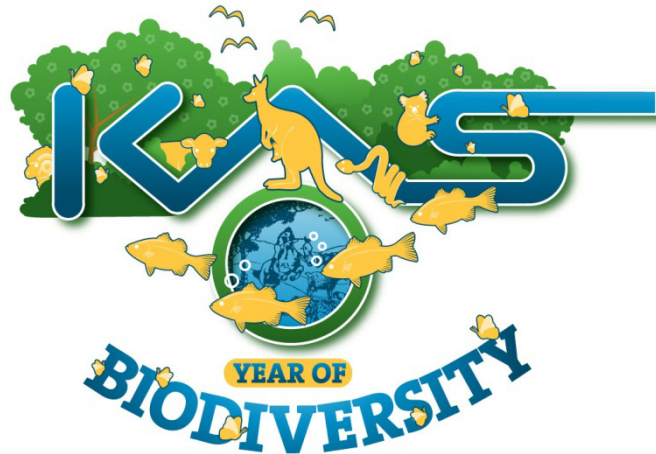


2010 SPONSORSHIP PACKAGES

Friday 15th October : 4pm to 10pm
Saturday 16th October : 9am to 9pm



The Kelmscott Agricultural Society (KAS) is a non-profit organisation established in 1896 and based in Kelmscott, WA. The Kelmscott Annual Show is staged by the KAS for the community as a major annual event in Kelmscott and is the largest metropolitan agricultural show after the Perth Royal Show.

The KAS operates under the Royal Agricultural Society Act and consists of a President, Committee and over one hundred dedicated volunteers including a broad section of farmers, community and business people. The Kelmscott Agricultural Society, with the support of its members and volunteers endeavours to bridge the gap between city and country.

As well as being a showcase for the talents of the community, the Kelmscott Annual Show provides a venue where local recreational and interest groups can promote their activities.

The KAS actively promotes and encourages the involvement of the youth of the area by providing special competitive sections in which they can participate.

All proceeds from the Show are invested back into the following year's Kelmscott Annual Show, thus providing the best facilities for our exhibitors, livestock, members and patrons. Each year projects are completed to upgrade the various sections of the grounds and to provide better attractions for the attending public.

The Kelmscott Annual Show attracts over 16,000 local, country and overseas visitors and exhibitors to the Rushton Park Showgrounds in Kelmscott for a celebration that has been an annual family treat for generations of Kelmscott and surrounding district residents. Armadale-Kelmscott area is currently experiencing a population growth which should be reflected in increasing numbers in the coming years.

The success of the Kelmscott Annual Show generates considerable positive media attention. Sponsorship represents a unique opportunity for exposure by the business sector to its local community.

Sponsorship Packages:

We realise that businesses have to attain a certain level of return of investment for all contributions. The partnership opportunities that we can offer you in exposing your business to the local community are:

Primary Sponsor: \$5000 and Over

- Signage:** Company sign / banner supplied by company erected at the section sponsored as well as high profile areas around the Showgrounds
- Publicity:**
- Acknowledgement in the Examiner Newspaper wrap around the weekend prior to the Show and logo placed in all newspaper advertising.
 - Your sponsored event will be known as "The Sponsor's name + name of event"
 - Full page advert in Show Schedule and contact details and logo on Sponsors Page
 - Inclusion in our commercial radio advertising prior to show, interview and periodical verbal advertising on show day
 - Advertised on KAS website which includes logo, link and company details . Your logo will also be displayed on every page.
 - Logo placed on all electronic newsletters
- Passes:** Gate entry, morning and afternoon tea, lunch and VIP entry for fireworks for 8 adults
- Annual Dinner:** Invitation for two to our Annual Councillors Dinner in October.

Community Partner: \$1000 to \$4999

- Signage:** Company sign / banner supplied by company erected at the section sponsored as well as in high profile areas around the grounds
- Publicity:**
- Acknowledgement in the Examiner Newspaper wrap around the weekend prior to the Show
 - Your sponsored event will be known as "The Sponsor's name + name of event" and / or Sponsored Section will be known as "Sponsored by Sponsor's name"
 - Full page advert in Show Schedule and contact details and logo on Sponsors Page
 - Inclusion in our commercial radio advertising prior to show, a selection of newspaper advertisements and periodical verbal advertising on show day.
 - Advertised on KAS website which includes logo, link and company details.
 - Logo placed on all electronic newsletters
- Passes:** Gate entry and VIP area for fireworks for 6 adults.

Major Sponsor: \$500 to \$999

- Signage:** Company sign / banner supplied by company erected at the section sponsored
- Publicity:**
- Acknowledgement in the Examiner Newspaper wrap around the weekend prior to the Show
 - Your sponsored Section will be known as "Sponsored by Sponsor's name"
 - Half page advert in Show Schedule and logo on Sponsors Page.
 - Inclusion in our commercial radio advertising prior to show, a selection of newspaper advertisements and periodical verbal advertising on show day.
 - Advertised on KAS website which includes logo, link and company details.
- Passes:** Gate entry and VIP area for fireworks for 4 adults.

Supporting Sponsor: \$250 to \$499

- Signage:** Company sign / banner supplied by company erected at the section sponsored
- Publicity:**
- Acknowledgement in the Examiner Newspaper wrap around the weekend prior to the Show
 - Your sponsored Section will be known as "Sponsored by Sponsor's name"
 - Quarter page advert in Show Schedule
 - Acknowledgement in a selection of newspaper advertisements and periodical verbal advertising on show day
 - Advertised on KAS website which includes logo, link and company details.
- Passes:** Gate entry and VIP area for fireworks for 2 adults.

Sponsorship Areas:

- Animals:** Horses in Action, Sheep, Cattle, Dairy Goats, Cavies, Rabbits, Donkeys & Mules, Pigeons, Poultry, Farmyard Nursery.
- Hall Exhibits:** Flowers Pavilion, Vegetables Fruits & Nuts, Dairy Products Jams Honey Preserves Pickles Amateur Wine & Home Brew, Cooking, Knitting & Crochet, Needlework, Crafts, Manual Arts, China Painting, Pottery & Ceramics, Painting & Drawing, Photography, Primary School's Pavilion
- Areas:** Friday and Saturday Fireworks, Friday and Saturday Log Chop, Bar, Entry Tickets, Saturday Craft Stall Area, Nursing Mothers Rest Area, Seniors Rest Area.

How to Proceed:

If you would like to become a Sponsor or would like to find out more information about the 112th Kelmscott Annual Show, please contact the Sponsorship Coordinator via one of the following methods

- Email:** sponsorship@kelmscottshow.com.au
- Web:** www.kelmscottshow.com.au
- Phone:** 08 9495 4001 (Please leave a message as the office is not manned)
- Fax:** 08 9495 4003
- Mail:** P.O. Box 40
Kelmscott WA 6991