



*Sponsorship Packages*



# About us

The Orange Show Society is a not for profit organisation promoting agriculture and community through history, education and innovation since 1873.

## About the Orange Show

The Orange region has a proud history of agriculture, at one time being a major apple producing region, which lead Orange to be dubbed the “Apple City”.

Today many of the orchards have been replaced by vineyards, as wine makers capitalise on the cool climate and high altitude of Mount Canobolas to produce some of Australia’s most exquisite wines.

Now established as a fine wine region, an abundance of tourists are attracted to the region to experience local produce including award winning food and wine. This provides the Orange Show, in keeping with its agricultural roots, the opportunity to be a platform to celebrate agriculture from paddock to plate.

With its beginnings in the mid 1800’s, the Orange Show has been an annual event for over 150 years. The Orange Show settled at its current site in 1908 and continues to showcase the best of local agriculture through competition. Traditional sections of the Agricultural Show movement exhibited at the Orange Show include cattle, sheep, poultry, art and craft, cooking and horses. Building on this strong foundation, the Orange Show Society is working to embrace the production of fine foods and wines in the region and develop the show into a premiere event with New South Wales.

The Orange Show is an event like no other in Orange, offering family friendly entertainment and attractions including live music, performers and specialty displays, carnival rides and side-show alley, alongside local and interstate trade stall holders selling a huge variety of goods. We are supported by local community groups and organisations, offering exposure for your business or brand to a wide cross-section of the community.





# Sponsorship Opportunities

Orange Show Society offers a range of opportunities for sponsorship, catering for organisations looking for high level partnership and brand exposure, organisations or individuals looking to sponsor a specific attraction or section, through to individuals who would like to help out with the running of a specific part of the show.

Every sponsor plays an important role in helping to keep the event running, and no amount is too small. We acknowledge that not everyone has money to contribute but most gratefully welcome your support.

## Naming Rights for The Orange Show

If you are interested in associating your organisation with the Orange Show at the very highest level, please contact the Show Society to discuss further.

## Gold Sponsorship Package - \$5000 and over

Gold Sponsorship is available for Premiere Attractions such as freestyle motocross or headline musicians. These are highly publicised attractions forming the centrepiece of a range of special attractions. These major attractions will typically be presented as part of the evening entertainment or night show. Attractions will vary from year to year.



- Naming rights of the attraction
- Inclusion of your company name and logo as a Gold sponsor in the Sponsors Register
- 6m x 6m Outdoor Exhibitor Trade Space
- Fifteen (15) entry passes for the show
- Acknowledgements from show announcer
- Promotion on the Orange Show Society website and social media platforms using company logo and description (to be provided by the sponsor)
- Option to be involved with the attraction (for example, starting the Lawnmower Races, presenting prizes or awards)



## Silver Sponsorship Package - \$2,500 – \$4999

Silver Sponsorship is available for major attractions at the Orange Show including the fireworks, Trick Riding Demonstration or Wood Chop. Attractions will vary from year to year.



- Naming rights of the attraction
- Inclusion of your company name and logo as a Silver sponsor in the Sponsors Register
- 6m x 3m Outdoor Exhibitor Trade Space
- Ten (10) entry passes for the show
- Acknowledgement from show announcer
- Promotion on the Orange Show Society website and social media platforms using company logo and description (to be provided by the sponsor)

## Bronze Sponsorship Package - \$1000 - \$2499

Bronze Sponsorship is available for events or attractions at the Orange Show (examples include: the Dog high-jump, Animal Nursery, Live entertainment). Attractions will vary from year to year.



- Naming rights of the attraction
- Inclusion of your company name and logo as a Bronze sponsor in the Sponsors Register
- 3m x 3m Outdoor Exhibitor Trade Space
- Eight (8) entry passes for the show
- Acknowledgement from show announcer
- Promotion on the Orange Show Society website and social media platforms using company logo and description (to be provided by the sponsor)



## **Blue Ribbon Sponsorship Package - \$500 - \$999**

- Naming rights of a Show Section (for example, Sheep, Cattle, Poultry, etc.)
- Listing as a Blue Ribbon Sponsor in the Sponsors Register
- Promotion on the Orange Show Society website and social media platforms using company logo and description (to be provided by the sponsor)
- 3m x 3m Trade Space at Sponsored Section location (unpowered)
- Option to install company banner or promotion at the sponsored Section
- Six (6) entry passes to the show



## **Red Ribbon Sponsorship Package - \$250 - \$499**

- Naming rights of two (2) Sub-Sections of a Show Section (for example, Merinos within the Sheep section)
- Listing as a Red Ribbon Sponsor in the Sponsors Register
- Promotion on the Orange Show Society website and social media platforms using company logo and description (to be provided by the sponsor)
- Option to install company banner or promotion at the Section
- Four (4) entry passes to the show



## **White Ribbon Sponsorship Package - \$150 - \$249**

- Naming rights of a Sub-Sections of a Show Section (for example, Merinos within the Sheep section)
- Listing as a White Ribbon Sponsor in the Sponsors Register
- Promotion on the Orange Show Society website and social media platforms using company logo and description (to be provided by the sponsor)
- Two (2) entry passes to the show



## **Yellow Ribbon Sponsorship Package – Under \$150**

- Listing as a Yellow Ribbon Sponsor in the Sponsors Register
- Promotion on the Orange Show Society website and social media platforms using company logo and description (to be provided by the sponsor)
- Donations of any amount of money, goods for use at the Show, or services provided to the Show Society are greatly appreciated, and the Show Society is happy to discuss allocation of your contribution and recognition of your support.



## **Green Ribbon Sponsorship Package – Donation of goods in kind**

- Listing as a Green Ribbon Sponsor in the Sponsors Register
- Promotion on the Orange Show Society website and social media platforms using company logo and description (to be provided by the sponsor)
- Entry Passes to the show, in line with the value of the goods
- Donations of any amount of money, goods for use at the Show, or services provided to the Show Society are greatly appreciated, and the Show Society is happy to discuss allocation of your contribution and recognition of your support.

# Events and Attractions

The following events and attractions are able to be sponsored

- *Rodeo by Lez Chow Rodeo Productions*
- *Freestyle Kings Motocross*
- *Griffs Fireworks Display*
- *Circus McCabe*
- *MidWest Axemen Woodchop Competition*
- *Just Dream Productions - Reptile Display*
- *Troppo Bob Magic Show*
- *Hawkesbury Kelpies Working Dog Demonstration*
- *RACE Entertainment - Equine Trick Riding & Liberty Display*
- *A Smart Farmer - Milking Demonstration*
- *Old Kentucky Animal Nursery*
- *Lawnmower Races*
- *Interactive Dinosaurs*
- *Face Painting*
- *Pet Show*
- *Dog High Jump*
- *Young Woman Competition*
- *Live Music*

# Show Sections

The following show sections are able to be sponsored

## **Pavilion Sections**

- *Craft*
- *Cooking*
- *Preserves/Jams & Jellies*
- *Fine Art*
- *Produce*
- *Flowers & Plants*
- *Lego*
- *Scarecrow*
- *Wool Fleece*
- *Schools*
- *Photography*
- *History*
- *Home Brew*
- *Honey*

## **Livestock Sections**

- *Sheep*
- *Cattle*
- *Poultry*
- *HorseEvents*
- *Goats*



## SPONSORSHIP CONFIRMATION

<b>Name Of Sponsor</b>			
<b>Primary Contact</b>		<b>Phone</b>	
<b>Email</b>			
<b>Address</b>			

### SPONSORSHIP DETAILS

Cash Sponsorship	Goods In Kind
Please indicate your cash sponsorship level below	Please indicate below the type of goods, their approximate value and how they will be provided to the Show Society
<input type="checkbox"/> Gold Sponsor - \$5,000 and above	
<input type="checkbox"/> Silver Sponsor - \$2500 - 4999	
<input type="checkbox"/> Bronze Sponsor - \$1000 - 2499	
<input type="checkbox"/> Blue Ribbon Sponsor - \$500 - \$999	
<input type="checkbox"/> Red Ribbon Sponsor - \$250 - \$499	
<input type="checkbox"/> White Ribbon Sponsor - \$150 - \$249	
<input type="checkbox"/> Yellow Ribbon Sponsor - Under \$150	

Please indicate below any preferred events, sections or other aspects of the Show you would like to support. We will endeavour to meet these preferences.

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#### Payment Arrangements

<input type="checkbox"/> I will pay via Direct Deposit (BSB: 082 774 ACC: 64 520 5548)	<input type="checkbox"/> I will pay via Credit/Debit Card
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#### Declaration

In signing this confirmation form, I acknowledge that I agree to be a sponsor for the 2023 Orange Show. I also acknowledge that I am permitted to sign on behalf of this organisation or business.

<b>Name</b>		<b>Signature</b>	
<b>Position</b> <small>(e.g. Director / CEO if applicable)</small>		<b>Date</b>	

#### Office Use

<b>Date Entered In Register</b>		<b>Date Funds/Goods Received</b>		<b>Advertising Arranged</b>		<b>Y / N</b>				
<b>No. Of Tickets</b>	2	4	6	8	10	15	<b>Tickets Provided:</b>	<b>Emailed / Picked up / Posted</b>	<b>Date</b>	
<b>Processed By</b>							<b>Date</b>			



*Thank you for  
supporting the  
Orange Show Society*