

THE 2024
**ROBERTSON
SHOW**

*Miniature
Goats*
Sponsorship Kit





Miniature Goats

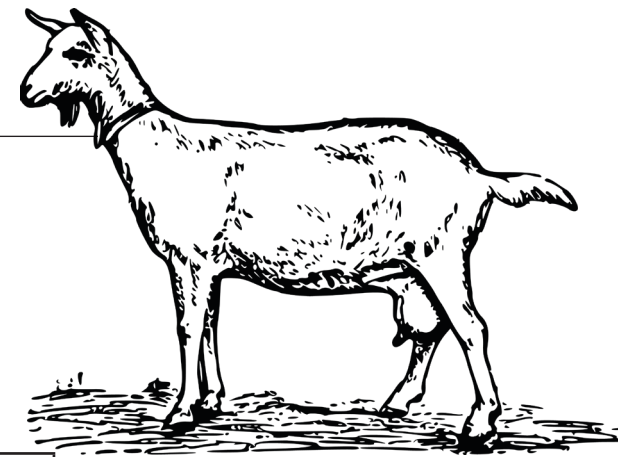
The 2023 Robertson A&H Show was the biggest and best in the history of the Robertson Show.

And we are planning to build on the excitement and success to grow the show to be the best regional show in NSW!

We know your ideal business target market will be there as before – just more of them with our marketing and PR strategy in place. 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@tangelo.com.au

**We look forward to welcoming you as a supporting partner of the
The 2024 Robertson A&H Show**

Sponsorship Options



2024 Robertson A&H Show

BENEFITS	\$250 (+ GST) Sponsorship	\$300 (+ GST) Sponsorship	\$500 (+ GST) Sponsorship	\$1000 (+ GST) Sponsorship
Show Society Memberships (free entry to the show)	2	3	4	4
2024 Robertson A&H Show Schedule	-	-	1/4 page ad	1/4 page ad
2024 Robertson A&H Show - Goat Schedule	1/2 page	1/2 page	full page ad	full page ad
Show website during 2024 A&H Show	logo goat page	logo goat page	logo goat page	logo goat page
Social Media post(s) - 2024 Robertson A&H Show	-	1	2	4
Banner* placement at the 2024 A&H Show Goat Pavilion	-	-	-	1 x banner
TOTAL SPONSOR VALUE	\$340	\$410	\$730	\$1330

\$5,000 or \$10,000 sponsorships
If you are interested in considering a Silver (\$5,000) or Gold (\$10,000) sponsorship please email lucinda@tangelo.com.au for benefit details.

** Banner to be supplied by the sponsor. Banner design and production can be arranged at an additional cost. Ask for a quote.*

Please complete the form below and email to lucinda@tangelo.com.au or Mail to: Sponsorships, PO Box 3044, Robertson NSW 2577

I wish to take the following sponsorship package: \$250 Sponsor \$300 Sponsor \$500 Sponsor \$1,000 Sponsor

Please send an invoice for my sponsorship choice above to:


Contact email: _____

Contact name: _____

Company name: _____ Phone: _____

Signature: _____

Company address: _____



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Friday 1st & Saturday 2nd March 2024

Robertson A&H Show - Audience Stats:

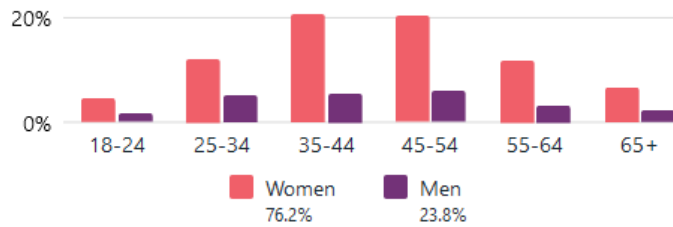
- | | | |
|--|---|--|
| 2024 Robertson A&H Show Schedule | - | 1,500 professionally designed and printed full schedules distributed by post to members and available at various Southern Highlands retail outlets from mid January. |
| | - | Digital version available for download from www.robertsonshow.org.au |
| Show promotion material | - | A3 posters with sponsor logos posted in all the main towns and villages around the Southern Highlands in early January for maximum awareness |
| | - | A4 flyers will be distributed to Southern Highlands shops for posting in windows in early January. |
| Show PR/Marketing | - | Advertisement runs across screenings at the New Empire Cinema, Bowral |
| | - | \$10,000 PR campaign through January and February targeting visitors from Sydney, Canberra, the Shoalhaven and Southern Highlands |
| 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 our aim is to grow that to 6,000 people for the 2024 show. |



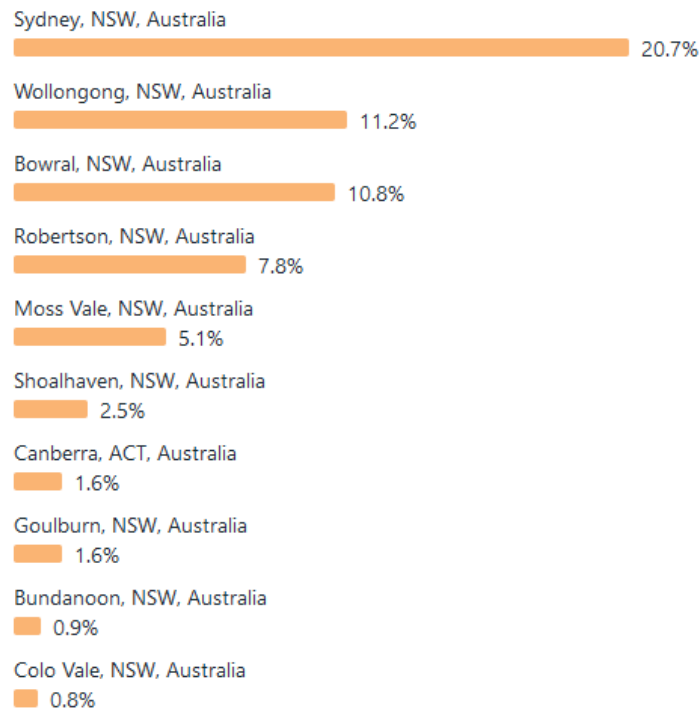
Social media exposure - The Robertson Show facebook page has 3,479 followers and growing, but posts are ALWAYS shared and often exceed 8,000 per post reach.

- Like the 2023 PR campaign, the 2024 campaign is expected to increase followers and individual post reach throughout January & February 2024

Robertson Show facebook page audience profile:



Top towns/cities



Recent content	Type	Reach	Likes and reacti...
It's Robertson Show day!! We're rea... 10 March 11:53	Post	17,982	418
Calling all artisans, local producers ... 18 February 15:49	Post	16,785	134
Tomorrow is your chance to witnes... 9 March 21:12	Post	11,676	234
Calling all ladies - want to test your... 10 March 00:13	Post	6,867	50
NEW Pavilion Class BEST SHEEP IN ... 21 February 20:00	Post	6,271	44
We are looking forward to seeing N... 8 March 16:00	Post	5,236	253
Calling all girls 12 years and under ... 9 March 20:07	Post	5,167	48
Calling all gardeners- there is a love... 11 March 18:33	Post	5,072	71

Facebook Page reach

92,633 ↑ 97.5%

