

 **SmokeFree WA**  
**KELMSCOTT**  
 **SHOW**

## **2015 SPONSORSHIP OPPORTUNITIES**

**Friday 16th October: 4pm to 10pm**  
**Saturday 17th October: 9am to 6pm**

The Kelmscott Agricultural Society Inc (KAS) is a volunteer non-profit organisation established in 1896 and based in Kelmscott, WA. The SmokeFree WA 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 endeavours to bridge the gap between city and country.

As well as being a showcase for the talents of the community, the SmokeFree WA 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 SmokeFree WA 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 SmokeFree WA 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 SmokeFree WA 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 SmokeFree WA Kelmscott Show can be found at [www.kelmscottshow.com.au](http://www.kelmscottshow.com.au)

## Sponsorship Packages:

The Kelmscott Agricultural Society realises 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 and company details.

**Passes:** Gate entry and VIP area to fireworks for 2 adults.

### 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 and company details.

**Passes:** Gate entry and VIP area to fireworks for 4 adults.

### 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 SmokeFree WA Kelmscott Show promotional adverts, posters & flyers.
- Advertised on KAS website which includes logo, link and company details.

**Passes:** Gate entry and VIP area to fireworks for 6 adults.

## 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 SmokeFree WA Kelmscott Show promotional adverts, posters & flyers.
- Advertised on KAS website which includes logo, link and company details. Your logo will also be displayed on every page.

**Passes:**

- Gate entry and VIP entry to fireworks for 8 adults
- Invitation for 2 adults to the President's Lunch on Saturday of the Show.

**Annual Dinner:** Invitation for two to our Annual Councillors Dinner in October.

## Sponsorship Areas:

The following areas are available for Sponsorship at the suggested values.

### Animal & Livestock Sections:

Horses in Action	\$ 500	Poultry	\$ 500
Animals in the Children's World	\$ 500	Pigeons	\$ 250
Cattle	\$ 500	Donkeys	\$ 250
Dairy Goats	\$ 500		

### Exhibition Hall Exhibits

Flower Pavilion	\$ 500	Vegetables, Fruits & Nuts	\$ 250
Home Produce, Brew & Wine	\$ 250	Cooking	\$ 500
Knitting & Crochet	\$ 250	Needlework	\$ 250
Crafts, China Painting, Pottery & Ceramics	\$ 250	Manual Arts	\$ 250
Photography	\$ 500	Painting & Drawing	\$ 500

### General Areas

Friday Fireworks	POA	Friday and Saturday State Log Chop (Individual Events)	See Page 4
Information Desk	\$ 250	Saturday River Market	\$ 500
Primary School's Poster Competition	\$ 300	Entertainment Main Stage	POA
Nursing Mothers Rest Area	\$ 500	Entertainment Stage 2	\$ 1000
Seniors Rest Area	\$ 500	Primary School Pavilion	\$ 1500
		Media Sponsor	POA

POA = Price on application

## Sponsorship of WA State Log Chop (2 Day Event on Main Arena)

### Individual Event Sponsorship of WA State Log Chop

Friday Night Demonstration	\$ 500	300mm Underhand Event	\$ 500
250mm Standing Block Event	\$ 500	350mm Underhand Championship	\$ 500
2 Board Tree Event	\$ 500	250mm Boys Underhand Event	\$ 100
250mm Novice Underhand Event	\$ 400	300mm B Division Hard Hitting Underhand	\$ 500
Butchers Block	\$ 400	Double Handed Crosscut Sawing	\$ 350

### How to Proceed:

If you would like to become a Sponsor or would like to find out more information about the 117th SmokeFree WA Kelmscott Show, please contact the Sponsorship Coordinator via one of the following methods

**Email:** sponsorship@kelmscottshow.com.au  
**Phone:** 08 9495 4001 (If unattended, please leave a message)  
**Mobile:** 0409 990 583 (Ross) or 0419 910 724 (Val)

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