

THE 2024  
ROBERTSON  
SHOW

*Horse Shows*  
Sponsorship Kit



# Horse Show

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

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

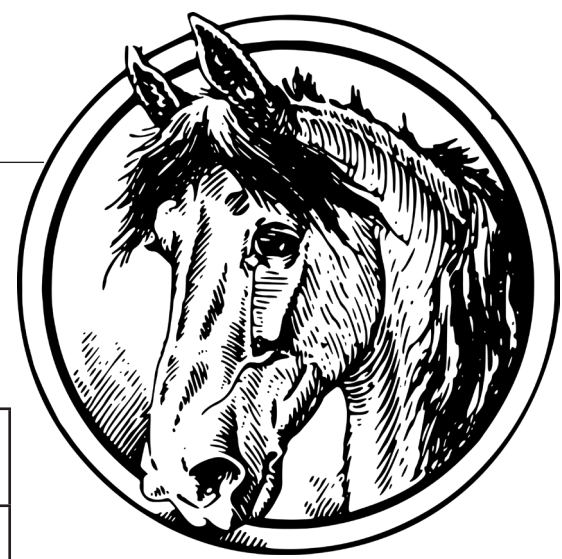
And we are planning to build on the excitement and success to grow the show to be the best regional show in NSW!

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](mailto:lucinda@tangelo.com.au)

**We look forward to welcoming you as a supporting partner of 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 - Horse Schedule	1/2 page ad	1/2 page ad	full page ad	full page ad
Show website during 2024 A&H Show	logo horse page	logo horse page	logo horse page	logo horse page
Social Media post(s) - 2024 Robertson A&H Show	-	1	2	4
Banner* placement at the 2024 Robertson A&H Show	-	-	-	1 x banner
<b>TOTAL SPONSOR VALUE</b>	<b>\$340</b>	<b>\$410</b>	<b>\$730</b>	<b>\$1330</b>

**\$5,000 or \$10,000 sponsorships**  
If you are interested in considering a Gold (\$5,000) or Platinum (\$10,000) sponsorship please email [lucinda@tangello.com.au](mailto:lucinda@tangello.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@tangello.com.au](mailto:lucinda@tangello.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: \_\_\_\_\_





THE 2024  
**ROBERTSON  
SHOW**

Friday 1st & Saturday 2nd March 2024

## Robertson A&H Show - Audience Stats:

---

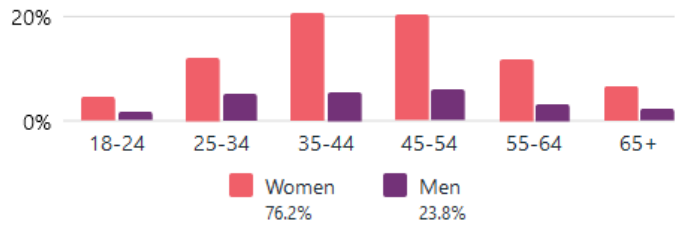
- |  |   |  |
|--|---|--|
| 2024 Robertson A&H Show Schedule               | - | 1,500 professionally designed and printed full schedules distributed by post to members and available at various Southern Highlands retail outlets from mid January. |
|  | - | Digital version available for download from <a href="http://www.robertsonshow.org.au">www.robertsonshow.org.au</a>   |
| 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.               |



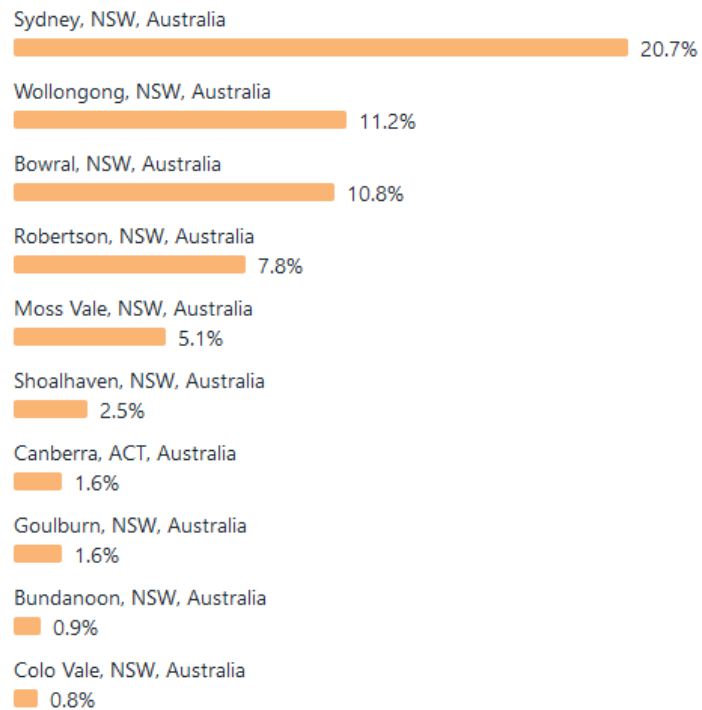
Social media exposure - The Robertson Show facebook page has 3,479 followers and growing, but posts are ALWAYS shared and often exceed 8,000 per post reach.

- 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	Boost post	17,982 / 418
Calling all artisans, local producers ... 18 February 15:49	Post	Boost post	16,785 / 134
Tomorrow is your chance to witnes... 9 March 21:12	Post	Boost post	11,676 / 234
Calling all ladies - want to test your... 10 March 00:13	Post	Boost post	6,867 / 50
NEW Pavilion Class BEST SHEEP IN ... 21 February 20:00	Post	Boost post	6,271 / 44
We are looking forward to seeing N... 8 March 16:00	Post	Boost post	5,236 / 253
Calling all girls 12 years and under ... 9 March 20:07	Post	Boost post	5,167 / 48
Calling all gardeners- there is a love... 11 March 18:33	Post	Boost post	5,072 / 71

### Facebook Page reach

92,633 ↑ 97.5%

