

REGIONAL AUSTRALIA BANK DUBBO SHOW



Sponsorship Packages

10th, 11th & 12th May 2024





About us

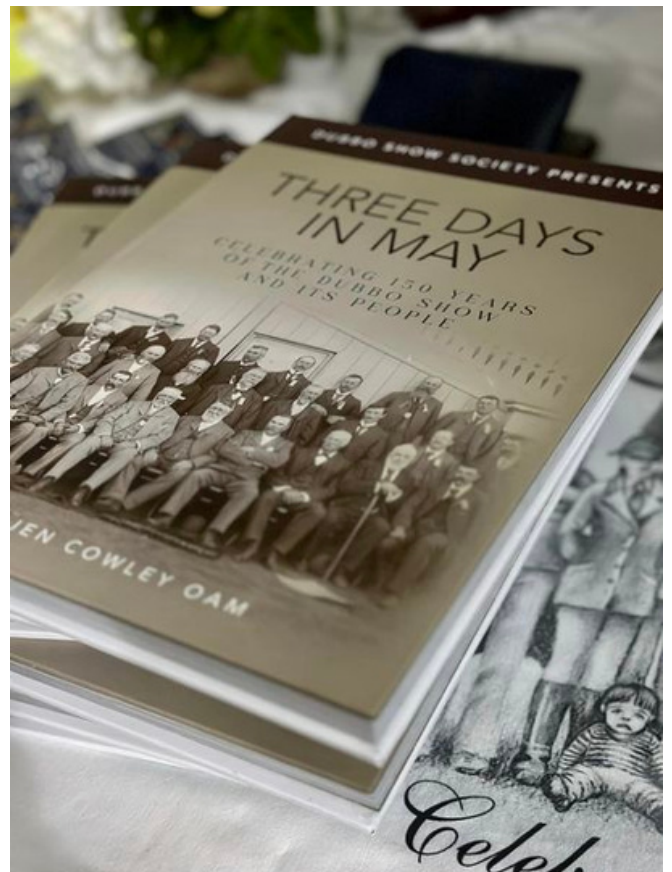
The Dubbo Show Society is a not for profit organisation promoting agricultural excellence through competition and to engage, educate and entertain our patrons and customers in a safe, controlled but dynamic and exciting environment since 1872.

About the Dubbo Show

First staged in 1872, the Dubbo Show has grown from small beginnings to become one of the major agricultural shows in NSW and is currently recognised as one of the top five shows in the state.

The show combines the traditional elements we all know and love with exciting exhibits and headline entertainment to keep people coming back again and again.

It is the vision of the Committee to continue to hold a show which entertains, provides an outstanding showcase for our exhibitors and a first-class competition for our competitors.



Why Be a Sponsor?



- **Connect with the community**
- **Generate sales**
- **Engage with customers face to face**
- **Generate brand awareness**
- **Introduction to a network of businesses & community leaders in the Central West**
- **Share in the Dubbo Show's marketing & media campaigns**

"Regional Australia Bank has the pleasure of having a strong relationship with The Dubbo Show Society Inc. Over the past 9 years we have partnered with the Dubbo Show Society and have seen the society grow from strength to strength."

"The partnership developed after seeing the passion that the Society have in ensuring a first class regional show is available to all residents of Dubbo and surrounds. The show that they put on every year gives the community the ability to see what we as a region have to offer and brings families and friends together. The attractions are great and varied, ensuring that all ages and interests are catered for. To this end, the Show and its Committee are all volunteers and their commitment every year is truly amazing."

- **Regional Australia Bank**

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Sponsorship

The opportunity exists to partner with this iconic event for Dubbo and the region and cement your brand as a supporter of regional communities.

Some of the benefits of sponsorship include;

- Show or event naming rights
- Substantial signage and branding opportunities
- Expose your brand to over 30,000 attendees
- Opportunity to launch or demonstrate products as part of the advertised program
- Business to business marketing opportunities

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Hospitality Benefits

Young Woman & Rural Achiever Presentation

The Dubbo Show Society holds its Dubbo Young Woman & Rural Achiever presentation to coincide with the judging one week prior to the show.

This prestigious event is used to introduce the entrants, host business leaders and serves as a thank you to our valued sponsors.

Presidents Meet & Greet

Along with the President, the Dubbo Show Society hosts a "meet & greet" for our official guests and our valued sponsors on the Saturday of the show prior to the Grand Parade.

Dubbo Show Marquee

The VIP Dubbo Show marquee operates for the three days over the show, offering a place to relax, have a refreshment and network with other officials and major sponsors.

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Highlights of the Dubbo Show

- **The Ray Clarke Pavillion**

Used as a place for local, regional & national businesses to demonstrate their products & services to more than 30,000 visitors. A must for business to business marketing.

- **The Ewan MacInnes & Cattle Pavilions**

Housing all manner of four legged animals including Hacks, Show Jumpers, sheep, cattle and more. Attracts farmers & "townies" alike, keen to see what the region has to offer.

- **The Centenary Pavilion**

The Arts & Crafts hub & the heart of the show, with art, craft & culinary displays and demonstrations to rival the Royal.

- **Boardies Bar & Feedlot**

The nerve centre for the show, providing some of Australia's greatest entertainers in a relaxed atmosphere.

- **Centre Arena**

Show Jumping & Dressage, showcasing Olympic qualifying show jumpers, Australia's best in Hacking as well as local Pony Club & Equestrian events.

- **The Grand Parade**

A display of the best of the best in Grand Parade tradition, the essence of the show.

- **Fireworks Display**

The sky's above Dubbo are lit up each year in celebration of the Dubbo Show and its importance to the region. A family friendly entertaining event.

- **Demolition Derby**

A crowd favorite held on the Sunday afternoon of the show, the Derby offers a great opportunity for brand exposure.

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- **Shearing & Woodchopping Demonstrations**

A piece of history, demonstrating the skills that built Australia - forging new frontiers & riding high on a sheep's back.

- **Agriculture Produce from Around the Region**

A long term tradition and the major focus of the show, encourage the best in animal husbandry & best practice for 150 years.

- **Entertainment**

A complete entertainment program including kid's entertainment throughout the day and headline entertainment on both Friday & Saturday nights. Past entertainers have included Jimmy Barnes, Lee Kernaghan, The McClymonts, all supported by local and national acts. The nights come alive at the show.

- **Sideshow Alley**

Traditional and new exciting rides for the young and young at heart, brought to us by The Showmen's Guild of Australasia.

- **Ute Competition**

Four wheeled beasts from around the region and beyond, converge on Dubbo in a show of brute steel and street appeal.

- **Young Woman Competition**

Each year, the district's most accomplished young ladies vie for the chance to be crowned the Dubbo Showgirl. The winner, going on to represent the area at a regional level with a hope of being judged at the Royal Easter Show in Sydney.

- **Young Farmers Challenge**

A fun, entertaining but highly skilled event which involves several rural based challenges for juniors and seniors.

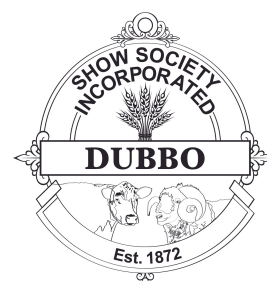
- **Animal Nursery**

A child's paradise offering a chance to get up close & personal with our cute furry friends.

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Sponsorship Opportunities

The Regional Australia Bank Dubbo Show offers many different sections available to sponsor suited to a variety of markets such as the following:

- Young Woman, Teenage Showgirl, Master & Miss Tiny Tot
- Rural Achiever Competition
- Young Farmers Challenge
- Pet Parade
- Prime Lambs Hoof Competition
- Ute Competition
- Demolition Derby
- Woodchopping
- Shearing & Speed Shear
- Animal Nursery
- Horse, Pony & Riding Events - Local Day & Open Day
- Show Jumping
- Beef Cattle & Junior Heifer Show
- Sheep & Sheep Junior Judging & Handling
- Yard Dog Trials
- Dog High Jump
- Pigs
- Caged Birds
- Poultry
- Farm Products
- Garden Products
- Fruit
- Apiculture
- Wool
- Flowers
- Cookery - Open & Junior
- Jams & Preserves
- Home Brew
- Handicrafts - Open & Junior
- Papercrafts
- Fine Arts
- Folk Art
- Photography

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Sponsorship Packages

There are many levels of sponsorship from "Platinum Sponsorship" packages down to "Ribbon" packages. All are designed to give visibility plus access to the community, visitors and supporters of the Dubbo Show.

This is a unique opportunity to develop a strong association with the people of the Orana Region by sponsoring one of NSW's largest agricultural shows.



1 Platinum - Naming Rights to the Dubbo Show

If you are interested in associating with the Dubbo Show at the very highest level, please contact the Show Society to discuss further and find out all the benefits of being a Platinum Sponsor.

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◆ **Gold - An Attraction / Event \$10,000**

Gold Sponsorship is available for Premier Attractions & Events, such as headline Friday night concert. These events are highly advertised attractions.

- Naming rights of the attraction
- Logo included in all attraction advertisements
- Logo printed in schedule advertisement of the attraction
- Invitation to opening ceremony & Presidents meet & greet
- Inclusion of company logo on our website
- One free 9 x 15m commercial site during the show
- Half page advertisement in show schedule
- Mentioned over PA system during show period
- Opportunity to display banner during the attraction
- Logo included on sponsors page of show website
- Promotion on social media
- Vehicle included in grand parade opening ceremony
- Option to be involved in event or attraction (for example introduction)
- Complimentary 4 x 3 day passes plus 4 x 1 day passes

Other events or attractions available for Gold Sponsorship are:

Rural Achiever Competition, Young Farmers Challenge, Saturday Ring Entertainment, Animal Nursery, Dog High Jump, Yard Dog Trials, Yellow Brick Road, New Years Eve Fireworks

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Silver - A Section \$5,000

Silver Sponsorship is available for a section at the Dubbo Show including Shearing, Horse Section & Yard Dog Trials.

- Listed underneath heading of section in schedule
- Logo printed in section of schedule
- Logo printed on cover of mini schedule for section
- Inclusion of company logo on our website
- Inclusion of your name on our sponsors page of printed schedule
- Invitation to opening ceremony & presidents meet & greet
- Mentioned over PA system during show period
- Vehicle included in grand parade
- Logo included on sponsors page of show website
- Opportunity to display banner at section during show period
- Promotion on social media
- Complimentary 3m x 3m indoor site for show period
- Option to be involved in section during show period (eg presentation)
- Opportunity to include promotional material and/or samples inside exhibitors packs for section
- Complimentary 2 x 3-day passes plus 4 x 1-day passes

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Bronze - Class Champion \$2,500

Bronze Sponsorship is available for a Champion within a section at the Dubbo Show such as, Champion Superfine Wool Ram.

- Listed as sponsor underneath Class Champion in schedule
- Listed in mini schedule for section
- Logo on sponsors page of website
- Listed on sponsors page in schedule
- Opportunity to display banner at section during show period
- Mentioned over PA system during show period
- Promotion on social media
- Vehicle included in grand parade
- Invitation to opening ceremony & presidents meet & greet
- 2 x 3-day passes, 2 x 1-day passes

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Blue Ribbon - Under \$2,500

- Listed on sponsors page of website
- Listed on sponsors page of schedule
- Listed under class in schedule
- Mentioned over PA system during show period
- Vehicle included in grand parade
- Promotion on social media
- 2 x 3-day passes



Red Ribbon - Under \$1,000

- Listed on sponsors page of website
- Listed on sponsors page of schedule
- Mentioned over PA system during show period
- 2 x 1-day passes



Green Ribbon - Goods in kind / Vouchers

Donations of any kind are greatly appreciated, and the Show Society Committee is happy to discuss allocation of your contribution in recognition of your support. The goods in kind and/or voucher donation recognition is determined on the worth of goods &/or vouchers plus their value to our competitors.

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Event Publicity & Promotion

Publicity for the Dubbo Show is undertaken by an experienced team.

Media Partners

The Dubbo Show is supported by key regional media who will provide advertising and editorial support.

- The Daily Liberal – a Rural Press publication servicing North Western NSW, the largest local newspaper circulation in NSW.
- Dubbo Photo News – the fastest growing local publication with over 13,000 printed each week.
- Radio 2DU & ZooFM
- WIN Television & Prime Television

Paid Advertising

The Dubbo Show will undertake audience specific, paid advertising that will recognise sponsors.

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We thank all our sponsors, in particular the following major supporters;



Dubbo City Toyota &
Gilgandra Toyota



Dubbo works on 91.1 & 92.7



Feeding the country's livestock for over 101 years



Ben Furney flour mills



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