

FRASER COAST AGRICULTURE SHOW SOCIETY INC – 2017 SPONSORSHIP OPTIONS

FRASER COAST SHOW 25 & 26 MAY 2017	SHOW SUPPORT	BRONZE	SILVER	GOLD	NAMING RIGHTS
Attendance usually around 18,500 patrons	An Investment up to \$1,000 + GST Sponsor generally Or support specific activities	An Investment up to \$2,500 + GST Sponsor specific events such as the Grand Parade	An Investment of \$5,000 + GST Sponsor large specific entertainment events	An Investment of \$10,000 + GST Sponsor major entertainment events such as Centre Ring etc	An Investment of \$20,000 + GST Sponsor the Fraser Coast Show for exclusive naming rights to the Show, eg "Sponsor's Name" Fraser Coast Agriculture Show "
Naming rights to a specific event (relevant examples in each column)	✓ (eg Cookery / Needlework & Craft Sections)	✓ (eg) Children's Entertainment	✓ Large Specific entertainment events	✓ (eg) Centre Ring	✓ Exclusive naming rights to the 2016 Fraser Coast Agriculture Show with reference to sponsor each time the 2017 Show is published on correspondence
Free Entry & Parking Complimentary Passes Members Car Parking Official Car Parking	1 family pass ✓	2 family passes ✓	5 family passes ✓	10 family passes ✓	20 family passes ✓ ✓ ✓
Publications - Name/logo placed on: * FCASS website * On Newspaper lift out (11,000 printed) * Editorial in Fraser Coast Chronicle and Herald	✓ ✓	✓ ✓ ✓	✓ ✓ ✓ 1/4 page advert	✓ Company profile included ✓ 1/2 page advertisement ✓ 1/4 page advertisement	✓ Company profile & link included ✓ Logo where FCASS Logo appears ✓ Full page advertisement ✓ 1/2 page advertisement
Acknowledgment by Show Announcer through Showgrounds PA system during Show	✓	✓	✓	✓	✓
Advertising acknowledgment * On selected radio (30 second commercials) * On television		(when event is mentioned) ✓ ✓	(when event is mentioned) ✓ ✓	(when event is mentioned) ✓ ✓	(wherever the Show is mentioned) ✓ ✓
Signage * Banners & Signs provided by Sponsor to be displayed during 2016 Show		✓ 1 banner displayed ✓ 1 sign on site	✓ 2 supplied banners displayed ✓ 2 signs on site	✓ Up to 3 supplied banners displayed ✓ Up to 3 signs placed on Main Arena fence.	✓ Up to 3 banners AND highway roadside banner displayed from lead up to shut down of 2017 Show (approx 1 month) ✓ Up to 5 signs placed on Main Arena fence with option of Sponsor producing & displaying a larger highway road frontage sign
Invitation to * attend as official guest at Official Opening * drive a corporate identified vehicle in the official Opening Parade	✓ 1 vehicle	✓ 1 vehicle	✓ ✓ Up to 2 vehicles	✓ ✓ Up to 3 vehicles	✓ ✓ Up to 5 vehicles and inclusion in the Official Opening Ceremony & celebrations
Satisfaction of knowing that your sponsorship is vital to the ongoing operation of the Fraser Coast Show Agriculture Society Inc	✓	✓	✓	✓	✓