

Sponsorship Proposal



119th Annual

LUDDENHAM SHOW

Saturday 1st March
Sunday 2nd March 2025

LUDDENHAM SHOWGROUND
CNR PARK ROAD & CAMPBELL ST

luddenhamshow.com.au



**The Country Show
Bigger & Better in 2025**

Luddenham Show Please Support As The Country Show Tradition Continues

A note from our President Rob Heffernan

We are now planning next year's Show to be held on Saturday 1st and Sunday 2nd of March 2025 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 individual needs.

Building on our huge success of the 2024 Show we are Proud to announce that the Country Show is on again so the Tradition will continue. The Luddenham AH&I Society Inc. will be hosting the 119th 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 2025 Show will be very important to the Luddenham area with the changing and rezoning in the area, also with the new Western Sydney International Airport taking shape and our Showground situated less than 2 kilometres away.

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 December, the earlier you sign up - the sooner we will start promoting your business.

With Luddenham area going thru so many 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 yearly 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 and supporting the 119th Luddenham Show
The Country Show and becoming part of this Great Tradition**

Luddenham Show Sponsorship 2025

| 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 | |
| Bull Ride/Sat Big Screen 30 Sec ad | 6 | 3 | | | | |
| 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 | ✓ | | | | | |
| Site at the Show 3mt x 3mts | ✓ | | | | | |
| Display Signage at Show | 3 | 2 | 1 | | | |
| Display Signage all Year | ✓ | | | | | |
| Social Media Acknowledgements | 2 | 1 | | | | |
| 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 can be displayed

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

Social Media Acknowledgements – We will advertise your Business on our social media.

Big Screen Advertising Bull Ride/Saturday - 30 second video or still add to be provided

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

LUDDENHAM 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 a feature in Penrith's Local 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

QUARTER PAGE (~~\$500~~) \$250 HALF PAGE (~~\$900~~) \$450



BIG SCREEN ADVERTISING - BULL RIDE - SATURDAY
30 SECOND VIDEO OR STILL AD \$100 EACH RUN

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**