

MAKE SMOKING  
**HISTORY**<sup>®</sup>  
**KELMSCOTT**  
 **SHOW**

## 2017 SPONSORSHIP OPPORTUNITIES

**Friday 20th October: 4pm to 10pm**

**Saturday 21st October: 9am to 6pm**

The Kelmscott Agricultural Society Inc (KAS) is a volunteer non-profit organization established in 1896 and based in Kelmscott, WA. The Make Smoking History Kelmscott Show is staged by the KAS for the community as a major annual event in Kelmscott and is one of the largest metropolitan agricultural shows outside of the Perth Royal Show.

Affiliated with the Royal Agricultural Society, the KAS consists of an Executive Committee, Council of Management Committee and over one hundred dedicated volunteers including a broad section of farmers, community and business people. The Kelmscott Agricultural Society, with the support of its members and volunteers endeavors to bridge the gap between city and country.

As well as being a showcase for the talents of the community, the Make Smoking History Kelmscott Show provides a venue where local recreational and interest groups can promote their activities.

The KAS actively promotes and encourages the involvement of the youth of the area by providing special competitive sections in which they can participate.

All proceeds from the Make Smoking History Kelmscott Show are invested back into the following year's show, thus providing the best facilities for our exhibitors, livestock, members and patrons. Each year projects are completed to upgrade the various sections of the grounds and to provide better attractions for the attending public.

The Make Smoking History Kelmscott Show attracts approximately 17,000 local, country and overseas visitors and exhibitors to the Rushton Park Showgrounds in Kelmscott for a celebration that has been an annual family treat for generations of Kelmscott and surrounding district residents. The City of Armadale is currently experiencing a population growth that will be reflected in increasing attendance numbers in the coming years.

The success of the Make Smoking History Kelmscott Show generates considerable positive media attention. Sponsorship represents a unique opportunity for exposure by the business sector to its local community.

Information about the Make Smoking History Kelmscott Show can be found at [www.kelmscottshow.com.au](http://www.kelmscottshow.com.au)

## Sponsorship Packages:

The Kelmscott Agricultural Society realizes that businesses have to attain a certain level of return of investment for all contributions. The Kelmscott Agricultural Society is willing to discuss tailoring any of the Sponsorship Packages below to suit business needs. The partnership opportunities that we can offer you in exposing your business to the local community are:

### Supporting Sponsor: \$250 to \$499

- Signage:** Company sign / banner supplied by company erected at the section sponsored
- Publicity:**
- Acknowledgement in a local newspaper the weekend prior to the Show
  - Your sponsored Section will be known as "Sponsored by Sponsor's name"
  - Periodical public address system advertising on show day
  - Logo placed on Sponsors Page and Section sponsored in Show Schedule.
  - Advertised on KAS website which includes logo, link to sponsors website and company details.
  - 10% discount on ground space rental fee only should you wish to have a stall. (Excludes cost of marquee, trestle table/s, chairs & lighting)
  - Priority placement of stall on grounds.
- Passes:** Gate entry and VIP area to fireworks for 2 people.
- Invitation for Sponsors 'Thank You' Canapes and Refreshments on the Friday night

### Major Sponsor: \$500 to \$999

- Signage:** Company sign / banner supplied by company erected at the section sponsored
- Publicity:**
- Acknowledgement in a local newspaper the weekend prior to the Show
  - Your sponsored Section will be known as "Sponsored by Sponsor's name"
  - Quarter page advert in Show Schedule and logo on Sponsors Page.
  - Periodical public address advertising on show day.
  - Logo placed on Sponsors Page and Section sponsored in Show Schedule.
  - Advertised on KAS website which includes logo, link to sponsors website and company details.
  - 15% discount on ground space rental fee only should you wish to have a stall. (Excludes cost of marquee, trestle table/s, chairs & lighting)
  - Priority placement of stall on grounds.
- Passes:** Gate entry and VIP area to fireworks for 4 People.
- Invitation for Sponsors 'Thank You' Canapes and Refreshments on the Friday night

## Community Partner: \$1000 to \$4999

- Signage:** Company sign / banner supplied by company erected at the section sponsored as well as in high profile areas around the grounds
- Publicity:**
- Acknowledgement in a local newspaper the weekend prior to the Show
  - Your sponsored event will be known as "The Sponsor's name + name of event" and / or Sponsored Section will be known as "Sponsored by Sponsor's name"
  - Half page advert in Show Schedule and contact details and logo on Sponsors Page
  - Periodical public address advertising on show day.
  - Logo placed on Sponsors Page and Section sponsored in Show Schedule.
  - Logo placed on some Make Smoking History Kelmscott Show promotional adverts, posters & flyers.
  - Advertised on KAS website which includes logo, link to sponsors website and company details.
  - 20% discount on ground space rental fee only should you wish to have a stall. (Excludes cost of marquee, trestle table/s, chairs & lighting)
  - Priority placement of stall on grounds.
- Passes:** Gate entry and VIP area to fireworks for 6 People.
- Invitation for Sponsors 'Thank You' Canapes and Refreshments on the Friday night

## Primary Sponsor: \$5000 and Over

- Signage:** Company sign / banner supplied by company erected at the section sponsored as well as high profile areas around the Showgrounds
- Publicity:**
- Acknowledgement in a local newspaper the weekend prior to the Show and logo placed in all newspaper advertising.
  - Your sponsored event will be known as "The Sponsor's name + name of event"
  - Full page advert in Show Schedule and logo on Sponsors Page
  - Periodical public address advertising on show day
  - Logo placed on Sponsors Page and Section sponsored in Show Schedule.
  - Logo placed on majority of Make Smoking History Kelmscott Show promotional adverts, posters & flyers.
  - Advertised on KAS website which includes logo, link to sponsors website and company details. Your logo will also be displayed on every page.
  - 25% discount on ground space rental fee only should you wish to have a stall. (Excludes cost of marquee, trestle table/s, chairs & lighting)
  - Priority placement of stall on grounds.
- Passes:** Gate entry and VIP entry to fireworks for 8 People.
- Invitation for Sponsors 'Thank You' Canapes and Refreshments on the Friday night
- Annual Dinner:** Invitation for two to our Annual Councilors Dinner in October.

## How to Proceed:

If you would like to become a Sponsor or would like to find out more information about the 2017 Make Smoking History Kelmscott Show, please contact the Sponsorship Coordinator via one of the following methods

**Email:** sponsorship@kelmscottshow.com.au

**Mobile:** 0438 927 311 (Peta)

**Mail:** Kelmscott Agricultural Society Inc  
Sponsorship Coordinator  
P.O. Box 40  
Kelmscott WA 6991

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