

THE 2022  
**ROBERTSON  
SHOW**

**REBOOT**

15 & 16 October



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THE 2023  
**ROBERTSON  
SHOW**

*Sponsorship  
opportunities*



**ROBERTSON**  
AGRICULTURAL & HORTICULTURAL  
SHOW SOCIETY INC.

2022 Robertson Show *REBOOT* & 2023 Robertson A&H SHOW

# ROBERTSON

AGRICULTURAL & HORTICULTURAL  
SHOW SOCIETY INC.



Well!! If it wasn't COVID-19 disrupting The Robertson Show it was the extraordinary weather we experienced in February and March 2022!

You are probably aware only the Robertson Show Pavilion Competitions were held in March this year with the remainder of the show was postponed.

We are delighted to announce **The 2022 Robertson Show REBOOT!**  
*..on the 15th and 16th October, followed by the 2023 Robertson A&H Show.*

And - we need your support.

With a bigger and better show planned, we know your ideal business target market will be there as before (albeit 1.5m apart and with clean hands!)

Following are sponsorship opportunities however, if you would like us to build a tailored sponsorship package that suits your business perfectly then please email: [lucinda@tangello.com.au](mailto:lucinda@tangello.com.au)

**We look forward to welcoming you as a supporting partner of the  
the 2022 Robertson Show REBOOT & the 2023 Robertson A&H Show**

# Sponsorship Options

2022 Robertson Show REBOOT & 2023 Robertson A&H Show

BENEFITS	SILVER	GOLD	PLATINUM
Ad in 2022 Robertson REBOOT online show schedule	1/2 page	1/2 page	Full page
Ad in 2022 REBOOT Dairy show & Horse show print schedules	-	1/2 page	Full page
Ad in the 2023 Robertson A&H Show print schedule	1/2 page	Full page	Full page
Event naming rights 2023 Robertson A&H Show (based on availability)	-	1 event	3 events
Banners* at 2022 Robertson REBOOT Show events	-	1 banner*	2 banners*
Banners* at 2023 Robertson A&H Show (centre ring fence)	1 banner*	2 banners*	4 banners*
Trade exhibition area	-	6 x 6m space	8 x 8m space
Robertson Show website (prior to and during show)	Logo	Large logo	Main logo, prime position
Robertson Show promotional materials	Logo	Large logo	Main logo, prime position
Social Media sponsorship posts	3 posts 2022 Reboot show 3 posts 2023 A&H show	5 posts 2022 Reboot show 5 posts 2023 A&H show	10 posts 2022 Reboot show 10 posts 2023 A&H show
Show Society Memberships	5 for staff & suppliers	5 for staff & suppliers 5 for customer competition	20 for use with staff, suppliers and or customer competition
Sponsor material included in show member follow up letters	-	DL brochure **	A5 Folded brochure**
Right to use 'Robertson Show Sponsor badge' on business marketing materials and website for the 2022/2023 calendar year	-	-	Exclusive use of Robertson Show Sponsor Badge
TOTAL SPONSOR VALUE	\$1,900	\$6,100	\$12,400
<b>SPONSORSHIP INVESTMENT</b>	\$1,000 (+ GST)	\$5,000 (+ GST)	\$10,000 (+ GST)

\* Banner to be supplied by the sponsor. \*\* Brochure to be supplied by sponsor. Banner design or brochure design and production can be arranged at an additional cost.

# Sponsorship Options 2022 Robertson Show REBOOT & 2023 Robertson A&H Show

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I wish to sponsor the 2022 Reboot and 2023 Robertson A&H Show.

I agree to the following sponsorship to be invoiced immediately and paid within 14 days. I understand no benefits will be bestowed until my payment has been received by the Robertson Show Society.

- Silver sponsorship \$1,000 (+ GST)
- Gold sponsorship \$5,000 (+ GST)
- Exclusive platinum sponsorship \$10,000 (+ GST)

Contact name: \_\_\_\_\_

Company name: \_\_\_\_\_

Company address: \_\_\_\_\_

Contact email: \_\_\_\_\_ Company phone: \_\_\_\_\_

Contact Signature: \_\_\_\_\_ Date: \_\_\_\_\_

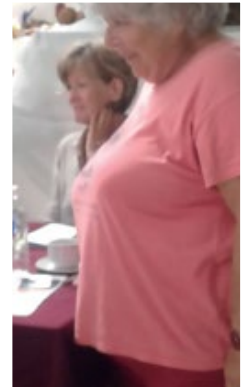
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# Schedule advertising

## 2023 Robertson A&H Show



- \$200 1/4 page advertisement in the 2023 Robertson A&H Show Schedule.  
Bleed: 153 x 57mm, Trim: 148 x 52mm, Text: 135 x 42mm
- \$400 1/2 page advertisement in the 2023 Robertson A&H Show Schedule  
Bleed: 153 x 110mm, Trim: 148 x 105mm, Text: 135 x 90mm
- \$500 Full page advertisement in the 2023 Robertson A&H Show Schedule  
Bleed: 153 x 220mm, Trim: 148 x 210mm, Text: 135 x 195mm
- \$550 Inside Back Cover full page advertisement in the 2023 Robertson A&H Show Schedule (ad specs same as FP ad)
- \$600 Outside Back Cover full page advertisement in the 2023 Robertson A&H Show Schedule (ad specs same as FP ad)



I wish to take the advertising indicated above. Please send an invoice for my ad in the 2023 Robertson A&H Show Schedule to:

Contact name: \_\_\_\_\_

Company name: \_\_\_\_\_

Contact Signature: \_\_\_\_\_

Company address: \_\_\_\_\_

Contact email: \_\_\_\_\_

Company phone: \_\_\_\_\_ Date: \_\_\_\_\_

# THE 2023 ROBERTSON SHOW

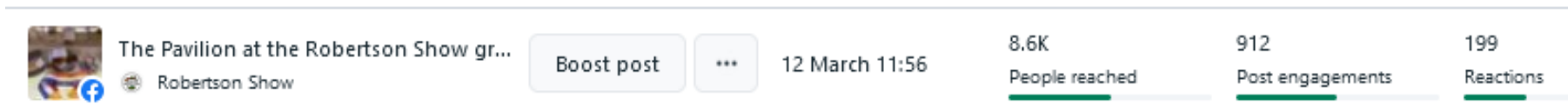
Friday 10th & Saturday 11th March 2023

## Robertson A&H Show - Audience Stats:

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- 2023 Robertson A&H Show Schedule
  - 1,500 professionally designed and printed full schedules distributed by post to members and are also available at various Southern Highlands retail outlets from Mid February.
  - A digital version will be available for download from [www.robertsonshow.org.au](http://www.robertsonshow.org.au)

- Social media exposure
  - The Robertson Show facebook page has 2,800 followers and growing ...but posts often exceed this reach through followers sharing our posts:



The Pavilion at the Robertson Show gr...  
Robertson Show

Boost post

12 March 11:56

8.6K  
People reached

912  
Post engagements

199  
Reactions

- Show promotional material
  - A3 posters with sponsor logos will be posted in all the main towns and villages around the Southern Highlands in early February
  - A4 flyers will be distributed to Southern Highlands shops for posting in windows in early February.

- Attendance at the Show (banners & trade space)
  - Previous years have seen in excess of 5,000 people over the course of the Saturday show day