

UPPER HUNTER SHOW INC 2023

SPONSORSHIP PROPOSAL BOOKLET



**132 YEARS SHOWCASING SKILLS
AND PROVIDING ENTERTAINMENT**

WELCOME



MAJOR UPPER HUNTER COMMUNITY EVENT

We believe there is no better event in the Hunter Valley, to reach out to a wide audience, than our Show. We offer a diverse range of entertainment and events that draw spectators and competitors from around the nation.

Our generous Sponsorship Packages aim to give you optimal value in exposure so that both the Show, running as a not-for-profit, and our Sponsors, benefit from them.

If you would like to discuss alternative options to any of our packages, we would like to hear from you.

We are an enthusiastic team open to ideas.



About us

THE UPPER HUNTER REGIONAL SHOW HAS OVER 6,000 PATRONS WHO VISIT OUR SHOW AND OVER 1500 THAT COMPETE IN IT.

The Upper Hunter Show is conducting its 132ND show on the 17th and 18th March 2023. This is the largest event held in our local area. The demographic base represents the towns of Muswellbrook, Denman, Aberdeen, Scone and Murrurundi with competitors and exhibitors being drawn from state wide.

The main Show will again be conducted over two days, with the Horse show extending over three days including Sunday 19th March. Although commencing on Friday, the Show will be officially opened on Saturday by a local dignitary, along with the crowning of our own 2023 Young Woman of the Year following the Grand Parade.

The General Pavilion will display a host of Arts, Crafts, Photography, Produce and Cookery.

Premier Horse events will include District Hack, Riding Events, Breed Classes, Australian Stock Horse Classes, and Open Hack along with the Heavy Horses, Australian Saddle Ponies, Miniature Horse and Harness Classes. The Showjumping will be highlighted by the Grand Prix Event and the State of Origin Polocrosse held over both days (three games) will provide many thrills.

Beef Cattle will encompass the School Beef Cattle judging day on Friday and the Beef Breed Classes on the Saturday. Poultry classes are also judged in the purpose built Poultry Pavilion.

The 1 Oha area of our Showground will be packed with displays and entertainment to educate and entertain patrons from all backgrounds. On Friday night we will have the thrills and spills of the Triple B Bulls, Broncs and Barrels. Saturday will again have the "Tug of War", along with our "Wife Carrying Challenge" and our "Young Farmers Challenge" where our winner will have the opportunity to represent our region at Sydney's Royal Easter Show.

On Saturday evening all the action of the Demolition Derby and the grand finale fireworks.

Major entertainment booked for this year includes the "The Legendary Crack up sisters"

Featuring the flea circus and story telling, hula hoop and whip cracking lessons.

The Upper Hunter Regional Show has over 6,000 patrons who visit our show and over 1500 that compete in it. We advertise extensively across the media for 2 months preceding the event which guarantees sponsors excellent coverage and value for their sponsorship dollar.

Meet Our Team

Upper Hunter Show Incorporated is a committed non-for-profit organisation, relying on volunteer's commitment to host a range of events for the community.



Keith Googe
President



Brad Singleton
Senior Vice President



Helen Milwain
Vice President



Brooke Terry
Vice President



Nicola O'Driscoll
Treasurer



Colin Ince
Secretary



Amber Weir
Events Coordinator



Rhonda Crisp
Caretaker



Stuart Freeman
Groundsman



Co Ordinators

Crowd Pleasers



Rodeo

Bulls broncs and barrels is our featured friday night event. The rodeo arena offers a bar, casual seating on the bank as well as the grandstand. Live entertainment will be playing along with the loud speaker keeping everyone informed of all the action in the ring.



New for 2023

Original, interactive and unforgettable shows for the wholefamily. The Crackup Sisters Show cleverly weave Australian knockabout acrobatics, Australian stock whips, kelpie dogs, aerial antics and a lot of energy. They are known for their big props, big hearts, big movements and sharing big laughs.



Fireworks

Saturday nights grande finale will enable the crowd to sit back and relax and watch in awe as the fireworks to the side show alley backdrop in the main arena.



Demolition Derby

The Demolition Derby has tons of car crashing, engine revving, dirt-flying fun . Cars will deliberately smash into each other in a crazy car-crunching battle. It's a demonstration of deliberately mean and hilarious driving skills, to see who can be crowned the worst driver



Project Timeline



PLANNING

There is a lot of planning that goes into our Show. Due to the wide range of activities held throughout the three days many areas require maximum effort to ensure a smooth running operation. Upper Hunter Show Committee analyse and continue to improve each year.

MARKETING

Our marketing timeline lets us view the chronology of the marketing plan over time, from objectives and strategy to completed action items. It also provides a reference for when milestones have been accomplished. We review the success of our marketing timeline year on year.

IT'S SHOWTIME

It's frantic, it's busy, it's tiring and it is very rewarding for all involved with the Upper Hunter Show. We hope that you will enjoy the experience of being a Show Sponsor and that you feel rewarded for your efforts to help us maintain a premium product to the local and wider community.

IMPROVEMENT

Continuous improvement and strategic development for the Upper Hunter Show allows a bright future. We have a wonderful reputation of being one of the best country agricultural shows in NSW and we will endeavour to develop and finetune processes into the future years.



Sponsors levels



Supreme Partner

Plus \$22,000 inc gst

80+ show passes - Listed in schedule

Sole naming rights & Promo space

Company signs displayed - Presentation/Photo opportunity

President lunch invitation - Sash/Ribbon memento

Wall canvas memento - Certificate of appreciation

Logo on website & social media exposure

Multiple online and print radio and newspaper exposure



Grand Champion Partner

\$11,000 inc gst

50 show passes - Listed in schedule

Sole naming rights & Promo space

Company signs displayed - Presentation/Photo opportunity

President lunch invitation - Sash/Ribbon memento

Wall canvas memento - Logo on website & social media exposure

Multiple online and print radio and newspaper exposure



Champion Partner

\$5500 inc gst

25 show passes - Listed in schedule

Sole naming rights & Promo space

Company signs displayed - Presentation/Photo opportunity

President lunch invitation - Certificate of appreciation

Sash/Ribbon memento

Wall canvas memento - Logo on website & social media exposure

Multiple online and print Radio and newspaper exposure



Reserve Champion Partner

\$2200 inc gst

10 show passes - Listed in schedule

Company signs displayed Presentation/Photo opportunity

Certificate of appreciation - President lunch invitation -

Logo on website & social media exposure

Online and print Radio and newspaper





Blue Ribbon Sponsor

\$1100 inc gst

5 show passes - Listed In schedule

Company signs displayed - Presentation/Photo opportunity

Certificate of appreciation - General media releases

Logo on website & social media exposure

Online and print Radio and newspaper



Red Ribbon Sponsor

\$550 inc gst

4 show passes - Listed in schedule

Company signs displayed - Presentation/ Photo opportunity

Certificate of appreciation - Logo on website



White Ribbon Sponsor

\$275 inc gst

2 show passes - Listed in schedule

Certificate of appreciation

Logo on website



Show Supporter

\$110 inc gst

2 show passes - Listed in schedule

Certificate of appreciation



Why Get Involved?



COMMUNITY



EXPOSURE



EQUESTRIAN



UPPER HUNTER



PROGRESSIVE



COST EFFECTIVE



BUSINESS LINKS



POSITIVE PEOPLE



HISTORY



Find us on facebook or visit our website
www.upperhuntershow.com.au