



2022 SPONSORSHIP OPPORTUNITIES

Friday 21st October: 4pm to 9.30pm

Saturday 22nd October: 9am to 6pm

The Kelmscott Agricultural Society Inc. (KAS) is a volunteer non-profit organization established in 1896 and based in Kelmscott, WA. The Kelmscott Agricultural Show is staged by the KAS for the community as a major annual event in Kelmscott and is one of the largest metropolitan agricultural shows outside of the Perth Royal Show.

Affiliated with the Royal Agricultural Society of Western Australia, the KAS consists of an Executive Committee, Council of Management Committee and over one hundred dedicated volunteers including a broad section of farmers, community, and businesspeople. 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 Agricultural Show provides a venue where local recreational and interest groups can promote their activities and raise potential funds.

In 2021 we offered not-for-profit groups and community organisations free stalls. This was subsidised by sponsorship funds which allowed them to raise a combined total of \$34,800.00. This for many groups helps buy supplies and support for their group to achieve their goals.

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 Kelmscott Agricultural Show are invested back into the following year's 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 Agricultural Show attracts approximately 11,000 patrons plus 1500 volunteers and vendors 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.

The City of Armadale is currently experiencing a population growth that will be reflected in increasing attendance numbers in the coming years.

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

Information about the Kelmscott Agricultural Show can be found at www.kelmscottshow.com.au



Sponsorship Packages:

The Kelmscott Agricultural Society realises that businesses have to attain a certain level of return of investment for all contributions. The Kelmscott Agricultural Society is willing to discuss tailoring any of the Sponsorship Packages below to suit business needs. The partnership opportunities that we can offer you in exposing your business to the local community are:

Bronze Sponsor: \$500

- Company sign / banner supplied by company, erected in priority placement location
- Advertising Business Logo in sponsors section in the Schedule (1500 copies printed)
- 1 Facebook post advertising your business on the Kelmscott show Facebook page
- Logo displayed on Sponsor Board displayed at 2 Main entry gates
- Sponsor logo included in a print media advertisement
- 1 family pass (2 adults and 2 children per pass) for either Friday or Saturday for either staff incentives or prizes for a social media competition
- Periodic PA announcement over 2 days mentioning business name
- 10% discount on ground space rental fee only should you wish to have a stall

Silver Sponsor: \$750

- 2 company signs / banners supplied by company, erected in priority placement locations
- Business Logo in Sponsorship section in schedule (1500 copies)
- 2 Social media posts across Kelmscott show sites starting from 2 months prior to the show
- Opportunity for flyers to be handed out on information stand (flyers to be supplied by business)
- Period PA announcement over 2 days mentioning business name
- Business logo included in a print media advertisement
- 1 Family Pass (2 adults and 2 children per pass) for either Friday or Saturday for either staff incentives or prizes for a social media competition
- Business logo on the Website
- 2 Passes to the Presidents & VIP Function with Grazing Table and Drinks. Function has best viewing for the fireworks.
- 1 Car parking pass for VIP evening
- 15% discount on ground space rental fee only should you wish to have a stall

Gold Sponsor: \$1500

- 3 company signs / banners supplied by company, erected in priority placement locations
- 2 Business logo in Sponsors page in the schedule (1500 copies printed)
- Opportunity for flyers to be handed out at the information stand to be supplied by business
- 10 Social Media posts across Kelmscott show platforms
- Business logo included in a print media advertisement
- Period PA announcement across 2 days mentioning business name
- 2 family passes (2 adults and 2 children per pass) for either Friday or Saturday for either staff incentives or prizes for a social media competition
- 20% discount on ground space rental fee only should you wish to have a stall
 - Excludes cost of marquee, trestle table/s, chairs & lighting
 - Priority placement of stall on grounds
- 4 VIP passes to the Presidents & VIP Function with Grazing Table and Drinks. Function has best viewing for the fireworks.
- Business logo displayed on KAS Event Staff polos
- Business logo displayed on Sponsors board located at both main gate entries



Platinum Sponsor: \$2500

- 3 company signs / banners supplied by company, erected in priority placement locations, and sponsored sections.
- Business logo displayed on KAS Event Staff polos
- ½ page advertising in schedule on back cover (1500 copies) 4 spots available then by discussion
- Business logo included in a print media advertisement
- Business logo displayed on Sponsors board located at Main entry gates
- 20 Social Media posts across both platforms over 18 months- Advert provided by the business
- Naming rights for a prominent area (for example: xxxx food court)
- Opportunity for flyers to be handed out on information stand
- 4 sponsored awards in sections and logos
- 6 VIP passes to the Presidents & VIP Function with Grazing Table and Drinks. Function has best viewing for the fireworks.
- 4 Family passes (2 adults and 2 children per pass) for either Friday or Saturday for either staff incentives or prizes for a social media competition
- 25% discount on ground space rental fee only should you wish to have a stall
 - Excludes cost of marquee, trestle table/s, chairs & lighting
 - Priority placement of stall on grounds

How to Proceed:

If you would like to become a Sponsor or would like to find out more information about the 2022 Kelmscott Agricultural Show, please contact the Sponsorship Coordinator via one of the following methods

Email: sponsorship@kelmscottshow.com.au

Mobile: 0433 364 584 (Katherine Jolley Sponsorship Coordinator)
0438 505 579 (Daryl Dawes, President & Show Manager)

Mail: Kelmscott Agricultural Society Inc
Attn: Sponsorship Coordinator
P.O. Box 40
KELMSCOTT WA 6991