



2017 Sponsorship Proposal

Gawler Agricultural, Horticultural & Floricultural Society Incorporated



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Please visit our website for regular updates and downloadable forms

www.gawlershow.org.au

Join us on Facebook for regular updates and information

<https://www.facebook.com/pages/Gawler-Show>

Front Cover: Gawler Show Youth Team

Disclaimer – Content has been compiled at the discretion of the Gawler Agricultural, Horticultural & Floricultural Society and was correct at the time of printing.

Welcome to the Gawler Show

South Australia's largest country show founding in 1854

Managed by the Gawler Agricultural, Horticultural and Floricultural Society Incorporated (Gawler A, H & F Society), the Gawler Show will mark 161 years in the community in 2017.

The Gawler A, H & F Society is a completely independent incorporated body, run almost entirely by volunteers and is one of the town's key events attracting tourists and visitors from all over the State.

With an attendance of around 30,000 people (2016), the Gawler Show continues to grow and emerge as one of South Australia's most successful events outside of the metropolitan area. Direct access to public transport via the Adelaide – Gawler train line and increased marketing opportunities will quickly see this number rise; word of mouth activity also increases exposure of our family friendly Gawler Show.

Offering 23 different competition sections in all traditional areas, the Gawler Show sees over 7000 entries. Last year we saw a record number of entries across multiple classes. Local and district schools with agricultural programs are actively involved with the Gawler Show in preparation for competition at the Royal Adelaide Show.

Increasing in popularity each year, the Gawler Show is emerging as SA's leading event outside of the metropolitan area. Only 40km north of the CBD, the Gawler event is accessible to all by both public and private transport.

Thanks to ongoing partnerships with both television and radio, the Gawler Show is creating a larger presence each year with the assistance of Channel 7 and the Nova Network. Sponsors are able to be automatically included in these media streams with an associated sponsorship package.

Volunteer Powered

Celebrating such a successful event over so many years does not “just happen”, many people do not know that the Gawler Show is run almost exclusively by volunteers – over 200 hardworking people. The Management Committee of 9 members, plus many smaller sub committees, coordinate over 300 Traders, over 30 Caterers and 23 Competition sections, along with everything else that goes in to running such an amazing community event.



Community Assistance & Involvement

The Gawler Show strives to achieve a good blend of commercial and community enterprises. Being primarily a community not for profit organisation, the Management Committee are extremely pleased to be able to generate up to, and in some cases a lot more than, \$50,000 which is fed back to local community groups who assist with various roles during the year.

Actively encouraging community involvement is the key to maximising the support and interest shown in our event each year. A key event on the local calendar, the Gawler Show is generously supported by the local community, schools and businesses. It is at events like the Gawler Show, that we see best the attributes of country living with Gawler promoting the “Best of Town & Country” feel and working together to establish a true community event – one with which all can be involved.

Becoming a Sponsor

Sponsoring the Gawler Show is a great way to promote your business or company. The Sponsorship packages outlined below can be altered or tweaked to include other areas of interest/promotion through discussion with the Executive Committee. Sponsorship opportunities can include: trade space, advertising credits in the Show Book (1200 copies printed) and in other associated media releases including television, radio and print advertising, static displays of banners during the event and logos in all printed publications. ***Logos need to be received by March 31st for Show Book inclusion***

2016 Sponsors

As the Gawler Show grows and develops a sound marketing approach, the Society has been rewarded by new sponsorship partners. Sponsors are aware of the sound opportunities provided and the dynamic marketing appeal this event holds. The support has enabled the Society to develop new sections and introduce new concepts while maintaining the traditional highlights associated with the Agricultural & Horticultural sections of the Gawler Show over the past 150+ years.

Our 2016 Major Sponsors were

- Town of Gawler
- Drakes Supermarkets Foodland
- Springwood Gawler East
- The Bunyip Newspaper
- Channel 7
- Nova FM
- Showmens Guild of SA
- Laucke Mills
- Pauline R Murray Accountants
- Renniks Hire



Gawler



renniks hire
events · exhibitions · parties · weddings



SPRINGWOOD
GAWLER EAST



The Bunyip
ESTABLISHED 1863

Sponsorship Package Levels

SPONSOR BENEFITS	Diamond \$15,000	Platinum \$7,500	Gold \$5,000	Silver \$2,500	Bronze \$1,000	Green \$500	Blue \$250	Yellow Up to \$250
*Admission tickets	25	18	15	12	8	6	4	
Gawler Show Book advertisement	Full Page Colour	Full Page	Full Page	Full Page	Full Page	½ Page	¼ Page	
Gawler Show Book acknowledgments	✓	✓	✓	✓	✓	✓	✓	✓
Official Opening acknowledgements	✓	✓	✓	✓	✓	✓	✓	✓
**Display Company banners at Gawler Show	✓	✓	✓	✓	✓	✓	✓	
Gawler Show Public Address Acknowledgement	✓	✓	✓	✓	✓	✓		
Company logo & website link on our Website	✓	✓	✓	✓	✓	✓		
Company acknowledgement on our Website	✓	✓	✓	✓	✓	✓	✓	✓
Complimentary trade sites (6m x 3m)	2	2	2	1	1			
Season Launch Invitation (June)	3	3	3	2	1			
Season Launch acknowledgement (June)	✓	✓	✓	✓	✓			
Gawler Show Newspaper Lift Out Company logo and name	✓	✓	✓	✓	✓			
Radio and TV promotion acknowledgements	✓	✓						
Company Logo on Show Book Cover	✓							

*Additional tickets may be purchased from the Show Office for \$12 each.

**Signage dimensions, location and quantity as negotiated with Management.



BENEFITS OF SPONSORING THE GAWLER SHOW

The Gawler Show is the town's largest annual event. The Society is a not for profit organisation that strives to find outlets for all community and service groups to be involved within the district. The Gawler A, H & F Society rewards this essential volunteer assistance by donation after the event. Therefore, this becomes a primary fundraising and marketing opportunity for over 50 organisations.

The Gawler Show is also SA's largest country show, hosting a three day world class equestrian program and a two day Agricultural Show, highlighting the best of "Town and Country". This premier event is a draw card for people from all over SA. Our Show Jumping Event attracts entries from all over Australia.

The Gawler Show continues to be a fantastic opportunity for entertainment, great food and a whole host of fun for all who attend. With huge crowd appeal, it also provides a great avenue for companies to develop a marketing approach to the broader community that no other event in this area supplies.

TERMS AND CONDITIONS

1. Approval and Payment of Sponsorship Packages:

- 1.1 The Gawler A, H & F Society ("The Society") reserves the right to approve all applications for Sponsorship Packages in their absolute discretion.
- 1.2 The Society will give priority to applications received from Sponsors from the previous year.
- 1.3 The Society will allocate approved sponsorship (subject to 1.1 and 1.2 above) in order of receipt of payment for same.
- 1.4 All payments received from a Sponsor/Exhibitor are non – refundable.

2. Liability:

- 2.1 All Sponsors/Exhibitors accept full liability for all claims, demands, damages, personal injury, property damage, adjustments or losses of any kind arising in connection with their sponsorship, goods or exhibition display area or any act or acts done by them, their employees, agents and/or staff however so caused and fully indemnify the Society in respect of same.
- 2.2 All Sponsors/Exhibitors accept full liability for damage to their goods or exhibits by loss, damage, theft, fire, water, storms, strikes, riots or any other cause whatsoever and fully indemnify the Society in respect of same
- 2.3 All Sponsors/Exhibitors accept full responsibility to ensure that themselves, their employees, agents and/or staff comply with the latest legislation regarding health and safety at work and fully indemnify the Society in respect of such non-compliance.

3. Insurance:

- 3.1 All Sponsors/Exhibitors undertake to take out adequate insurance in respect of any claims, damages and/or acts of any kind whatsoever (including but not limited to those mentioned in 2.1 and 2.3 above) arising in connection with their sponsorship, goods or exhibition display area or any act or acts done by them, their employees, agents and/or staff.
- 3.2 All Sponsors/Exhibitors undertake to take out adequate insurance against damage to their goods or exhibits by loss, damage, theft, fire, water, storms, strikes, riots or any other cause whatsoever.

4. Termination of an Agreement:

- 4.1 The Society reserves the right to cancel an agreement made with a Sponsor/Exhibitor as follows:
 - 4.1.1 No compliance by the Sponsor/Exhibitor with the sponsorship schedule.
 - 4.1.2 Where the Sponsor/Exhibitor becomes bankrupt or enters into liquidation other than for the purpose of reconstruction or merger, or has a receiver appointed.

5. Change of Venue or Duration of Event:

- 5.1 The Society reserves the right to change the venue and duration of the event if exceptional circumstances (to be determined in the Society's absolute discretion) demand such change.
- 5.2 In the event of a change of venue and/or duration, the agreement to participate will remain in force so long as the Sponsor/Exhibitor is informed at least one calendar month before such change.
- 5.3 The Sponsor/Exhibitor undertakes that they will not hold any events or social functions on the same date or time as the official program of events.