showgrounds during the 2023 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 2023 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 2023 show.



## SUPPORTING SPONSORS (\$3300)

- Your logo on posters throughout the pavilions
- 6 advantage passes, including 3 car passes for entry to the 2023 show
- Display of up to 3 banners around the showgrounds during the 2023 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 2023 show; including radio, newspapers & television
- Monthly shout outs on a range of social media platforms
- Thank-you acknowledgements after the 2023 show.



## ASSOCIATE SPONSORS (\$1100)

- Your logo on posters throughout the pavilions
- 2 x advantage passes, including a car pass for entry to the 2023 show
- Display of up to 2 banners or signs around the showgrounds during the 2023 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 2023 show.

## OTHER SPONSORSHIP

- General classes and equestrian from (\$35)
- Entertainment from \$1100
- Cattle from (\$150)
- Rodeo Chutes (\$550)
- Rodeo & Campdraft, details available on request
- Tailored Sponsorship Packages are available, discuss with the Show Co-Ordinator



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

Equestrian  
Cattle  
Art  
Agriculture

Horticulture  
Craft  
Dog Jumping  
Cooking

Needlework  
Writing  
Photography  
Pets

Poultry  
Entertainment  
Rodeo  
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 28/03/2023 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](https://www.instagram.com/katherine_show_and_rodeo)

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