

Sponsorship Proposal



**117TH ANNUAL
LUDDENHAM SHOW**

**SATURDAY 4TH &
SUNDAY 5TH MARCH 2023**

**LUDDENHAM SHOWGROUND
CNR PARK & CAMPBELL ST**

luddenhamshow.com.au



**The Country Show
is Back in 2023**

Luddenham Show is Back Let The Tradition Continue

A note from our President Rob Heffernan

What a couple of years it has been, the World will never be the same since COVID 19, it was a shame it affected our last Show in 2020 (Luddenham Show was one of the last before lockdown) and we had to cancel the 2021 & 2022 Shows.

We are Proud to announce that the Country Show is back so the Tradition will continue. The Luddenham AH&I Society Inc. will be hosting the 117th annual show to benefit the community of Luddenham and surrounding Townships. All proceeds raised from this event will go towards maintenance, restoration and revitalization of the Luddenham Showground. More than ever the 2023 Show will be very important to the Luddenham area after the pandemic, also with the new Western Sydney Airport opening in three years and is less than 2 kilometres from our Showground.

We are now planning next year's Show to be held on Saturday 4th and Sunday 5th March 2023 on our Luddenham Showground Cnr Park Rd and Campbell St. This year's show will be the biggest and best ever and we need support from businesses to become sponsors of our show. We are not asking for anything for nothing, but we are seeking some of your advertising budget. I have set out some options as a guideline, and we can tailor something that meets your needs.

The packages allow us to extend to you a great sponsorship opportunity for you to reach a large group of local consumers while supporting a worthy community event that will get you a great return for your investment. This year we will be naming more events in sponsors' names.

If you have any questions or you would like to discuss the packages or would like us to design a package that suits your budget; you can call Lenka our Sponsorship Coordinator on 0418 622 752 or via email nikesitch@bigpond.com

We would like to have all our Sponsorship in place before we start printing in January, the earlier you sign up - the sooner we will start promoting your business.

With Luddenham about to go thru lots of changes your support would be greatly appreciated. Luddenham Show Society was formed in 1891 and is one of the few Show Societies that own their Showgrounds and our Show is our fundraiser event.

If you are an existing Supporter, Thank You Very much and we look forward to continuing our relationship.

**Looking forward to having you involved with the 117th Luddenham Show,
The Country Show and becoming part of this Great Tradition**

Luddenham Show Sponsorship 2023

Class of Sponsor	Supreme \$5,000	Champion \$2,000	Partner G&S \$1,500	Blue \$1,000	Red \$ 500	White \$ 200
Entitlements						
Weekend Family Show Passes	12	5	3	2	2	1
Logo on Web Page & Link Thru	✓	✓				
Name on Web Page			✓	✓	✓	✓
PA Announcements 15 Sec Ad	20	8	6	4	2	
PA Announcements Name	6	6				2
Stage Announcements 15 sec Ad	10					
Invitation to Thank You BBQ	✓	✓	✓	✓	✓	✓
Show Food & Drink Vouchers	10	4	3	2		
Schedule Full Page Add	✓					
Schedule Half Page Add		✓				
Schedule Quarter Page Add			✓	✓		
Schedule Eighth Page Add					✓	
Name in Schedule as Sponsor	✓	✓	✓	✓	✓	✓
Name in Schedule as Supporter						
Naming Rights to Major Event	✓	✓				
Naming Rights to Other Events			✓	✓		
Naming Rights for Classes					✓	✓
Site at the Show 6mt x 3mts	✓					
Display Signage at Show	4	1	1			
Display Signage all Year	✓					
Western Weekender Full Page	✓					
Western Weekender Half Page		✓				
Western Weekender Quat.Page			✓	✓		
60 Sec Live Read on Vintage FM	5					

Show Food & Drink Vouchers -These are vouchers for a limited amount of food & drinks at Show

Schedule Half Page Add - 5000 Schedules are distributed throughout Western Sydney

Naming Rights to Major Events -You would have the naming rights to one of the below

Fireworks - Stage - Saturday Night Band - Bull Ride – Woodchopping – Demo Derby - Showgirl - etc

Naming Rights to Other Events -You would have the naming rights to one of the below

Sheep Dog Trials - Poets Breakfast - Animal Nursery – Chainsaw – Sheep Shearing - etc

Display Signage at Show - Banners provided by you will be displayed

Display Signage all Year - You get to have at Showground for 12 months

Western Weekender - We will be running an 8 page Show lift out & Program in the Western Weekender the ads are included in the Package

60 Sec Live Read on Vintage FM - Live Radio Ads on Vintage FM

PA Announcements, Schedule Ads & Signage is to be provided in advance

Partner Sponsor is where a Business supplies Goods or Services Valued at \$1,500, or more

Partner Sponsors will need to be approved by the Committee

These packages are only a guideline and we can tailor package for you

OTHER ADVERTISING OPPORTUNITIES

SHOW SCHEDULE

The Luddenham Show Society has always produced a complete Show Schedule listing all the events, classes, entertainment, timetable etc

There is an amount of advertising that is sold to cover the cost of printing. 5,000 copies will be distributed throughout Western Sydney and Posted Online.

EIGHTH PAGE	\$150	QUARTER PAGE	\$250
HALF PAGE	\$450	FULL PAGE	\$800

DON'T MISS OUT BOOK IN NOW



The Luddenham Show Society once again is running an 8 page supplement in Penrith's Number One Newspaper; The Western Weekender and there is an amount of advertising that we are selling to cover some of the cost. The Lift Out will have a detailed program

EIGHTH PAGE	(\$266)	\$135	QUARTER PAGE	(\$484)	\$242
HALF PAGE	(\$880)	\$440	FULL PAGE	(\$1600)	\$800



The Local Radio Station Vintage FM has offered 1 minute live read commercials for \$100 as part of a sponsorship arrangement.

ALL PRICES ARE PLUS GST

**IF YOU WOULD LIKE FURTHER INFORMATION
OR IF YOU HAVE ANY QUESTIONS PLEASE CALL
LENKA OUR SPONSORSHIP COORDINATOR ON 0418 622 752**