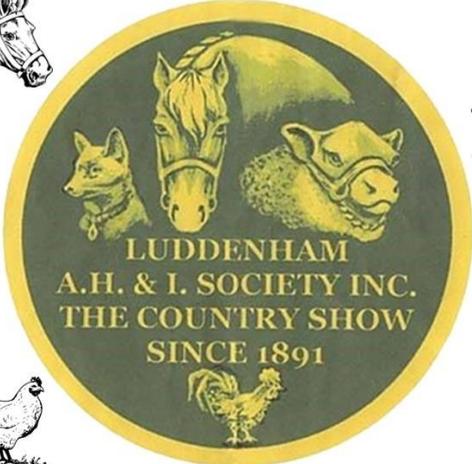


Sponsorship Proposal



120th Annual

LUDDENHAM SHOW

Saturday 28th February
Sunday 1st March

LUDDENHAM SHOWGROUND
CNR PARK ROAD & CAMPBELL ST

luddenhamshow.com.au



The Country Show
Bigger & Better in 2026

A Message from Our President, Rob Heffernan

Saturday 28 February – Sunday 1 March 2026

Luddenham Showground, Cnr Park Rd & Campbell St

As the 120th Luddenham Country Show approaches, we're building on the success of 2025 to deliver our biggest and best event yet. With the Western Sydney International Airport taking shape less than 2 kilometres away, and Luddenham's rezoning reshaping our community, there's never been a more important time to come together and celebrate our local traditions. Last year families gathered under golden trees for an unforgettable start to the 2025 Country Show. With more than 5,000 visitors and 20,000 social media impressions, your sponsorship reaches deep into the heart of our community.

The Luddenham AH&I Society Inc. has proudly served our district since 1891. Back then, contemporary reports hailed our inaugural show as "the best first show ever held in the colony!" Over the decades, only wars, droughts, pandemics, and equine flu have paused our celebrations—and now it's time to write the next chapter.

We invite local businesses to join us as sponsors. Your support not only helps fund maintenance and upgrades to our wholly community-owned showground but also positions your brand in front of thousands of local families, visitors, and decision-makers.

Our tailored sponsorship packages offer a range of benefits, including:

- Naming rights to headline events and attractions
- Logo placement on print materials, signage, and digital channels
- Onsite activation spaces and promotional opportunities
- Recognition in media releases, social media campaigns, community newsletters and our 5,000 printed show schedules **that this year for the first time will be printed in full colour.**

We aim to finalise sponsorship commitments by early December, so we can begin promoting your involvement immediately. To discuss package options or customise a level to suit your budget and objectives, please contact: Lenka our Sponsorship Coordinator on Phone: 0418 622 752 or via email: nikesitch@bigpond.com

Thank you to our existing supporters for your continued partnership. We look forward to celebrating Luddenham's heritage, supporting its future, and sharing this great tradition with you at the 120th Luddenham Show.

Warm regards,
Rob Heffernan

President, Luddenham AH&I Society Inc. ■

Luddenham Show Sponsorship 2026

Class of Sponsor	Supreme \$6,000	Champion \$2,500	Partner G&S \$2,000	Blue \$1,500	Red \$ 1,000	White \$ 500
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	1	
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 Adds - 5000 Schedules are distributed throughout Western Sydney as well as being online

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 Read 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 \$2,000, or more

Partner Sponsors will need to be approved by the Committee.

These packages are only a guideline, and we can tailor an individual 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 for download and this year for the first time in full colour.

EIGHTH PAGE	\$200	QUARTER PAGE	\$300
HALF PAGE	\$500	FULL PAGE	\$900

DON'T MISS OUT BOOK IN NOW



ALL PRICES ARE PLUS GST IF APPLICABLE

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