

Malanda Show Society

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Friday, 13 December 2024

Dear Valued Community,

Malanda Show and Sponsorship Opportunities 2025

It is with much excitement that we write to you to showcase our *Sponsorship Packages for the 2025 Malanda Show season*. We are pleased to announce that our 2025 Show Dates are Friday 27th to Sunday the 29th of June. This change will mean that the Show will be hosted on the **FIRST** 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. In 2024, we saw the communities unwavering support for our local show in what was a turbulent time. The Malanda Show wishes to extend that gratitude to the sponsors who remained dedicated to our community event and contributed, despite a less than favourable year. Due to the closure of the Patrick English pavilion, we will not be having a Show Ball in 2025, which limits our fundraising opportunities to support the show. Now more than ever, we need community support to make the 2025 show the best yet.

Even with such a rich and significant history, 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 several other expenses including grounds maintenance and improving facilities to cater for growing crowds and exhibits. These extras would be where your sponsorship would go towards. We have tried to cater sponsorship packages to suit the needs of businesses as well as what is required for the event. Not only can you be proud in the knowledge that you're contributing to maintaining the success of our show but sponsors also enjoy a plethora of the most significant 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 **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 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 develop as well. Some of these events include the 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.

The Malanda show is a staple in the local community calendar and provides locals with the opportunity to support our region, as well as experience a truly unique agricultural event. Through your sponsorship and commitment to community, our show will continue to be a prideful event in our locality for many years to come.

Yours faithfully,

Catherine Kidd
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 10).

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 10)

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' on centre ring in front of the grandstand. This is a brilliant opportunity to network with other key stakeholders. Please RSVP your attendance by the 20th 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 2024 Malanda Street Parade was an exceptional display, we hope 2025 can be bigger and better again.

Our theme will be **Construction**.

Sponsorship Packages

- *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

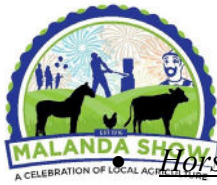
- ✚ Friday Night Street Parade - **\$2000 –Champion Sponsor**
Theme for the 2025 parade is Construction.
- ✚ 2025 biennial Queen Quest – **\$1500 – Champion Sponsorship**
- ✚ Saturday’s Farmers Challenge - **\$1200 - Champion Sponsor**

2025 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.
- ✚ ***NEW*** Dinkum Dinosaurs – **\$3000 – Grand Champion Sponsorship**
An interactive experience including dino puppets; ‘Tickles and Ozzie’, a real fossil display, Dino dance party with a large 4m dinosaur, and a moving, roaring baby dino. This exhibit is sure to amaze children of all ages and be something different for our 2025 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.
- ✚ Saturday Night Entertainment at the Bar - **\$2000 - Champion Sponsorship**
Local favourite ‘Careless’ will be live and loud at the bar.
- ✚ ***NEW*** Bugzy Bumblebee - **\$1200 – Champion Sponsorship**
Watch Bugzy entertain with her incredible bubbles and tricks! This enthusiastic bee character will be an immersive and exciting experience for all.
- ✚ Blacksmith Demonstration - **\$1000 - Champion Sponsorship**

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- \$2000 – Champion Sponsor**

The woodchops are always a crowd pleaser and hosted in front of our Show Bar. Saturday and Sunday program. After being cancelled unexpectedly last year, we are pleased to advise the **woodchop will return in 2025.**

• **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 indoor exhibits **which will be located at ‘The Big Pub’ Ballroom.** 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.

- **Horticulture - \$300 *Red Ribbon Sponsor***
- **Junior Exhibits - \$500 - *Blue Ribbon Sponsor***
- **Needlework and Quilting - \$300 - *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, 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
 - 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
- ✚ 8 Entry Tickets to the 3 Day Malanda Show
- ✚ 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: Beef Cattle Camp and 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: Beef Cattle Camp and Malanda Agricultural Show.
- ✚ 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 vouchers to be redeemed from the Show Bar.
- ✚ 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

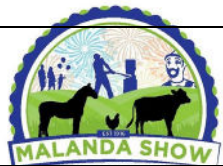
In-kind support is very welcome and a fundamental part of co-ordinating a major event. Volunteering services, gift vouchers and products can be in-lieu of monetary value, and we'd love to hear from you. You'll need to negotiate this with management to arrange such services and ensure prizes are allocated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

Members Ticket

In 2025 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 several other events including educational cattle camps, The Queen Quest, and Rural Ambassador Competition.

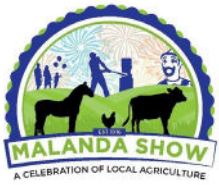
All members of the community are welcome to join, and our committee would like to encourage all stewards and volunteers to take up this offer. 2025 Membership is just \$40, and you will receive two adult passes to the Show. You will also be invited to the opening ceremony and the 'Meet and Greet' refreshments. 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	8	6	4	2	-	-
Drink Tickets redeemable at the Show Bar	12	12	6	2	4	-
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.

