



HAMILTON
PASTORAL &
AGRICULTURAL
SOCIETY INC.



SHEEPVENTION
Rural Expo

Sheepvention 2024

Rural Expo

Sunday
4 August

Monday
5 August

SPONSORSHIP PROSPECTUS



Sheepvention Rural Expo 2024

Sponsorship & Exhibitor Inquiries -

Emmelie Nijskens

Business and Events Manager

M: 0409 039 086

E: info@hamiltonshowgrounds.com.au

For all further information visit our
website www.sheepvention.com

**CONDUCTED BY THE
HAMILTON PASTORAL
& AGRICULTURAL SOCIETY
IN CONJUNCTION WITH
THE HAMILTON AND WESTERN
DISTRICT SHEEP SHOW.**

President's Message

Partner
with us
in 2024!

Sheepvention Rural Expo 2024 will be held on Sunday 4 & Monday 5 August at the Showgrounds in the heart of Hamilton, regional Victoria - The epicenter of the pastoral and agricultural industry for over 160 years.

I am excited to share with you the tremendous significance of Sheepvention Rural Expo and the pivotal role that sponsors play in its success.

Sheepvention Rural Expo, is not merely a gathering for farmers and industry professionals; It is a celebration of our agricultural heritage, a platform for innovation and a catalyst for economic growth within the Western District. Since its inception in 1979, this two day event has grown into one of the most prestigious rural events in Australia, providing an unrivalled platform for agribusiness, machinery, equipment, livestock and professional services.

Without the generous support of our sponsors, we would not be able to realise the full potential of Sheepvention Rural Expo. Sponsorship allows us to enhance the scale and quality of the event, promote it effectively and reach a wider audience.

In return for your sponsorship, we offer various benefits, including prominent brand visibility, opportunities for product promotion and the chance to immerse your business with industry stakeholders.

“Sheepvention Rural Expo has been a cornerstone of the Australian sheep industry for over four decades...”

I invite you to partner with us in making Sheepvention Rural Expo a resounding success. Your support is not just an investment; it is a commitment to the growth, sustainability, and prosperity of our industry.

Please contact Emmelie Nijskens, Business and Events Manager who will work closely with you to ensure that your sponsorship aligns with your specific goals and objectives.

We look forward to partnering with you in 2024!

David Botterill

President, Sheepvention Rural Expo
Hamilton Pastoral & Agricultural Society

Why sponsor?



Develop and strengthen your brand and image



Generate high, quality leads



Connect with existing and prospective clientele

Whats on offer...



The sheep show and ram sales attract industry players who compete, showcase, educate, and celebrate achievements in their respective breeds.



Celebrate the latest advancements within the sheep and agricultural industry.



Offers a diverse range of products and services that cater to the whole family.

Event by numbers

20,000+ including 3,000 school aged children

Companies represented on site **500**

70+ Sheep studs represented on site



95% of exhibitors ranked SV in their top 5 events they attend annually

\$20,805 << average sales per site

Total sales >> **\$12.5m**

General

Area	Sponsor Type				Logo Placement			Advertising								Add Ons			
General	\$	# Years	# Avail	Website	Gate Program	Email Campaigns	Website banner	Gate program	Social Media Mention	15s PA Commercial	Big Screen	Sectional Catalogue (Full Page)	Sectional Catalogue (Half Page)	Radio Interview	Teardrop Flags	Exhibitor Site	Entry Passes	Straw bales	Present Sectional Results
Innovations Hub	Naming Rights	\$25,000*	2	1	✓	✓	✓	✓	✓	✓	✓	✓		✓	2	3 x (3m x 3m)	10	5	✓
	Supporting Sponsor	\$5,000	1	1	✓	✓			✓		✓		✓			1 x (3m x 3m)	5		
Sheeptech	Naming Rights	\$25,000*	2	1	✓	✓	✓	✓	✓	✓	✓	✓		✓	2	3 x (3m x 3m)	10	5	
	Supporting Sponsor	\$5,000	1	1	✓	✓			✓		✓		✓			1 x (3m x 3m)	5		
Producers Market	Naming Rights	\$25,000*	2	1	✓	✓	✓	✓	✓	✓	✓			✓	2	3 x (3m x 3m)	10	5	
	Supporting Sponsor	\$5,000	1	1	✓	✓			✓		✓					1 x (3m x 3m)	5		
Home Paddock	Naming Rights	\$10,000*	2	1	✓	✓	✓	✓	✓	✓	✓				2	2 x (3m x 3m)	5		
	Supporting Sponsor	\$2,500	1	1	✓	✓			✓							1 x (3m x 3m)	3		
Entertainment Centre	Naming Rights	\$10,000*	2	1	✓	✓	✓	✓	✓	✓	✓				2	2 x (3m x 3m)	5		
	Supporting Sponsor	\$2,500	1	1	✓	✓			✓							1 x (3m x 3m)	3		
Kitchen Stage	Supporting Sponsor	\$5,000	1	1	✓	✓			✓	✓	✓					1 x (3m x 3m)	5		
Ticket Gates	Supporting Sponsor	\$5,000	1	1	✓	✓			✓	✓	✓					1 x (3m x 3m)	5		
Opening Speaker	Supporting Sponsor	\$3,000	1	1	✓	✓			✓		✓					1 x (3m x 3m)	3		
Street Signs	SOLD! Supporting Sponsor	\$3,000	1	1	✓	✓			✓		✓					1 x (3m x 3m)	3		
Wine	Supporting Sponsor	Product	1	1	✓	✓			✓							1 x (3m x 3m)	3		
Merchandise	Supporting Sponsor	Product	1	1	✓	✓			✓							1 x (3m x 3m)	3		

* Amount split over two years

Areas



Innovations Hub

Includes education, government departments, community groups, inventions competition, smart spaces and innovations.



The Producers' Market

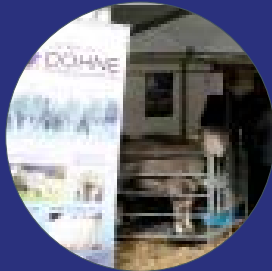
Includes clothing, homewares, gourmet produce, demonstrations and agricultural producers.

**Previously known as the Marketplace/Producers Pavilion*



Home Paddock

Focus on wool, crafts and gardening. Trade sites, exhibitors and demonstrations will be included in this pavilion.



SheepTech

Located within the Sheep Pavilion shed. Includes Sheep studs, breeders and livestock genetics.

Sponsorship Process

Sponsorship opportunities are now open and will close on Monday 29 April 2023.

All interested sponsors are encouraged to contact the Business and Events Manager via email: info@hamiltonshowgrounds.com.au to discuss their requested sponsorship opportunity.

To ensure the events objectives are met, the Events Manager has the right to reject any requests which do not align with the objectives of the event.

Prospective sponsors are encouraged to thoroughly review

both the sponsorship and exhibitor prospectuses to ensure a deep understanding of the event.

Process:

- Review the sponsorship and exhibitor prospectuses
- Contact the Business and Events Manager to discuss opportunities
- Review and sign contractual agreement
- Register exhibitor site through online portal
- Provide full sponsorship payment
- Liaise with team to fulfill all sponsorship benefits





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