

# 53<sup>RD</sup> **HÔME Hardware** KUNUNURRA AGRICULTURAL EST1971 SHOW 2025



## Sponsorship Packages

- Associate your brand with this vibrant community event
- Promote your organisation's community involvement
- Media exposure to raise and maintain your corporate profile
- Showcase your products and services to target markets
- Leverage your products and services to a captive audience in the unique show atmosphere

The Show is about community engagement & inclusion. We encourage participation in all events & activities. We have something for everyone.

Friday 11 July

Saturday 12 July

Kununurra Agricultural Society is a not-for-profit organisation. We rely on sponsorship and grant funding. Our mission is to promote the best interests and development of agricultural, horticultural and pastoral industries, including competitive exhibitions of livestock, pets, cooking creations, arts and crafts, big agricultural machinery, gardens and farm produce.

The show unites the community and promotes wellbeing and development, diversity and inclusion. We provide a relaxed and vibrant atmosphere where people can volunteer, participate in competitions, engage, socialise and reconnect with service providers and primary producers and other families and community members.



Current sponsorship packages and examples of print advertising are summarised in the following pages. All sponsorship can be tailored to suit your needs, providing maximum possible returns on investment.

## Types of Sponsorships

We offer sponsorship opportunities that allow you to support the Kununurra Ag Show in a way that aligns with your goals. Choose from one or more of the following:

- **Monetary Sponsorship:** A financial contribution to support the Ag Show.
- **In-Kind Services:** Provide services or resources to the Kununurra Ag Society or Ag Show.
- **Vouchers & Gifts:** Donate products or vouchers for prizes to engage show attendees and promote your brand.
- **Novelty Events:** Run a novelty event or competition at the show and provide prizes. Promote your brand with exclusive naming rights for your hosted novelty event or competition.

## Level of Sponsorships

Sponsorship levels are based on the overall value of your contribution.

Please see the table below for a breakdown of the benefits associated with each sponsorship level.

<i>All sponsorship is + GST</i>	Exceptional >\$10,000	Gold \$6,000 – \$9,999	Silver \$2,000 – \$5,999	Bronze \$500 – \$1,999	Competitions & Trophies Up to \$499
<b>NAMING OPPORTUNITIES</b>					
Show Naming Right	Exclusive Show Naming Rights (only available to 1 sponsor)	—	—	—	—
Section/Area Naming Rights	Examples of naming rights for Exceptional & Gold sponsors: <ul style="list-style-type: none"> <li>• Fireworks: Fri or Sat</li> <li>• Pavilion: Main area</li> <li>• Pavilion: Plants</li> <li>• Pavilion: Produce</li> <li>• Stage: Main</li> <li>• Stage: Family</li> <li>• Cattle Section</li> <li>• Equestrian Section</li> <li>• Licensed Bar Area: Fri or Sat</li> <li>• Oval</li> <li>• Quiet Tent</li> <li>• Show’n’Shine display</li> </ul>	—	—	—	—

	Exceptional >\$10,000	Gold \$6,000 – \$9,999	Silver \$2,000 – \$5,999	Bronze \$500 – \$1,999	Competitions & Trophies Up to \$499
<b>ADVERTISING</b>					
<b>Printed Show Schedule</b> 1,500-1,800 printed and distributed across the region	1 x Full page Your logo (B&W) & company info	1 x Half page Your logo (B&W)	1 x Quarter page Your logo (B&W)	1 x Small logo Your logo (B&W)	Name as text
<b>Online Show Schedule</b> Downloadable from <a href="http://www.knxshowtime.org">www.knxshowtime.org</a>	1 x Full page Your logo (Colour) & company info	1 x Half page Your logo (Colour)	1 x Quarter page Your logo (Colour)	1 x Small logo Your logo (Colour)	Name as text
<b>Television</b> Logo on last frame of TV commercial	✓	✓	–	–	–
<b>Kimberley Echo Ads</b> Logo	In Sponsors box on all ads	In Sponsors box on all ads	In Thank you Ad	In Thank you Ad	Name as text in thank you ad
<b>A1 Sandwich Boards</b> Placed around town (3 weeks prior to show)	✓	✓	–	–	–
<b>Website</b> Logo on sponsors page with click link to your company website	✓	✓	✓	✓	✓
<b>Facebook</b> Individual company posts	4 x individual posts	3 x individual posts	2 x individual post	1 x individual post	–
<b>Facebook</b> Group sponsor post	✓	✓	✓	✓	✓
<b>Email &amp; Letterhead</b> Company logo in footer on all KAS correspondence	✓	✓	–	–	–

<i>All sponsorship is + GST</i>	<b>Exceptional</b> >\$10,000	<b>Gold</b> \$6,000 – \$9,999	<b>Silver</b> \$2,000 – \$5,999	<b>Bronze</b> \$500 – \$1,999	<b>Competitions &amp; Trophies</b> Up to \$499
<b>SHOW TIME EXPOSURE</b>					
<b>Exhibitor Site</b> Complimentary	Up to 15m	Up to 10m	Up to 8m	Up to 5m	–
<b>Permanent Signage</b> On display at the showground for duration of sponsorship. <i>(Sign provided by Sponsor)</i>	Size Negotiable	Size Negotiable	Size Negotiable	230cm x 30cm	–
<b>Show Signage</b> Banners / sign displayed during show	4	3	2	1	–
<b>Show Signage</b> Logo displayed on a Sponsor Poster at the gate entries & bar	✓	✓	✓	✓	✓
<b>Sponsorship Announcement</b> Over PA during show	Read out repeatedly throughout the 2 days 30 sec spiel	Read out repeatedly throughout the 2 days 30 sec spiel	5 x daily Name read out during show	2 x daily Name read out during show	✓

<b>SHOW TIME PRIVILEGES</b>					
<b>Show passes: 2 day</b>	10	8	6	4	–
<b>Carparking</b> Access to Member's Carpark	✓	✓	✓	✓	–
<b>Certificate of Appreciation</b>	✓	✓	✓	✓	✓

**Naming rights:** To check current availability of naming rights please email [admin@kas.org.au](mailto:admin@kas.org.au). We have a first in, first served policy, and the KAS committee will consider all reasonable requests for naming rights appropriate to your sponsorship level. Returning sponsors will have the first right of refusal for the naming rights on an annual basis.

For any further information, please contact us

**[admin@kas.org.au](mailto:admin@kas.org.au) or 9168 2885**