



Sheepvention 2024

Rural Expo

Sunday
4 August

Monday
5 August

SPONSORSHIP PROSPECTUS

Sheepvention Rural Expo 2024

Hamilton Pastoral & Agricultural Society
PO Box 276
Hamilton VIC 3300

Emmelie Nijskens
Business and Events Manager
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For all event information, please visit our
website: www.sheepvention.com

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

Stay up to date

 @Sheepvention

 @Sheepvention_hamilton

 @Sheepvention Rural Expo

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; It is 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	Supporting Sponsor	\$3,000	SOLD!		✓	✓			✓		✓					1 x (3m x 3m)	3		
Wine	Supporting Sponsor	Product	SOLD!		✓	✓			✓							1 x (3m x 3m)	3		
Merchandise	Supporting Sponsor	Product	1	1	✓	✓			✓							1 x (3m x 3m)	3		

* Amount split over two years

What our exhibitors say...

"Thank you so much for another wonderful Sheepvention. The team put on a wonderful event, the effort put in by the committee was noticeable, and we really appreciated their support. For my knitwear business, The Woolly Brand, Sheepvention is a highlight of our year. We can't wait to come back in 2024."

"As first time exhibitors at Sheepvention we were thrilled with the outcome for our business. By creating a boutique space at Sheepvention, we were able to showcase our business to a broader audience and create brand awareness throughout our region. This also enabled us to direct new business to our store in Gray Street, which we are still seeing the flow on effects in store today."

I would encourage any business to consider exhibiting.

"We really enjoyed our time at sheepvention being a first time exhibitor, will be planning to return next year to exhibit again. Sheepvention is well organised & the lay out is easy for patrons to walk around. It was a great place for us to showcase our products that we sell into a farming region."

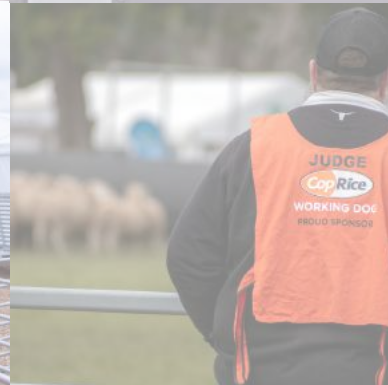
"We have been exhibiting at sheepvention for many years and find the sales from repeat customers is what keeps us coming back."

We always get some new customers each year as well which is fantastic and they will purchase again and again if they love your product.

The committee is pro active in trying to better the event every year and listens to feedback in order to do this successfully. I would encourage any one with a stand out business to attend Sheepvention as it is great exposure to a great country crowd!"

"Sheepvention, was, once again, a fabulous event. It really is the gateway to the western district, with huge reach and real local relevance. We connected with so many people over the two days, from past students and parents to prospective families, and current families. It's a must do for us."

"The best part is catching up with like minded people who are passionate about the future in agriculture. The exposure and quality conversations with sheep producers is a real driver for our business going forward and exhibiting gives us that opportunity."



Sponsorship Process

Sponsorship opportunities are now open!

All interested sponsors are encourage to contact Emmelie Nijskens, Business and Events Manager via email: info@hamiltonshowgrounds.com or mobile: 0409 039 086, 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.

Potential sponsors are encouraged to thoroughly review both the sponsorship and exhibitor prospectus' to ensure a deep understanding of the event.

SPONSORSHIP PROCESS:

>> Review the sponsorship and exhibitor prospectuses

>> Contact Emmelie Nijskens to discuss opportunities

>> Review and sign contractual agreement, provide marketing assets

>> Register exhibitor site through online portal

>> Provide full sponsorship payment

>> Liaise with team to fulfill all sponsorship benefits



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Partner with us!

