

THE 2024  
**ROBERTSON  
SHOW**

*Young Woman  
of the year*  
Sponsorship Kit



# Young Woman of the Year



In 1962 the first Miss Showgirl Competition was held at Sydney Royal. After 50 years, the competition remains the same, however it has undergone a name change reflecting the importance of the program along with its evolution.

The young women entering today have great insight and knowledge of the issues faced in rural NSW, they are involved with their communities and are confident ambassadors. They are young women with purpose and ambition and ready to face the challenges and rewards offered by the agricultural show movement and deserving of the title The Land Sydney Royal Ag Shows Young Woman 2023 and the role of custodian and ambassador.

Robertson Show is looking for its 2023 YOUNG WOMAN OF THE

YEAR to represent the show at events though the year and to compete at the regional finals with an aim to be a representative at Sydney Royal in 2025.

The contestants of the Sydney Royal competition are judged on personality, confidence, ambition and life goals, general knowledge, rural knowledge, presentation and speech. Finalists are also asked to demonstrate knowledge of their local community and current affairs and apart from their potential ambassadorial qualities, contestants are also judged on their involvement in and experience of rural affairs. To that end, the Robertson Show Society provides our winner with a mentor for a year who will arrange community speaking opportunities - with sponsors proudly acknowledged. So, we need your support.

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

# Sponsorship Options

BENEFITS	\$250 Sponsorship	\$300 Sponsorship	\$500 Sponsorship	\$1000 Sponsorship
Show Society Memberships (free entry to the show)	2	3	4	5
2024 Robertson A&H Show Young Woman of the Year flyer	1 x logo	1 x logo	1/4 page ad	1/2 page ad
2024 Robertson A&H Show Schedule	1 x logo	1 x logo	1 x logo	1/4 page ad
Show website during the 2024 A&H Show	1 x logo	1 x logo	1 x logo	1 x logo
Social Media post(s) - 2024 Robertson A&H Show	1	1	2	2
YWOTY promotional materials throughout the year (incl sponsor acknowledgment at all speaking events by the winner)	-	Small logo	Small logo	Large logo
Sponsor acknowledgment at Cocktail Winner Presentation event	named as minor sponsor	named as minor sponsor	named as minor sponsor	named as major sponsor & details of business
Sponsor acknowledgment at announcement centre ring 2024 Robertson A&H Show	-	-	as minor sponsor	as major sponsor
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>\$1650</b>



## FOR \$500 AND \$1,000 SPONSORSHIPS:

*Up to 50% can be (agreed) in-kind products/services.*

## \$5,000 or \$10,000 sponsorships

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



THE 2024  
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Friday 1st & Saturday 2nd March 2024

## Robertson A&H Show - Audience Stats:

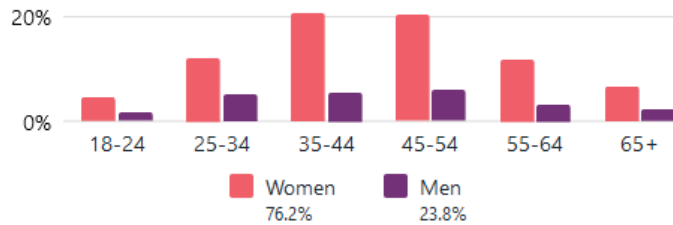
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- |  |   |  |
|--|---|--|
| 2024 Robertson A&H Show Schedule               | - | 1,500 professionally designed and printed full schedules distributed by post to members and available at various Southern Highlands retail outlets from mid January. |
|  | - | 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.               |

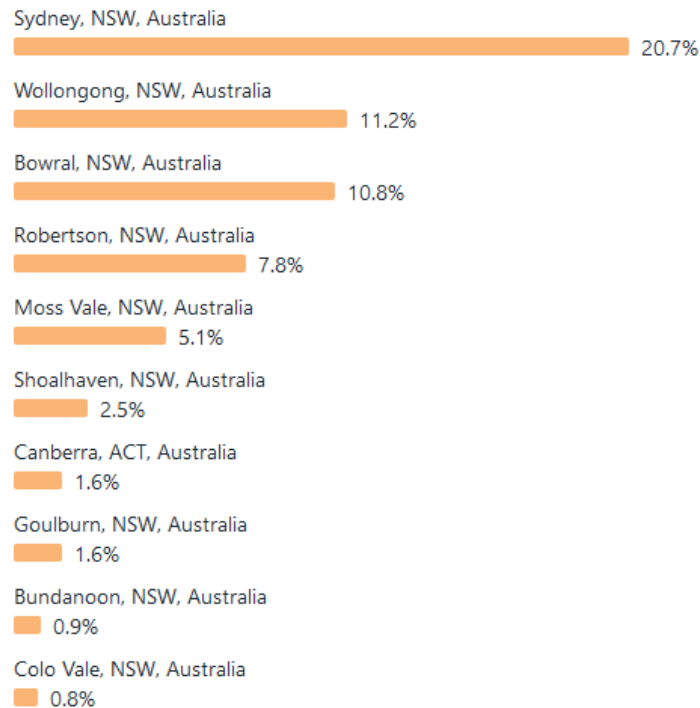


Social media exposure - The Robertson Show facebook page has 3,479 followers and growing, but posts are ALWAYS shared and often exceed 8,000 per post reach.  
 - Like the 2023 PR campaign, the 2024 campaign is expected to increase followers and individual post reach throughout January & February 2024

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%

