

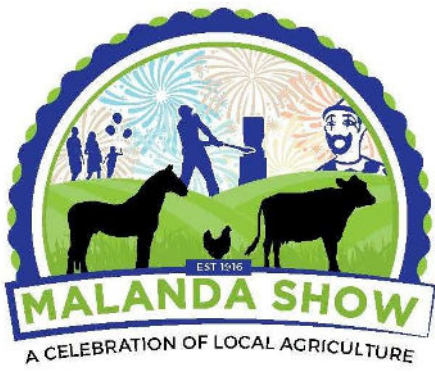


MALANDA SHOW

A CELEBRATION OF LOCAL AGRICULTURE

Sponsorship Packages

2024



Malanda Show Society

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Monday, 5 February 2024

Dear Valued Community,

Malanda Show and Sponsorship Opportunities 2024

It is with much excitement that we write to you to showcase our *Sponsorship Packages for the 2024 Malanda Show season*. We are pleased to announce that our 2024 Show Dates are Friday 5th to Sunday the 7th of July. This change will mean that the Show will be hosted on the **LAST** weekend of the June/July School Holidays.



Our show sponsors are not only some of the most important and valued aspects of the show's continued success, but they get to be a part of something truly integral to the culture and spirit of the entire Malanda and surrounding community as well. Our 2023 Malanda Show was our largest to date with over fifteen thousand show-goers streaming through our gates, that is a significant increase and as a community we should be proud of what a wonderful event we host. We hope to continue this success for many years to come.

Even with such a rich and significant history, as well as an exciting future, the Malanda Show cannot prosper without sponsors. This is why we need you to be a part of the journey with us. Organising and running such an event requires financial assistance for more than just prize money. There are a number of other expenses including grounds maintenance and improving facilities to cater for growing crowds and exhibits. This is where much of your vital sponsorship funds would go. We have worked hard to create a range of sponsorship options to suit the diverse businesses and organisations in our community, so that everyone can be a part of this significant community event.

Not only can you be proud and content in the knowledge that you're contributing to maintaining the success of our show, but sponsors also enjoy a plethora of the most influential advertising and networking opportunities of the year.



With a substantial number of Tableland locals, i.e. your customers, attending at least one of the show's three days of festivities, it is definitely **the** most beneficial time to showcase your business. We have tried to ensure optimal exposure in a variety of diverse ways throughout the show's duration in these packages in order to make your financial commitment thoroughly worthwhile.

In addition to the general crowds, there are also a huge number of volunteers and community groups (such as the SES, Fire Brigade, Malanda Aquatic Dragons Swimming Club, Millaa Millaa Primary School, Malanda High School, Malanda Bull Ride, Malanda Horse and Pony Club, ECHO and many other groups) who all band together for either vital fundraising opportunities or to ensure the smooth running of the events. The local Tablelands schools also have a significant involvement with their exhibitions and displays, and animal exhibits, all which bring excitement and crowds as children and their families flock to see their entries.

It is not just the annual show that will prosper, but its affiliated events are all set to continue to evolve and grow as well. Some of these events include the Show Ball, Beef Cattle Handling School, Dairy Queen and Princess Competition, the Rural Ambassador Awards as well as an association with the annual Malanda Bull Ride and the All Breeds Dairy Committee.

In summary, the success of the annual show really does come down to all those who get involved in any capacity they can. With a significant history and a future full of potential, as well as being the most populated event in the community each year, it really would be **the** most rewarding opportunity for your business to be a part of. Please take some time to review these package options and help us to ensure that this invaluable tradition thrives.

Yours faithfully,

Kate Stokes
Manager
Ph. 07 40965349
Mob. 0447965000



Incentives on Offer

The Show Society recognise how important a contribution from an individual or business is and have put together these packages.

Naming Rights

The Malanda Show has various events across the three days and each event may be sold for naming rights. For many years the show itself has been called *Dairy Farmers* Malanda Show. Please refer to pages 5 & 6 for sponsorship price for various events. Many main events have already been sold however the options are endless.

Prize Money

Prize money is a key component of any Show, however there are various other key factors we need to consider including, judges' expenses, ribbons and certificates, catering, signage, printing and administration, maintenance and repair, insurance and advertising costs. The list is endless and with this in mind a percentage of the sponsorship value will be allocated to prize money (refer to page 12).

Entry Tickets to the Three- Day Agricultural Show

For all those involved with the Malanda Show we ultimately want you to enjoy the entertainment on offer. Sponsors will be allocated tickets according to the value of their sponsorship. Alternatively, tickets will go on sale online in May at TryBooking.

Drink Vouchers

Drink vouchers to be redeemed at our Malanda Show Bar.

Drink Package

Many businesses may like to take the opportunity to reward either staff or clients for their support through-out the year. The Malanda Show Society would like to provide an opportunity for businesses to do this by offering, at an additional cost, a Drinks Package Deal. Purchase **X** number of drink tickets to be redeemed at a negotiated price. This will co-inside with your sponsorship deal and will need to be arranged in advance.

Advertising

The Malanda Show have many platforms in which to acknowledge our valued sponsors. Again, the level of sponsorship will determine the level of advertising (refer to page 12)

Opportunities

- Schedules- artwork needs to be supplied by the 31st of March.
- Print Advertising
- Social Media
- Malanda Show Website
- Signage- provided by the sponsor can be displayed in the section they choose to support. (Size may depend on space available and value of support)
- Permanent Signage on the grounds depending on the value of sponsorship. *Signage to be supplied by the sponsor.*



Master of Ceremony

Malanda Show recognise the importance of a ring master. The ring master will also be expected to take the opportunity to thank all our sponsors across the three-day event. There may also be an opportunity to chat to our MC so please take up the opportunity to introduce yourself.

Invitation to the Opening Ceremony and Meet and Greet

The Opening Ceremony is held Friday night after the Street Parade which is then followed by the 'Meet and Greet' in the Pavilion Supper Room. This is a brilliant opportunity to network with other key stakeholders. Please RSVP your attendance by the 30th of June.

Trade Site

When coming to the show it is all about 'What You'll See'. Each year we make a huge effort to offer something new and fill all our trade sites. Businesses are welcome to book a site. Depending on the level of sponsorship site spaces may be offered free or at a discounted rate. Space fills fast so we encourage you to contact us immediately to secure a spot.

Friday Night Street Parade

All businesses are invited to participate in the Friday Night Procession that weaves through the streets of Malanda before entering the main arena at the Showgrounds. The 2023 Malanda Street Parade was an exceptional display we hope 2024 can be bigger and better again.

Sponsorship Package

- *Supreme Champion - \$5000*
- *Grand Champion - \$2000*
- *Champion - \$1000*
- *Blue Ribbon - \$500*
- *Red Ribbon - \$200*
- *White Ribbon - \$100*





Naming Rights Opportunity

Please note sponsorship is not limited to these options.

- ✚ Malanda Show Naming Rights - ***Supreme Champion Sponsor***

Events

- ✚ Sunday's Farmers Challenge - **\$1200 - *Champion Sponsor***
- ✚ Show Ball - **\$1500 - *Champion Sponsor***
 - The show ball is the commencement of the Show Season and in recent years has become a real highlight on the yearly calendar.
- ✚ 2024 Biennial Rural Ambassador Awards – **\$1500 – *Champion Sponsorship***
- ✚ Friday Night Street Parade - **\$1500 – *Champion Sponsor***
 - The theme for the 2024 Parade is Space.

2024 Entertainment Contributions

- ✚ Fireworks- **\$3000 - *Supreme Champion Sponsor***
- ✚ Melvilles Animal Nursery - **\$3000 – *Supreme Champion Sponsorship***

Melvilles Animal Farm has been entertaining the North Queensland population since the late 1980's. With a plethora of adorable baby animals to pat and cuddle, even the toughest of souls will be softened after a visit to this display. This could argumentatively be the highlight of the Malanda Show.
- ✚ RESTA Snake and Reptile Display – **\$2000 – *Grand Champion Sponsorship***

A selection of the favourite non-venomous reptiles on display includes skinks, dragons, monitors, pythons, turtles and crocodiles. This is a constant source of entertainment throughout the day.
- ✚ *All New* Big Bang Education – **\$2000 – *Grand Champion Sponsorship***

Discover more about the world of science through interactive science toys, games, activities and experiments. Dive into the world of magnets, gravity, chemistry, illusions and more.
- ✚ Blacksmith Demonstration - **\$1000 - *Champion Sponsorship***
- ✚ All New 'Tart of the Show' – **\$1000 - *Champion Sponsor***
 - What is this about you say – who can cook and present the best Tart. What we anticipate to be a highly contested title for many years to come it also promises to be a humour event on the program. Much like our Milking Competition this promises to be a great event.

Individual Section Naming Rights

- ✚ Sections on the Grounds
 - *Stud Beef Section* – **\$1500 – *Champion Sponsor***
 - *Dairy Section* - **\$1500 *Champion Sponsor***
 - *Prime Beef Section* - **\$1500 – *Champion Sponsor***
 - *Poultry Section* – **\$1000- *Champion Sponsor***



- **Horse Section - \$2000 – Champion Sponsor**
 - The Malanda Show is renowned for the outstanding horse show held across the three days. This section has been growing from strength to strength. Potential for wonderful signage around the main arena.
 - Individual Sections of our horse program naming rights sponsorship
 - 1A - Dressage Sponsor - \$500
 - 1B – Pony Club Events – \$500
 - 1C - Show Jumping Sponsor - \$1000
 - 1D – Halter Class Sponsor - \$500
 - 1E – Ridden Bred Classes for Ponies - \$500
 - 1G – Show Hunter Classes - \$500
 - 1H – Ridden Bred Classes for Horses - \$500
 - 1J – Working Hunter Classes - \$500
 - 1K - Adult Rider Classes - \$500
 - 1M – Galloway Hacks - \$500
- **Woodchop Section- \$1500 – Champion Sponsor**
 - The woodchops are always a crowd pleaser and hosted in front of our Show Bar. Saturday and Sunday program.
- **Pet Show/Parade – \$500- Blue Ribbon Sponsor**
 - Introduced in 2023 this New Section will continue to grow in years to come.

✚ Malanda Show Hall Naming Rights – \$1000 *Champion Sponsor*

- Signage to be hung above the entry to the pavilion.
- ✚ Naming Rights Sections in the Hall (signage to be provided by sponsors)
 - **Agriculture - \$500 - Red Ribbon Sponsor**
 - **Crafts - \$300 – Red Ribbon Sponsor**
 - **Culinary Art - \$500 –Red Ribbon Sponsor**
 - All things delicious- cakes, biscuits, jams and chutneys and much, much more. Of course, the biggest highlight is the ‘Dark Rich Fruit Cake Competition’. Our champion Fruit Cake winner is eligible to send their cake south for the State Finals.
 - **Homebrew - \$200- Red Ribbon Sponsor**
 - **Horticulture - \$300 Red Ribbon Sponsor**
 - **Junior Exhibits - \$500 - Blue Ribbon Sponsor**
 - **Needlework and Quilting - \$100 - Champion Sponsor**
 - **Photography - \$500 Blue Ribbon Sponsor**

Within our sections in the schedule there are numerous opportunities to sponsors an award in-particular. In our Show Hall and Showground Schedule – including Horse, Dairy Cattle, Beef Cattle, Prime Cattle, Poultry and the Woodchops there are numerous opportunities to support events and classes. Please contact us to discuss specific classes.



Alternatively select a package that best suits your needs and indicate a section you might have an interest in supporting and we can distribute appropriately.



Supreme Champion- \$3000 and over

Naming rights opportunity for components of the Malanda Show (refer to page 5 & 6 for opportunities)

🏡 Advertising

- Logo to appear on all promotional material distributed to the community
- Extra Large Advert Feature in the Schedules
- Social Media Opportunities. Please make the most of our social media platform.
- Logo and Link on MMS Website- logo to be supplied

🏡 Invitation to our Opening Ceremony & Meet and Greet

🏡 4 Entry Tickets to the 3 Day Malanda Show

🏡 2 Entry Tickets to our Show Ball- Saturday 22nd June 2024

🏡 12 Drink vouchers to be redeemed from our Show Bar.

🏡 MC – Mentioned by our MC throughout the duration of the show

- Opportunity to visit the MC for an interview to say a few words

🏡 Free Site Allocation on the grounds. Spaces are limited so this must be secured well in advance.

🏡 Permanent signage to be placed on buildings under the Show Society's control. Appropriate spaces are to be negotiated. This can only stay in place for the year of a contract. Signage to be supplied.

🏡 Opportunity to distribute merchandise at the Show Society events throughout the year.

- Events include: Show Ball, Beef Cattle Camp, Malanda Agricultural Show.

Grand Champion - \$2000

🏡 Naming Rights for a section/s of our Show (refer to page 5 & 6 for opportunities)

🏡 Advertising - logo and advertising to be supplied.

- Logo to appear on all Malanda Show promotional material distributed to the community
- Larger Size Advertisement in the schedules both Hall and Grounds
- Logo and Link on MMS Website- logo to be supplied

🏡 Invitation to our Opening Ceremony and Meet and Greet

🏡 6 Entry tickets to the Malanda Show

🏡 12 Drink vouchers to be redeemed from the Show Bar.

🏡 MC – Mentioned by our MC throughout the duration of the show

- Opportunity to visit the MC for an interview to say a few words

🏡 Free Site Allocation on the grounds. Spaces are limited so this must be secured well in advance.

🏡 Permanent signage to be placed on buildings under the Show Society's control. Appropriate spaces are to be negotiated. This can only stay in place for the year of a contract. Signage to be supplied.

🏡 Opportunity to distribute merchandise at the Show Society events throughout the year.



Champion - \$1000

- ✚ Naming Rights for a section of our Show (refer to page 5 & 6 for opportunities)
- ✚ Advertising - logo and advertising to be supplied.
 - Logo to appear on a variety of Malanda Show promotional material distributed to the community
 - Medium Advertisement in the schedules both Hall and Grounds
 - Radio advertising opportunities
 - Logo and Link on MMS Website- logo to be supplied
- ✚ Invitation to our Opening Ceremony and Meet and Greet
- ✚ 4 Entry tickets to the 3day Malanda Show
- ✚ 6 Drink vouchers to be redeemed from the Show Bar.
- ✚ MC – Mentioned by our MC throughout the duration of the show
- ✚ Opportunity to distribute merchandise at the Show Society events throughout the year.
 - Events include: Show Ball, Beef Cattle Camp, Malanda Agricultural Show.
- ✚ Permanent signage to be placed on buildings under the Show Society's control.
- ✚ 50% Discount on Site Space.
- ✚ Opportunity to distribute merchandise at the Show Society events throughout the year.

Blue Ribbon - \$500

- ✚ Naming Right Opportunities (please refer to pages 5& 6)
- ✚ Advertising – logo and advertising to be supplied.
 - Logo to appear on some promotional material distributed to the community
 - Small Advert Feature or Logo to appear in the Schedules
 - Social Media Opportunities. Please make the most of our social media platform.
 - Logo and Link on MMS Website- logo to be supplied
- ✚ Invitation to our Opening Ceremony and Meet and Greet
- ✚ 2 Entry tickets to the 3 Day Malanda Show event.
- ✚ 2 Drink vouchers to be redeemed from the Show Bar.
- ✚ MC – Mentioned by our MC throughout the duration of the show
- ✚ 20% Discount on a Site Space.
- ✚ Opportunity to distribute merchandise at the Show Society events throughout the year.

Red Ribbon - \$200

- ✚ Advertising – logo and advertising to be supplied.
 - Logo to appear on some promotional material distributed to the community
 - Small Advert Feature or Logo to appear in the schedules
 - Social Media Opportunities. Please make the most of our social media platform.
 - Logo and Link on MMS Website- logo to be supplied
- ✚ Invitation to our Opening Ceremony and Meet and Greet
- ✚ 4 drink tickets to the 3-day Malanda Show event.
- ✚ MC – Mentioned by our MC throughout the duration of the show
- ✚ 10% Discount on a Site Space.



Opportunity to distribute merchandise at the Show Society events throughout the year.

White Ribbon - \$100

- ✚ Advertising – logo and advertising to be supplied.
 - Logo to appear on some promotional material distributed to the community
 - Small Advert Feature or Logo to appear in the schedules
 - Social Media Opportunities. Please make the most of our social media platform.
 - Logo and Link on MMS Website- logo to be supplied
- ✚ Invitation to our Opening Ceremony and Meet and Greet
- ✚ MC – Mentioned by our MC throughout the duration of the show
- ✚ Opportunity to distribute merchandise at the Show Society events throughout the year.

In-Kind Support

In-kind support is very welcome and a fundamental part of co-ordinating a major event. Volunteering services, gift vouchers and products can be in-lieu of monetary value and we'd love to hear from you. You'll need to negotiate this with management to arrange such services and ensure prizes are allocated to appropriate sections.

Members Ticket

In 2024 become a member of an active and vibrant community group. As mentioned, the Malanda Show Society organise more than just the Annual Agricultural Show. The committee are also involved in organising a number of other events including educational cattle camps, the Queen Competition, the Rural Ambassador Competition and the Show Ball.

All members of the community are welcome to join, and our committee would like to encourage all stewards and volunteers to take up this offer. 2024 Membership is just \$30, and you will receive two adult passes to the Show. You will also be invited to the opening ceremony and the 'Meet and Greet' function. The members mailing list will also receive regular updates on Show business. Join now!





Sponsorship Benefits

	Supreme Champion	Grand Champion	Champion	Blue Ribbon	Red Ribbon	White Ribbon
All \$ Amounts exclude GST	\$5000	\$2000	\$1000	\$500	\$200	\$100
Naming Rights Opportunity for an event (Values for each and more details listed on page 5&6)	✓	✓	✓	✓		
Proposed Valued Allocated to Prize Money	\$4000	\$1700	\$800	\$400	\$150	\$75
Entry Tickets to our 3 Day Agricultural Show	4	6	4	2	-	-
Entry Tickets to the Malanda Show Ball	2	-	-	-	-	-
Drink Tickets redeemable at the Show Bar	12	12	6	-	4	2
Advertising Opportunity- Depending on value spent will be the extend of features advertising.						
Social Media	✓	✓	✓	✓	✓	✓
Promotional Print Advertisement Ie. newspaper features, program for print, maps,	✓ Printed on all promotional material	✓ Printed on all promotional material	✓ Printed on all promotional material	✓ Printed on some promotional material	✓ Printed on some	✓ Printed on some
Schedule Advert- Must be provided	Large - A4	Large – A4	Large –A4	Small – ½ A4	If Purchased Additional Charges Applied	If Purchased Additional Charges Applied
Malanda Show Website	✓ Link to your website	✓ Link to your website	✓ Link to your website	✓ Logo Feature	✓ Logo Feature	✓ Logo Feature
Ring Announcer- Mentioned by the ring announcer - Quantity will vary depending on level of sponsorship - Naming Right Sponsors announced throughout the duration of the events and show itself.	✓	✓	✓	✓	✓	✓
Invitation the Opening Ceremony and Meet and Greet – This is a free function in the Pavilion Supper Room and a great opportunity to network with the community	✓	✓	✓	✓	✓	✓
Stall Allocation on the Grounds To avoid disappointment, you must request a space early. Spaces are limited and only certain space available.	Free	Free	50% Discount	20% Discount	10% Discount	-
Permanent Signage on the Showgrounds – Yearly Signage to be provide by sponsor	✓	✓	✓			



Thank you for taking the time to consider these options.

If you have any questions, please do not hesitate to contact the Malanda Show Society.

With a significant history and a future full of potential, as well as being the most populated event in the community each year, it really would be **the** most rewarding opportunity for your business to be a part of.

