



Presented by

Greenbank Agricultural & Lifestyle Association Inc



SPONSORSHIP & ADVERTISING PROPOSAL



Food Fun Rides Competitions Animals Fireworks Displays





PLATINUM SPONSORSHIP PACKAGE – IT'S DAY TIME

On Saturday, the show is in full swing. People crowd around the Main Oval to see a constantly changing panorama of ring events. Highlights of the day include the amazing Dancing Horses who strut their stuff to music completely free of humans. Then there is the Interstate Tug of War – a State of Origin type battle between Qld and NSW, followed by opportunities for local teams to pit their skills against the professionals. See sheep shearing, sheep dog trials and a myriad of other fascinating ring events. The stage provides live music and other entertainment throughout the day. This Sponsorship Package will give you valuable exposure to all the fun of the Greenbank Show.



Sponsorship Benefits

Naming Rights: You will receive recognition for naming rights of:

- ◆ The Saturday Ring Programs e.g. Company Name Day Time Program or variation as agreed parties
- ◆ The "Interstate Tug of War competition" – Qld vs NSW; Team challenge

Naming Rights Recognition: You will receive naming rights recognition as follows:

- In all relevant Marketing Materials

Logo Recognition: You will receive Logo Recognition:

- In all relevant Marketing Materials
- On the Greenbank Show Website
- On the Greenbank Show Banner located at the Main Gate during the Show
- On the Sponsors Honour board

Advertising: You will receive the following advertising opportunities:

- One ¼ page advertisement with a link to your website on the Greenbank Show Website for a period of 12 months
- Multiple PA Announcements during the Day Time Program (minimum 10)
- Multiple PA Announcements during Horse Program
- Exhibitor site 3m x 3m will be provided for an exhibitor display
Advertising production costs and costs associated with an exhibitor display will be at Sponsors cost

Signage:

- Opportunity to place signage in the Showgrounds during the Show. Details to be confirmed.
Signage production, supply, installation and dismantle at Sponsors cost

Ticketing

- Eight Free Entry Passes to the Greenbank Show

Sponsorship Investment: \$1600.00 GST inc (2011 introductory offer)



PLATINUM SPONSORSHIP PACKAGE – IT'S NIGHT TIME

On Saturday, as the sun goes down, the crowds gather around the Main Oval, waiting in anticipation for the action-packed Night Time Program to burst into life. After lively entertainment for all the family, the finale begins as the skies illuminate with a burst of colour and light drawing lots of oohing and aahing from the audience. With a captive audience this Sponsorship Package will give you valuable exposure at one of the most popular attractions of the Greenbank Show.



Sponsorship Benefits

Naming Rights: You will receive recognition for naming rights of:

- ◆ The Saturday Night Time Program e.g. 'Company Name' Night Time Program or variation as agreed by all parties
- ◆ The Fireworks Display e.g. 'Company Name' Lights up the Greenbank or variation as agreed

Naming Rights Recognition: You will receive naming rights recognition as follows:

- In all relevant Marketing Materials

Logo Recognition: You will receive logo Recognition:

- In all relevant Marketing Materials
- On the Greenbank Show Website
- On the Greenbank Show Banner located at the Main Gate during the Show
- On the Sponsor Honour Board

Advertising: You will receive the following advertising opportunities:

- One ¼ page advertisement with a link to your website on the Greenbank Show Website for a period of 12 months
- A minimum of four PA Announcements during the Night Time Program
- PA Recognition during one Sponsored event
- Exhibitor site 3m x 3m will be provided for and exhibitor display

Advertising production costs and costs associated with an exhibitor display will be at Sponsor's cost

Signage:

- Opportunity to place signage in the Showgrounds during the Show. Details to be negotiated.
Signage production, supply, installation and dismantle at Sponsor's cost

Ticketing

- Eight Free Entry Passes to the Greenbank Show

Sponsorship Investment: \$1600.00 GST inclusive (2011 introductory offer)



SILVER SPONSORSHIP PACKAGE – RSPCA – EMU VAN

What better way to promote your business than to link it to a respected organisation like the RSPCA. The **Emu Van** provides a thrilling interactive experience which will capture the imagination of both adults and children. As a result of your sponsorship this valuable learning experience will be offered free of charge to show patrons. With the dual benefit of entertaining and educating people about the care and welfare of animals this Sponsorship Package will give you valuable exposure at one of the most popular attractions of the Greenbank Show.



Sponsorship Benefits

Naming Rights: You will receive recognition for naming rights of the **Emu Van** and all associated activities provided by the RSPCA.

Naming Rights Recognition: You will receive naming rights recognition as follows:

- In all relevant Marketing Materials

Logo Recognition: You will receive Logo Recognition:

- In all relevant Marketing Materials
- On the Greenbank Show Website
- On the Greenbank Show Banner located at the Main Gate during the Show
- On the Sponsor's Honour Board

Advertising: You will receive the following advertising opportunities:

- One ¼ page advertisement with a link to your website on the Greenbank Show Website for a period of 12 months
- A minimum of four PA Announcements during the Night Time Program
- PA Recognition during one Sponsored event
- Exhibitor site 3m x 3m will be provided for an exhibitor display

Advertising production costs and costs associated with an exhibitor display will be at Sponsor's cost

Signage:

- Opportunity to place signage on the side of the **Emu Van** (very large semi-trailer) and in the Showgrounds during the Show. Details to be negotiated.

Signage production, supply, installation and dismantle at Sponsor's cost

Ticketing

- Eight Free Entry Passes to the Greenbank Show

Sponsorship Investment: \$1000.00 GST inclusive (2011 introductory offer)



SILVER SPONSORSHIP PACKAGE – BARNYARD BABIES

Barnyard Babies always draw the attention of both young and old. Who can resist the opportunity to pat and play with baby animals and what better way to promote your business than to promote kindness and responsible care of animals? Sure to attract the attention of maximum visitors this Sponsorship Package will give you valuable exposure at one of the most popular attractions of the Greenbank Show.

Sponsorship Benefits

Naming Rights: You will receive recognition for naming rights of the **Barnyard Babies** display and activities:



Naming Rights Recognition: You will receive naming rights recognition as follows:

- In all relevant Marketing Materials

Logo Recognition: You will receive Logo Recognition:

- In all relevant Marketing Materials
- On the Greenbank Show Website
- On the Greenbank Show Banner located at the Main Gate during the Show
- On the Sponsor's Honour Board

Advertising: You will receive the following advertising opportunities:

- One ¼ page advertisement with a link to your website on the Greenbank Show Website for a period of 12 months
- A minimum of four PA Announcements during the Day Time Program
- PA Recognition during one Sponsored event
- Exhibitor site 3m x 3m will be provided for an exhibitor display

Advertising production costs and costs associated with an exhibitor display will be at Sponsor's cost

Signage:

- Opportunity to place signage on and around the **Barnyard Babies** display and in the Showgrounds during the Show. Details to be negotiated.
Signage production, supply, installation and dismantle at Sponsor's cost

Ticketing

- Eight Free Entry Passes to the Greenbank Show

Sponsorship Investment: \$1000.00 GST inclusive (2011 introductory offer)



SILVER SPONSORSHIP PACKAGE – RADICAL REPTILES

Sure to capture the imagination of young and old the Radical Reptiles show lets you get up close and personal with all sorts of amazing reptiles. This is an interactive experience which will both challenge and thrill. As a result of your sponsorship this valuable learning experience will be offered free of charge to show patrons. With the dual benefit



of entertaining and educating people about the diversity and welfare of reptiles this Sponsorship Package will give you valuable exposure at a very popular attraction of the Greenbank Show.

Sponsorship Benefits

Naming Rights: You will receive recognition for naming rights of the **Radical Reptiles show** and all associated activities provided by the Radical reptiles owners.

Naming Rights Recognition: You will receive naming rights recognition as follows:

- In all relevant Marketing Materials

Logo Recognition: You will receive Logo Recognition:

- In all relevant Marketing Materials
- On the Greenbank Show Website
- On the Greenbank Show Banner located at the Main Gate during the Show
- On the Sponsor's Honour Board

Advertising: You will receive the following advertising opportunities:

- One ¼ page advertisement with a link to your website on the Greenbank Show Website for a period of 12 months
- A minimum of four PA Announcements during the Day Time Program
- PA Recognition during one Sponsored event
- Exhibitor site 3m x 3m will be provided for an exhibitor display
Advertising production costs and costs associated with an exhibitor display will be at Sponsor's cost

Signage:

- Opportunity to place signage on the **Radical Reptiles** site and in the Showgrounds during the Show. Details to be negotiated.
Signage production, supply, installation and dismantle at Sponsor's cost

Ticketing

- Eight Free Entry Passes to the Greenbank Show

Sponsorship Investment: \$1000.00 GST inclusive (2011 introductory offer)



BRONZE SPONSORSHIP PACKAGE – MOUSE CIRCUS

This display and show defies imagination – mice doing circus tricks!!!!. The **Mouse Circus** provides charming and entertaining experience which will capture the imagination of both adults and children. As a result of your sponsorship this fun show will be offered free of charge to show patrons. With the dual benefit of entertaining and educating people about the care and welfare of animals this Sponsorship Package will give you valuable exposure at one of the most popular attractions of the Greenbank Show.



Sponsorship Benefits

Naming Rights: You will receive recognition for naming rights of the **Mouse Circus** and all associated activities provided by the Mouse Circus.

Naming Rights Recognition: You will receive naming rights recognition as follows:

- In all relevant Marketing Materials

Logo Recognition: You will receive Logo Recognition:

- In all relevant Marketing Materials
- On the Greenbank Show Website
- On the Greenbank Show Banner located at the Main Gate during the Show
- On the Sponsor's Honour Board

Advertising: You will receive the following advertising opportunities:

- One ¼ page advertisement with a link to your website on the Greenbank Show Website for a period of 12 months
- A minimum of four PA Announcements during the Night Time Program
- Exhibitor site 3m x 3m will be provided for an exhibitor display
Advertising production costs and costs associated with an exhibitor display will be at Sponsor's cost

Signage:

- Opportunity to place signage on the **Mouse Circus** show and in the Showgrounds during the Show. Details to be negotiated.
Signage production, supply, installation and dismantle at Sponsor's cost

Ticketing

- Six Free Entry Passes to the Greenbank Show

Sponsorship Investment: \$500.00 GST inclusive (2011 introductory offer)



BRONZE SPONSORSHIP PACKAGE – PONY RIDES

No Show is complete without pony rides for the kids. Strategically placed near the coffee rest area and side show alley the **Pony Rides** are a *must do* for the kids and provide Mum & Dad with an opportunity to sit down for a coffee.. As a result of your sponsorship this essential and fun experience will be offered free of charge to show patrons. With the dual benefit of entertaining and educating people about the care and welfare of animals this Sponsorship Package will give you valuable exposure at one of the most popular attractions of the Greenbank Show.

Sponsorship Benefits

Naming Rights: You will receive recognition for naming rights of the **Pony Rides** and all associated activities provided by the Pony Rides.

Naming Rights Recognition: You will receive naming rights recognition as follows:

- In all relevant Marketing Materials

Logo Recognition: You will receive Logo Recognition:

- In all relevant Marketing Materials
- On the Greenbank Show Website
- On the Greenbank Show Banner located at the Main Gate during the Show
- On the Sponsor's Honour Board

Advertising: You will receive the following advertising opportunities:

- One ¼ page advertisement with a link to your website on the Greenbank Show Website for a period of 12 months
- A minimum of four PA Announcements during the Night Time Program
- Exhibitor site 3m x 3m will be provided for an exhibitor display
Advertising production costs and costs associated with an exhibitor display will be at Sponsor's cost

Signage:

- Opportunity to place signage on the site of the **Pony Rides** and in the Showgrounds during the Show. Details to be negotiated.
Signage production, supply, installation and dismantle at Sponsor's cost

Ticketing

- Six Free Entry Passes to the Greenbank Show

Sponsorship Investment: \$500.00 GST inclusive (2011 introductory offer)





ADVERTISING OPTIONS

What better way to advertise your business to your local community than at the local Show. **Greenbank Show** is a fun and entertaining event for all ages. Fireworks, sideshows, rides, displays, cars, horses, cattle and live stage shows combine to ensure constant fun and action. Then add in the RSPCA Emu Van with its interactive and educational activities, the Interstate Tug o' War between Qld and NSW and lots of food and you have a formula for a brilliantly fun day.

Greenbank Show – a local event, supporting local business and provided for the entertainment of local people.

This is your chance to get involved in this once a year opportunity.



Advertising Options

Corflute advertising: from \$20 to \$50 depending on number and location

Allows you to place your corflute advertisements at various locations around the showgrounds including at the entry gates.

Animal Nursery pens Corflute (or similar) advertising: \$50 each

Allows you to place your corflute advertisements on up to 8 panels around this very popular activity..

Small static displays: up to \$15 depending upon location and size

Allows you to set up your static display or A frame or similar at a convenient location:

- Along pedestrian walkways
- In community seating areas
- In food areas
- In or near the pavilion
- Other – give us your ideas
- NOTE: displays are limited in size. Larger displays should book a trade site.



Website advertising: size, placement location and price by negotiation

Strategic placement of your advertising on the Greenbank Show website:

- Website front page
- On a specific event page eg Horses
- Other – by negotiation

Advertising production costs and costs associated with a website display will be at Advertiser's cost

Other – you tell us!! - and we will try to work with you