



2021 SPONSORSHIP OPPORTUNITIES

Friday 15th October: 4pm to 9pm
Saturday 16th 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 Kelmscott Agricultural 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 of Western Australia, 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 Kelmscott Agricultural Show provides a venue where local recreational and interest groups can promote their activities.

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 Kelmscott Agricultural 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 Kelmscott Agricultural Show attracts approximately 14,000 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 Kelmscott Agricultural Show generates considerable positive media attention. Sponsorship represents a unique opportunity for exposure by the business sector to its local community.

Information about the Kelmscott Agricultural Show can be found at 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:

Bronze Sponsor: \$250 to \$499

- Signage:** Company sign / banner supplied by company erected at the section sponsored
- Publicity:**
- Acknowledgement in print and social media 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

Silver Sponsor: \$500 to \$999

- Signage:** Company sign / banner supplied by company erected at the section sponsored
- Publicity:**
- Acknowledgement in print and social media prior to the Show.
 - Your sponsored Section will be known as "Sponsored by Sponsor's name".
 - Quarter 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.
 - 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)
- Passes:** Gate entry and VIP area to fireworks for 4 People.
- Invitation for Sponsors 'Thank You' Canapes and Refreshments on the Friday night.

Gold Sponsor: \$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 print and social media 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 Kelmscott Agricultural Show promotional adverts, posters & flyers.
 - Advertised on KAS website which includes logo, link to sponsor's 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, 2 VIP Car Passes.
- 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 print and social media 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 Kelmscott Agricultural Show promotional adverts, posters & flyers.
 - Advertised on KAS website which includes logo, link to sponsor's 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, 2 VIP Car Passes.
- Invitation for Sponsors 'Thank You' Canapes and Refreshments on the Friday night.

How to Proceed:

If you would like to become a Sponsor or would like to find out more information about the 2021 Kelmscott Agricultural Show, please contact the Sponsorship Coordinator via one of the following methods

Email: sponsorship@kelmscottshow.com.au

Mobile: 0448 391 088 (Natalie Davis, Sponsorship Coordinator)
0438 505 579 (Daryl Dawes, President & Show Manager)

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

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