

Sponsorship Proposal

2015

Gawler Show



Established 1854

Contacts

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Please visit our website for regular updates and downloadable forms

www.gawlershow.org.au

Join us on Facebook for regular updates and information

<https://www.facebook.com/pages/Gawler-Show>

Disclaimer – Content has been compiled at the discretion of the Gawler Agricultural, Horticultural & Floricultural Society and was correct at the time of printing.

Gawler Show

Welcome to the Gawler Show – South Australia’s largest country Show founded in 1854.

Managed by the Gawler Agricultural, Horticultural and Floricultural Society Incorporated (Gawler A, H & F Society), the Gawler Show will mark 159 years in the community in 2015.

The Gawler A, H & F Society is a completely independent incorporated body, run almost entirely by volunteers.

Gawler Show is one of the town’s key events attracting tourists and visitors from all over the State. The FEI World Cup Qualifying Show Jumping Event sees entrants from across Australia and is a premier event on the Show Jumping calendar.

With attendance of around 30,000 people (2014), the Gawler Show continues to grow and emerge as one of South Australia’s most successful events outside of the metropolitan area. With direct access to public transport via the Adelaide – Gawler train line and increased marketing opportunities this will quickly see the numbers rise, as word of mouth increases talking about our family friendly Gawler Show.

Offering 23 different competition sections in all traditional areas, the Gawler Show sees over 6500 entries. Local and district schools with agricultural programs are actively involved with the Gawler Show in preparation for competition at the Royal Adelaide Show.

Specific Sponsorship Information

Sponsorship and Naming Rights will be allocated on a first come basis. Initial purchase of a package will be included and acknowledgement on our social media Facebook Page “Gawler Show” indicating the section sponsored. You are welcome to add your business details to our page. We currently are growing this marketing opportunity to almost 7500 people on the page receiving automatic updates on each post.

Sponsors are welcome to choose multiple sections and benefits will be linked to the closest sponsorship package.

For example sponsoring the Cattle Section for \$500 and the Sheep Section for \$500 would provide two different locations for signage and brand awareness, as well as the benefits of Bronze Sponsorship Package - \$1000.



*Please note

Sponsorship signage must be approved by the Gawler A. H & F Society. Sponsors are responsible for supplying all required signage for display. These must be delivered to the Secretary’s Office at least one week prior to the Show and will be available for collection one week after the event.

	Annual Key Dates
Trade Site Applications	End of March – until sold out
Entertainment	March, April and May
Sponsorship	March 31 st for maximum advertising benefits
Catering Tenders	Late February to April 20 th
Membership	Renewals and new members – 1 st July
Competition Sections	Various dates in August Published on website and in the Show Book (1000 distributed)

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Increasing in popularity each year, the Gawler Show is emerging as SA's leading event outside of the metropolitan area. Only 40km north of the CBD, the Gawler event is accessible to all by both public and private transport.

A two day event (Saturday & Sunday), open until 9pm on Saturday evening (some areas close earlier), including Gawler's fantastic fireworks display, the Gawler Show is family friendly and is attracting increasing numbers of people, attending from further afield.

With the Adelaide/Gawler rail line stopping at our front door the Gawler Show will continue to impress and intrigue visitors of all ages and provide a fun day's outing for all to enjoy.

Partnering over recent years with both television and radio advertising, the Gawler Show is creating a larger presence each year with the assistance of both Channel 7 and the Austereo Network. Sponsors are able to be automatically included in these media streams with an associated sponsorship package.

Being fortunate to host a World Cup Show Jumping Event since 1996 keeps a national perspective on the annual show, with many well known participants coming from all over Australia to participate in a World Class event held as part of the Sunday's entertainment at the Gawler Show.



Volunteer Powered

Celebrating such a successful event over so many years, many seem not to know that the Gawler Show is run almost exclusively by volunteers.

The Management Committee of 16 members and many smaller sub committees help to coordinate the 300+ Traders, 30+ Caterers, 23 Competition sections and every other component that comprises the favourite sights, smells and atmosphere that makes a great country show.

Community Assistance & Involvement

The Gawler Show strives to achieve a good blend of commercial and community enterprises. Being primarily a community not for profit organisation, the Management Committee are extremely pleased to be able to generate up to and in some cases a lot more than \$50,000 back to local community groups who assist with various roles during the year.

Actively encouraging community involvement is the key to maximising the support and interest shown in our event each year.

A key event on the local calendar, the Gawler Show is generously supported by the local community, schools and businesses. It is at events like the Gawler Show, that we see best the attributes of country living with Gawler promoting the "Best of Town & Country" feel and working together to establish a true community event that all can be involved with.



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Becoming a Sponsor

Sponsoring the Gawler Show is a great way to promote your business or company.

The Sponsorship packages outlined below can be discussed/alterd or tweaked to include other areas of interest/promotion with discussion with the Executive Committee and associated approval.

Sponsorship opportunities can include: trade space, advertising credits in the Show Book (1000 copies printed) and in other associated media releases including television, radio and print advertising, static displays of banners during the event and logos in all printed publications. The Gawler Show offers a huge opportunity for exposure and partnership acknowledgements and we are excited to discuss how your business could become involved.

Recent Acknowledgements

The past two years has been a whirlwind for those involved with the Gawler Show. With an abundance of beautiful weather the Management Committee witnessed the biggest gate attendance ever. Trade space had sold out weeks prior to our event being held and all seemed to do extremely well over the two trading days. Many traders have initiated interest for 2015.

In September 2012, the Gawler Show was nominated and won the **Advantage SA Community Group Award** for the Barossa Region. This is a fantastic acknowledgement to all of the hard work and success those involved have put in over many years. In 2013 the Society followed this as a finalist in the **Brand SA Tourism Award** for the Barossa Region



2014 Sponsors

As the Gawler Show grows and develops a sound marketing approach, the Management Committee have been rewarded by new sponsorship partners. Sponsors are aware of the sound opportunities provided and the dynamic marketing appeal this event holds. The support has enabled the Society to develop new sections and introduce new concepts while maintaining the traditional highlights associated with the Agricultural & Horticultural sections of the Gawler Show over the past 150+ years.

The 2014 Diamond Sponsor was Springwood Gawler East.

Other Major Sponsors were

- Town of Gawler
- The Bunyip Newspaper
- Channel 7
- Lend Lease
- Woolworths
- Ahrens Group
- Bank SA
- Devine
- Showman's Guild of SA
- Hickinbotham Group
- Laucke Mills
- Pauline R Murray
- Renniks Hire

Gawler

The Bunyip



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Sponsorship Package Levels

SONSOR BENEFITS	Diamond \$15,000 Sponsor	Platinum \$7,500 Sponsor	Gold \$5,000 Sponsor	Silver \$2,500 Sponsor	Bronze \$1,000 Sponsor	Green \$500 Sponsor	Blue \$250 Sponsor
* Admission tickets	25	18	15	12	8	6	4
Section naming rights	**✓	**✓	**✓	✓	✓	✓	✓
Gawler Show Book advertisement	Full Page Colour	Full Page	Full Page	Full Page	Full Page	Half Page	Quarter Page
Gawler Show Book acknowledgments	✓	✓	✓	✓	✓	✓	✓
Official Opening acknowledgements	✓	✓	✓	✓	✓	✓	✓
*** Display Company banners at Gawler Show	✓	✓	✓	✓	✓	✓	✓
Gawler Show Public Address acknowledgements	✓	✓	✓	✓	✓	✓	
Company logo & website link on our Website	✓	✓	✓	✓	✓	✓	
Complimentary Hoecker trade sites (3m x 3m)	2	2	2	1	1		
Official Luncheon invitation for two	3	3	3	2	1		
Gawler Show Launch acknowledgement (June)	✓	✓	✓	✓	✓		
Gawler Show Launch Invitation (June)	✓	✓	✓	✓	✓		
Gawler Show Newspaper Lift Out Company logo and name	✓	✓	✓	✓	✓		
Radio and TV promotion acknowledgements	✓	✓					
Company Logo on Show Book Cover	✓						

*Additional tickets may be purchased from the Show Office for \$12 each.

** Up to 75% of sponsored value only.

***Signage dimensions, location and quantity as negotiated with Management.

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	SPONSORSHIP SECTIONS SUMMARY	
Pavilions	Value	Page
Stone Pavilion	\$ 1500	Page 9
Exhibition Hall	\$ 4000	Page 9
Hoecker Pavilion 1	\$ 3000	Page 9
Hoecker Pavilion 2	\$ 3000	Page 9
Youth Shak	\$ 3000	Page 9
Entertainment Marquee	\$ 6000	Page 9
Official Functions	Value	Page
Gawler Show Season Launch	\$ 2000	Page 10
Official Opening and Luncheon	\$ 4000	Page 10
Entertainment	Value	Page
Wood Chopping (Sat & Sun)	\$ 2000	Page 10
Tractor Display	\$ 1250	Page 10
Grandpa's Farm	\$ 2000	Page 10
Local Bands	\$ 1000	Page 10
Cooking & Craft Demonstrations	\$ 1000	Page 11
Roving Entertainment	\$ 2000	Page 11
Entertainment Highlight "Main Act"	\$ 5000	Page 11
Outdoor Entertainment	\$ 3000	Page 11
Teen/Youth Entertainment	\$ 2500	Page 11
Specialised Vehicle Display	\$ 1000	Page 12
Side Show Alley	\$ 5000	Page 12
Ute Muster (Sunday Only)	\$ 2000	Page 12
Fireworks (Saturday Night)	\$ 6000	Page 12
Outdoor Animal Competition Sections	Value	Page
Pigeons (Saturday Only)	\$ 250	Page 12
Budgerigars, Canaries, Caged Birds (Saturday Only)	\$ 250	Page 12
Cavies (Saturday Only)	\$ 250	Page 12
Cattle (Saturday Only)	\$ 500	Page 13
Poultry (Saturday Only)	\$ 500	Page 13
Sheep (Saturday Only)	\$ 500	Page 13
Boer Goats (Saturday Only)	\$ 500	Page 13
Education	Value	Page
Animal Nursery	\$1500	Page 14
Animal Learning Centre	\$2000	Page 14
Rural Ambassador Program	\$2000	Page 14
Treasure Trail	\$3000	Page 14

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Outdoor Animal Competition Sections (Cont)	Value	Page
Horses In Action - Saturday		
For horses less than 20 points Article 238.1.2, 115cm	\$ 400	Page 13
One Round Stakes Article 238.2.1, 125cm	\$ 400	Page 13
Foster's Cup Article 238.2.2, 110cm	\$ 300	Page 13
Article 238.2.2, 135cm	\$ 800	Page 13
For horses less than 40 points Article 238.2.2, 120cm	\$ 400	Page 13
Horses In Action - Sunday		
Under 21 Table A Article 238.2.2, 120cm	\$ 400	Page 13
One Round Stakes Article 238.2.1, 130cm	\$ 500	Page 13
Mini Prix Article 238.2.2 135cm	\$ 1000	Page 13
CSI-W Qualifying Round Pacific League FEI World Cup Article 273.3.3, 12	\$ 7700	Page 13
For Horses with less than 40 points Article 238.2.2, 120cm	\$ 400	Page 13
Publications	Value	Page
Show Program	\$ 1500	Page 15
Gawler Show Book	\$ 3000	Page 15
Indoor Competition Sections	Value	Page
Floriculture	\$ 250	Page 15
Produce	\$ 250	Page 15
Fruit & Vegetables	\$ 250	Page 15
Wool	\$ 250	Page 15
Needlework, Knitting & Dressmaking	\$ 250	Page 15
Handicrafts	\$ 250	Page 15
Junior Handicrafts	\$ 250	Page 15
Paintings	\$ 250	Page 16
Photography	\$ 250	Page 16
Care Facilities	\$ 250	Page 16
Home Brewed Beer	\$ 250	Page 16
Home Fermented Wine	\$ 250	Page 16
Cookery & Preserves	\$ 250	Page 16
School Posters	\$ 250	Page 16

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SPONSORSHIP SECTIONS OUTLINE

PAVILIONS

STONE PAVILION

\$ 1500

Step back in time in the Stone Pavilion. The original Exhibition hall built in 1882 at a cost of 1195 pounds. With modern building additions, this Pavilion has a hall connecting it to the Sport and Community Centre built by the Town of Gawler in 1988. With toilet facilities at the rear of the building and trading space of approximately 15 sites at 3m x 3m complete, this as one of the most sought after trade areas of the Gawler Show. Located in the centre of the show grounds directly near one of our catering areas and the horses on the Main Arena, the Stone Pavilion is well situated to be right in the middle of all the action!

EXHIBITION HALL

\$ 4000

The Exhibition Hall is the size of two basketball courts and can be found in the main stadium of the Gawler Sport and Community Centre. It holds and displays all of the indoor competition sections including, Floriculture, Produce, Knitting,



Needlework and Dressmaking, Handicrafts, Paintings, Junior Handicrafts, Wool, Fruit and Vegetables, Photography, School Posters, Cookery and Preserves, Home Brewed Beer, Home Fermented Wine as well as some beautiful entries from local nursing home residents. For the local competitor or for someone considering entering in the future this gives them an opportunity to see all of the entries and who has been rewarded with a place card, ribbon or trophy. This area offers free entertainment and gives you some time to view the wonderful craft

activities, many of which in the fast paced world of today are threatening to disappear.

HOECKER PAVILION 1 & 2

\$ 3000 each

The Hoecker Pavilions are the two large pavilions erected on the Princes Park grassed area. These pavilions held approximately 140 trade sites of 3m x 3m with a unique market bazaar atmosphere. Sites are available in multiples of 3m widths and can include local craft, food, wine, local businesses and party plan type displays.

YOUTH SHAK

\$ 3000

The Youth Shak is a vibrant new addition to the Gawler Show offering a variety of entertainment from local groups, clubs and schools. All day entertainment in 30 minute allotments is suitable for all ages. This area is designed for the young at heart to stop for a breather or let the children have some free time. A colouring competition is available across the weekend and the Youth Shak is a bright family friendly spot to gather and be entertained.

ENTERTAINMENT MARQUEE

\$ 6000

Jam packed full of entertainment from when the gates open until they close every day of the show. Magicians, puppets, choirs and a whole lot more. A huge marquee with an elevated stage and full sound and lighting provisions, the area provides plenty of seating for those tired, weary legs. The Entertainment Pavilion is centrally located on Princes Park Oval creating a pleasant Village Green atmosphere where you can see an exciting act or simply stop along the way for lunch. Open until 7:30pm on Saturday night supporting our evening program, the Entertainment Pavilion is the place to be and the place to be seen.

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OFFICIAL FUNCTIONS

GAWLER SHOW SEASON LAUNCH \$ 2000

The first official function of the Show year is the annual Gawler Show Launch in June. With the anticipated announcement of the Show Book Cover competition, this event is the annual launch of the Gawler Show season. At the same time the Rural Ambassador program is open ready for a new year of willing entrants. This is a great opportunity for local Dignitaries, Show Volunteers, Committee, Patrons, Life Members and Sponsors to gather and prepare for the upcoming Gawler Show.

OFFICIAL OPENING AND LUNCHEON \$ 4000

An event as large as the Gawler Show must have an Official Opening. The 2015 Gawler Show will be officially opened at 11:00am Saturday and is a great opportunity to listen to our guest speaker. Witness the winners of the Rural Ambassador Program and be part of the official celebrations and help thank the support of Sponsors and the local people who come together each year to make the show a success. This is followed by an invitation only catered luncheon, where again the Sponsors, local Dignitaries, Life Members, Patrons and Committee get to enjoy the opportunity to stop briefly and enjoy the fruits of their labour.

ENTERTAINMENT

WOOD CHOPPING \$ 2000

A traditional show favourite and a wonderful display by the Mallee Axeman's Association of SA Inc., available to watch on both days of the Gawler Show on the Princes Park grassed area. With 5 different classes including Novice and Open, it is certainly one of the agricultural highlights of the program on Saturday and Sunday.



TRACTOR DISPLAY \$ 1250

Step back in time and experience the days of early Australia through the beautifully restored artefacts and equipment from early colonial settlement and farming. Everyone loves to stop and see the old machinery chugging along. This area is a true celebration of our local area, with two dedicated volunteer groups of restorers keeping our farming history alive. The tractor display is conveniently displayed right near our busiest entry gate opposite Gawler Primary School and under the shade of the huge gum trees on the northern side of the showgrounds.

GRANDPA'S FARM \$ 2000

This children's favourite is as easily recognisable as the giant Ferris Wheel at the Royal Adelaide Show! Located in the front centre section of Princes Park, this is a major drawcard for all families with children or anyone who cannot resist the urge to pat and feed baby animals. Grandpa's Farm provides a great photo opportunity and a chance to handle some of our favourite farm yard animals.

LOCAL BANDS \$ 1000

Enjoy the big sounds of the Gawler Town Band, Elizabeth Town Band and more across the two days of the Gawler Show. The big brass sound echoes over the showgrounds providing the atmosphere of fun, food and frivolity that is the Gawler Show. This is a great display by all local musicians who work tirelessly at their chosen instruments and enjoy the community environment that encompasses the Gawler Show.

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COOKING & CRAFT DEMONSTRATIONS

\$ 1000

Fascinated by all the lovely crafts and items entered in the Exhibition Hall competition sections? Across the weekend various displays will be set up to provide some of the answers to all those “crafty” questions and queries. From cake decorating, wood burning, cooking demonstrations, spinning and so much more, time donated by locals hoping to impart their skills and encourage others to “have a go”.

ROVING ENTERTAINMENT

\$ 2000

The Gawler Show is so jam packed with such a variety of entertainment that it spills out of the Entertainment Marquee and wanders around the show grounds. Our roving entertainment varies from stilt walkers to clowns to costumed characters from all walks of life. Moving colourful characters, that often stops the young and old in their tracks as they marvel at the wonders that often turn up in the most unexpected places.

ENTERTAINMENT HIGHLIGHT “MAIN ACT”

\$ 5000

The biggest joy of being involved with the Gawler Show is that once inside the gates, the majority of the entertainment is supplied for FREE. There is always a highly publicised “Main Act” that highlights the Gawler Show Entertainment Program. Previous performances have included Chunky Custard, Beccy Cole, Tom Williams (Australian Idol), Zkye & the Guyz and Libby O’Donovan. With an upbeat Entertainment Committee keeping their fingers on the pulse of what is big news in the Entertainment world, the main act could be a Band, Soloist, Comedian or something from any other popular genre in today’s entertainment world.

Who will be the big name act in 2015?



OUTDOOR ENTERTAINMENT

\$ 3000

The Entertainment portfolio is the Gawler Show’s largest and is also available completely free to all who visit the show. There are many different styles of entertainment at the Gawler Show – something guaranteed to suit all tastes. Outdoor entertainment can include circus tricks, trained & performing animals, death defying tricks on motorbike, demonstrations of medieval sword fighting, car displays and many other special highlights.

TEEN/YOUTH ENTERTAINMENT

\$ 2500

New in 2012 was the introduction of a “Teen/Youth” area with displays on the skate park of BMX, skateboard and scooter, jumps, flips and tricks. At the same time there were displays of Aerosol Art taking place. This area was such a success that the Entertainment Committee have decided to expand this area by increasing the activities taking place and providing a greater outlet for our talented youth to display and showcase their skills and talents. Stay tuned for what is in store for 2015.

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SPECIALISED VEHICLE DISPLAY

\$ 1000

Ever wanted to get up close to a Hot Rod, American Muscle Car, Herbie the Love Bug or any other type of unusual/specialised car? Each year the Gawler Show will focus on a small display of motor vehicles from a different genre. What will be the theme behind this year's display?

SIDE SHOW ALLEY

\$ 5000

The biggest, craziest jam packed section of the Show – need we say anymore? For the thrill seeker or the young at heart, Side Show Alley offers carnival rides and games for all ages to enjoy and scare. Operated by the Showmen's Guild of South Australia, this area is hugely popular and operates until late on Saturday night and all day Sunday.

UTE MUSTER (SUNDAY ONLY)

\$ 2000

What says "Country Show" more than a Ute Muster? A great tradition associated with Country Shows reinstated in 2011 with over 50 vehicles entered in various categories. On display on Sunday – this section has hundreds of people pouring over the engine bays and special modifications that these enthusiasts dedicate to their special car.



FIREWORKS (SATURDAY NIGHT)

\$ 6000



The culmination of a full day's entertainment, rides, food and excitement of the Gawler Show would have to be the Fireworks Spectacular. All eyes are skywards waiting for the exciting colourful explosions that brings out the child in all of us. Gawler's only firework display is a real crowd pleaser. With growing crowds each year our wonderful engineers endeavour to WOW us with even more lights, bangs and special effects.

OUTDOOR ANIMAL COMPETITION SECTIONS – SATURDAY ONLY

PIGEONS

\$ 250

With many categories available, the Pigeon Section is most successful at the Gawler Show. It is held in the Poultry pavilion and has its own crowds with regular attendance and a fierce competition held on Saturday.

BUDGERIGARS, CANARIES AND CAGED BIRDS \$ 250

Budgerigars, Canaries, Finches and Parrots - if it comes in a beautiful variation of colours, sings, chirps and flies, then it belongs with the wonderful array of similar birds located on Saturday of the Gawler Show in the old floriculture shed next to the Poultry Pavilion.

CAVIES

\$ 250

These beautiful little Guinea Pigs, as many know them, compete on Saturday in the same pavilion used by the Budgerigars, Canaries and Caged Birds. This section has many different varieties competing in many different categories.

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CATTLE \$ 500

The Cattle section is widely supported by not only local cattle farmers, but by many high schools and tertiary institutions who participate in agricultural studies. Over 50 cattle stalls are available at the western end of the showgrounds and are open to the passing public. The competition takes place on Saturday and is held on Princes Park in front of the cattle stalls.

POULTRY \$ 500

Gawler sees a very strong poultry competition held on Saturday of Show weekend. Poultry have their own pavilion near the Sheep at the far northern end of the Showgrounds.

SHEEP \$ 500

This is a popular attraction at the Gawler Show, strongly supported by both local sheep breeders and others from different parts of the state. With so many classes for specific breeds of sheep the competition is held on Saturday in their own pavilion at the northern end of the showgrounds.

BOER GOATS \$ 500

Gawler sees a strong Boer Goat competition held on Saturday of Show weekend. Boer Goats have their own pavilion near the Sheep at the far northern end of the Showgrounds.

HORSES IN ACTION

The Gawler Show is one of the premier horse shows in SA, covering three days, which includes the FEI World Cup Qualifying Round Show Jumping event on Sunday. The horses are a great form of entertainment for all show goers and a great spot for a rest from all of the hustle and bustle. All breeds and events are included in the program for participants of all ages held in prime location of the Main Arena.



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EDUCATION

ANIMAL NURSERY

\$ 1500

A vastly popular area for all ages, the, Animal Nursery is an area at the rear of the Gawler Sport & Community Centre adjacent to the Entertainment Marquee. With approximately 12 pens available, this area sees a myriad of animals and their babies, including puppies, ducks, Cape Barren Geese, turkeys, chicks, emu chicks, lambs and goats. The Animal Nursery is a special place for animal lovers to get to view the real agricultural side of the Gawler Show.



ANIMAL LEARNING CENTRE

\$ 2000

The Animal Learning Centre is a child friendly zone, an area for all the senses that costs nothing for families to participate in. Participants can touch, pat and hold various animals, learn about habitat, rescue, care and maintenance. They can ask almost anything that can be thought to ask and learn from many different organisations that resolve to help our furry friends.



Our major provider to this section is Gawler District College and their amazing agricultural students and animals. Other organisations have included SA Dog Rescue, SA Canine Association, Fauna Rescue, Greyhound Adoption Program and Somadale Alpacas.

This as a relatively new area and is quickly becoming a crowd favourite with patrons, especially the “littlies” who attend the Gawler Show.

RURAL AMBASSADOR PROGRAM

\$ 2000

Part of the Gawler Show tradition since 1998, the Rural Ambassador program has two categories. Young Rural Ambassador for participants aged 16 – 19 years and Rural Ambassador for participants 20 – 30 years. This is an opportunity for the next generation to make a stand. Participants submit to a series of interviews and impromptu questions in regard to their personal beliefs, hobbies and interests. This is a multi-level competition at local show level, area level, State and National level. Show involvement, speaking skills and some knowledge of rural, farming or interest in that area are preferable but not essential.

TREASURE TRAIL

\$ 3000

Join the Treasure Trail at the Gawler Show and get a tour of the showgrounds collecting samples and treats along the way. Organised by the Gawler Show Youth Committee the Treasure Trail is a fantastic way for families to get to see everything and keep the children amused at the same time. Local community groups are supplied with “give away” items while local businesses participating at the Show will be included if they wish to contribute. This is based on an approximate sale of 1000 bags during the two day event at only \$3/bag.



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PUBLICATIONS

SHOW PROGRAM \$ 1500

The Show program highlights the events scheduled for the Youth Shak, Channel 7 Entertainment Marquee and other specialised attractions over the two day jam packed program. Sold at each entry/exit gate for a gold coin donation, money raised is donated to the volunteer group responsible for the sales. Over 4000 copies are printed.

GAWLER SHOW BOOK \$ 3000

The publication that has it all – The Gawler Show Book (1000 Printed) is available FREE to all interested parties. It includes all competition

sections, rules and guidelines associated with entering, entertainment programs, advertising, AGM information, dates and times of upcoming events, maps, ticket prices, membership information, life members, patrons, committee members and sponsors

INDOOR COMPETITION SECTIONS

FLORICULTURE \$ 250

This is one for the “Green Thumbs”. This area encompasses all of the entries under the broad title of Floriculture. All entries are 50 cents each and juniors FREE. An opportunity for exhibitors to be rewarded with a trophy, ribbons and prizes, this is a very popular section at the Gawler Show.

PRODUCE \$ 250

Highlighting the urban farmer in all of us, this section includes areas such as dairy, honey, olive oil, smallgoods, pate and eggs.

FRUIT & VEGETABLES \$ 250

For the average household up to the small producer the Fruit and Vegetable section is open to display a variety of home grown delights from citrus fruit and root vegetables to nuts and dried fruit.



WOOL \$ 250

An opportunity for local fleeces to be viewed together and judged, complimented by a school section to encourage our future farmers.

NEEDLEWORK, KNITTING & DRESSMAKING \$ 250

Celebrating the various crafts enjoyed all over the world. Highlighting tapestry, counted cross stitch, knitting, crochet and dressmaking to include the creation of costumes and special event attire.

HANDICRAFTS \$ 250

What a brief category title to include so much variety. This section includes scrapbooking, bears, cloth dolls, spinning & weaving, porcelain art, egg artistry, patchwork & quilting and scale models amongst just a few.



JUNIOR HANDICRAFTS \$ 250

With FREE entry for all juniors, this is a very strong section of the Gawler Show. This area increased to 667 entries in 2014 alone. Broken down into numerous categories stipulated by age, including children from pre-school right through to Year 12 students. This is a great area for schools, child care centres, kindergartens’ and after school care groups to be involved, either individually or as part of a group.

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PAINTINGS

\$ 250

Displayed by local and budding artists with artwork completed in a variety of mediums. Showing a strong following from junior artists with free entry for all those under 18 Year's, the Paintings section is a great display of the many talented locals within our community.

PHOTOGRAPHY

\$ 250

Photography is another rapidly growing area as elements of professional photography are now becoming possible with advances in digital cameras. Categories such as black and white, colour and several different styles represented in both the junior and open sections.



CARE FACILITIES

\$ 250

A well supported section from many of the Nursing homes in the Gawler district. Both ladies and men entering some fine often forgotten crafts and talent who are still eager to participate in one of their favourite past times and have it on display for us all to enjoy at the Gawler Show. Handicrafts also host a display of work completed by Aged Care Facilities including; Residential Care, Low Care, Day Care and Respite Care from across our district.

HOME BREWED BEER

\$ 250

With entries accepted for ales, lager, stout, cider, ginger beer and specialty beers. This area is quite readily inundated with offers of help during judging on Saturday.

HOME FERMENTED WINE

\$ 250

Sitting on the edge of the Barossa Valley it would just be wrong if we did not provide a category for people who liked to dabble in their own home fermented wine. This is again very popular, when it comes to judging time.

COOKERY & PRESERVES

\$ 250

The popularity of cooking shows, has certainly been echoed in the surge of entries in the cooking section these last few years. Master Chef, My Kitchen Rules have certainly increased both the interest and variety of sections available for both open and a variety of junior classes. With junior categories starting from under 8 years, the options are endless to bake, cook, preserve and decorate. Junior entries are free.



SCHOOL POSTERS

\$ 250

The poster section is explicitly open for schools to compete in and an opportunity for them to become a participant in the Show. This section closes earlier than most, usually late in July. With a section for primary aged students to provide a hand drawn poster advertising the Gawler Show and secondary students utilising computers to aid a similar design.

BENEFITS OF SPONSORING THE GAWLER SHOW

The Gawler Show is the town's largest annual event. The Society is a not for profit organisation that strives to find outlets for all community and service groups to be involved within the district. The Gawler A, H & F Society rewards this essential volunteer assistance by donation after the event. Therefore, this becomes a primary fundraising and marketing opportunity for over 50 organisations.

The Gawler Show is also SA's largest country show, hosting a three day world class equestrian program and a two day Agricultural Show, highlighting the best of "Town and Country". This premier event is a drawcard for people from all over SA. Our Show Jumping Event attracts entries from all over Australia.

The Gawler Show continues to be a fantastic opportunity for entertainment, great food and a whole host of fun for all who attend. With huge crowd appeal, it also provides a great avenue for companies to develop a marketing approach, to the broader community that no other event in this area supplies

Gawler Show

TERMS AND CONDITIONS

1. Approval and Payment of Sponsorship Packages:

- 1.1 The Gawler A, H & F Society ("The Society") reserves the right to approve all applications for Sponsorship Packages in their absolute discretion.
- 1.2 The Society will give priority to applications received from Sponsors from the previous year.
- 1.3 The Society will allocate approved sponsorship (subject to 1.1 and 1.2 above) in order of receipt of payment for same.
- 1.4 All payments received from a Sponsor/Exhibitor are non – refundable.

2. Liability:

- 2.1 All Sponsors/Exhibitors accept full liability for all claims, demands, damages, personal injury, property damage, adjustments or losses of any kind arising in connection with their sponsorship, goods or exhibition display area or any act or acts done by them, their employees, agents and/or staff however so caused and fully indemnify the Society in respect of same.
- 2.2 All Sponsors/Exhibitors accept full liability for damage to their goods or exhibits by loss, damage, theft, fire, water, storms, strikes, riots or any other cause whatsoever and fully indemnify the Society in respect of same
- 2.3 All Sponsors/Exhibitors accept full responsibility to ensure that themselves, their employees, agents and/or staff comply with the latest legislation regarding health and safety at work and fully indemnify the Society in respect of such non-compliance.

3. Insurance:

- 3.1 All Sponsors/Exhibitors undertake to take out adequate insurance in respect of any claims, damages and/or acts of any kind whatsoever (including but not limited to those mentioned in 2.1 and 2.3 above) arising in connection with their sponsorship, goods or exhibition display area or any act or acts done by them, their employees, agents and/or staff.
- 3.2 All Sponsors/Exhibitors undertake to take out adequate insurance against damage to their goods or exhibits by loss, damage, theft, fire, water, storms, strikes, riots or any other cause whatsoever.

Gawler Show

4. Termination of an Agreement:

4.1 The Society reserves the right to cancel an agreement made with a Sponsor/Exhibitor as follows:

4.1.1 No compliance by the Sponsor/Exhibitor with the sponsorship schedule.

4.1.2 Where the Sponsor/Exhibitor becomes bankrupt or enters into liquidation other than for the purpose of reconstruction or merger, or has a receiver appointed.

5. Change of Venue or Duration of Event:

5.1 The Society reserves the right to change the venue and duration of the event if exceptional circumstances (to be determined in the Society's absolute discretion) demand such change.

5.2 In the event of a change of venue and/or duration, the agreement to participate will remain in force so long as the Sponsor/Exhibitor is informed at least one calendar month before such change.

5.3 The Sponsor/Exhibitor undertakes that they will not hold any events or social functions on the same date or time as the official program of events.



Gawler Show

SPONSORSHIP CONFIRMATION

If you would like to support this fantastic family friendly event, please return the section below with full payment.

NOTE: Tax Invoice will then be issued

Email: gawlershow@bigpond.com

Fax: (08) 8523 3555

Alternatively, if you already support the Gawler Show, we would like to ensure your support is properly acknowledged. Please advise by listing the goods/services or prizes you provide. We can then align you kind support with an appropriate sponsorship package and complete various benefits to show our appreciation.

For inclusion in the Gawler Show Book, please ensure that this form is returned no later than, **31st March**.

Please email your logo and/or advertisement (in JPEG format) to gawlershow@bigpond.com.au

☐ I have read and will abide by the terms and conditions outlined by the Gawler Show Sponsorship Package.

Signed _____

Please tick the appropriate boxes below

☐ I would like to sponsor the Gawler Show to the value of \$ _____

Sponsorship Package Level _____ refer to **Page 6**

☐ Please circle if Tax Invoice required in specific Financial Year Current / Next

☐ I would like to choose (Please list 3 preferences in case your first preference is not available) section for the naming rights and benefit as part of the above package

1) _____

2) _____

3) _____

☐ A FREE trade site is part of our sponsorship package. We are interested in taking up this option YES/NO

- A separate trade application form will need to be completed prior to allocation of site.
- All staff working on free trade sites will still require ticket to gain admission to the Show on both days.
- Tickets will be supplied in accordance with the Sponsorship Package benefits selected above. Additional tickets can be purchased from the Gawler Show Society for a discounted rate of \$12 per ticket. Please Note: 1 ticket entitles 1 person to 1 entry. People entering on both day will require 2 tickets.

☐ I am already a sponsor and supply goods/services or prizes to the value of \$ _____ (RRP) please list below

SECTION	GOODS/PRIZES	VALUE \$RRP

Contact Name: _____

Business Name: _____ ABN: _____

Address: _____

Phone: _____ Fax: _____

Mobile: _____ Email: _____

Signature: _____