



**GULGONG SHOW SOCIETY INC**

**ABN 51 031 367 714**

## **SPONSORSHIP PROSPECTUS**

Partnering for Agriculture and Community

**SHOW DATE:**

**21<sup>ST</sup> FEBRUARY 2026**

**GULGONG SHOWGROUNDS**

**24 GUNTAWANG STREET**

**CONTACT US:**

For further information or to discuss sponsorship opportunities, please contact:

- Gulgong Show Society Inc
- Email: [sponsors@gulgongshow.org.au](mailto:sponsors@gulgongshow.org.au)
- Website: [gulgongshow.org.au](http://gulgongshow.org.au)
- Facebook: Gulgong Show Society Inc
  - Mail: PO BOX 294  
Gulgong NSW 2852
  - Phone: 0407 007 422 or  
0497 742 689

*Gulgong Show Inc is registered as a charity with ACNC and have an exemption for income tax from the ATO*

## OUR COMMUNITY, OUR SHOW

1 day/3000 people (includes 1000+ members)

*Bringing families and farmers together and building community spirit.*

Celebrating over a century of rural traditions, Gulgong is a town in the heart of the central west of NSW. Held annually the Gulgong Show brings together families, farmers, businesses and visitors for a day of livestock exhibitions, horse events, local produce displays, arts & craft, baking, live entertainment and amusements.

Partnering with us allows you to engage with a diverse audience, support community development, and be recognised for championing regional culture.

## WHY SPONSOR THE GULGONG SHOW?

- Community Impact: support a cherished rural event that fosters pride & connection
- Brand Visibility: gain exposure through signage, digital channels & live event activities
- Networking: connect with local businesses, producers & community
- Corporate Social Responsibility: demonstrate your support for regional Australia, supporting education, development & tradition.

## OUR AUDIENCE

- Local families, youth groups & school communities
- Rural and regional businesses & service providers
- Primary producers, hobby farmers & ag professionals
- Tourists & history enthusiasts

Your sponsorship engages a broad & receptive audience in a vibrant, grassroots setting.

## SPONSORSHIP PACKAGES

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### PLATINUM SPONSOR \$5000 PLUS

- Exclusive naming rights for the Gulgong Show 2026
- Premium logo placement on all event materials, website and social media
- Recognition during the show's major events
- Banner placement at key locations – supplied by sponsor
- Full page colour ad in the show program, 3 page banners and 3 A3 posters
- Free trade site
- 6 complimentary entry passes & invites to Presidents Brunch
- Opportunity to officially open the show & present major awards
- Certificate of Appreciation and post-event recognition

### GOLD SPONSOR \$2000 PLUS

- Logo placement on selected event materials, website & social media
- Banner placement in high traffic areas – supplied by sponsor
- Full page colour ad in the show program, 3 page banners and 2 A3 posters
- Free trade site
- 4 complimentary entry passes and invites to the Presidents Brunch
- Recognition during key events
- Certificate of appreciation

### SILVER SPONSOR \$1000 PLUS

- Logo included in the Show program, website & social media
- Banner placement in community areas – supplied by sponsor
- Half page colour ad in show program, 2 page banners and 2 A3 poster
- Discounted trade site
- 2 complimentary entry passes
- Acknowledgement on show day
- Certificate of appreciation

### BRONZE SPONSOR \$500 PLUS

- Logo included in the Show Program, website & social media
- Banner placement in community areas – supplied by sponsor
- Quarter page colour ad in show program, 1 page banner and 1 A3 poster
- Acknowledgement on show day
- Certificate of appreciation

### BLUE RIBBON SPONSOR \$250 PLUS

- Banner placement in community areas – supplied by sponsor
- Acknowledgement on show day
- Name and logo in section you nominate in show program
- Acknowledgement on show day

### RED RIBBON SPONSOR \$100 PLUS

- Name and logo in section of show program that you are sponsoring
- Supply your own banner for placement in community area

### WHITE RIBBON SPONSOR < \$99

- Name in section of the show program that you are sponsoring



## EVENT AND PRIZE SPONSORSHIPS

- Naming rights for the show rings, livestock sections or pavilion sections
- Product donations for competition prizes
- Acknowledgement during presentations
- Opportunity to present awards or judge sections

## SPONSORSHIP BENEFITS

Brand exposure, community goodwill, opportunities to suit your business needs. Sponsorship can be by in-kind.

## SPONSORSHIP SECTIONS

- Livestock: Stud Sheep, Fat Lambs, Cattle
- Aviary Birds, Poultry & Pigeons
- Horses & Rodeo
- Produce: Fruit & Vegetables, Horticulture
- Arts: Painting, Drawing, Happy Colour, Pottery, Photography, Wood & Metal Work
- Creative: Needlework, Handicraft
- Baking: Cakes, Breads, Decorating, Jams & Preserves
- Men & Women Chocolate Cake classes
- Best Scone competition
- Youth: Rural Achiever, Young Farmers Challenge, Ambassadors
- Novelty: Pumpkin Bowling, Whip Cracking
- Accessibility: Persons with a Disability
- Sustainability: Waste to Art
- More: Beaut All Vehicles, Pet Show, Fashions of the Show, Championship Dog Show, Home Brew, Wool
- Live Entertainment: Fireworks, Music, Educational Show

### In-Kind Support Opportunities:

- Gate volunteers
- RSA qualified Bar staff
- Dining room & BBQ – serving & cleaning,
- Courtesy Bus Drivers (over 25 yrs with class c drivers licence)
- Set up/Pack Down crews
- Post Show Ground Cleanup

## GUIDE TO ADVERTISING

*Maximising Reach and Impact Through Strategic Ad Placement*

Advertising offers the opportunity to connect with audiences effectively and efficiently.

## FULL-PAGE ADVERTISEMENTS

\$80 B&W or \$90 Colour

A full-page ad is the most prominent and gives the strongest impact & visibility

- Size 12cm x 18cm

## HALF-PAGE ADVERTISEMENTS

\$55 B&W or \$65 Colour

Half-page ads offer a generous amount of space at a more accessible price point.

- Size 12cm x 9cm they can be oriented vertically (column) or horizontally (row)

## QUARTER-PAGE ADVERTISEMENTS

\$30 B&W or \$40 colour

Quarter-page ads are compact, which allows affordability for repetition or multiple placements.

- Size 6cm x 9cm

## BANNER ADVERTISEMENTS

\$15 each

Banners are across the top or bottom of a page in the show program

- Size 2cm x 12cm

## A3 POSTERS

3 for \$50 colour only

A3 posters offer an exceptional opportunity to capture attention in a bold and visually impactful way.

Laminated and displayed around the grounds.

- Size 29.7cm x 42cm

## HINT:

- Use bold, high-resolution images that will look great in either B&W or colour

## PARTNER WITH US

Your support is more than sponsorship - you're investing in a legacy. Help us to celebrate agriculture, heritage and community spirit whilst gaining meaningful exposure.

We're proud to tailor sponsorship packages that align with your brand goals and values.

Together let's make the 2026 Gulgong Show unforgettable!