



Sheepvention 2025

Rural Expo



Sunday
3 August

Monday
4 August

SPONSORSHIP PROSPECTUS

Sheepvention Rural Expo 2025

Hamilton Pastoral & Agricultural Society
PO Box 276
Hamilton VIC 3300

Emma Moloney
Event Manager

☎ 03 5572 2563

✉ web@sheepvention.com

For all event information,
please visit www.sheepvention.com

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

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President's Message

Dear Industry,

It is my pleasure to extend a warm invitation to you on behalf of the organising committee to join us as a valued sponsor of Sheepvention Rural Expo. Your support is at the heart of what makes this event such a success, and we are thrilled to collaborate with you in celebrating agriculture and community.

For more than 40 years, Sheepvention Rural Expo has been a key fixture in the Western District's agricultural calendar. It stands as a testament to the strength, innovation, and collaboration that define our industry.

This year's event promises to build on that legacy, with two days packed with remarkable displays, hands-on demonstrations, and meaningful discussions that we can all learn from.

Sponsors like you play an essential role in driving the success of Sheepvention Rural Expo. Your contributions not only enrich the event but also help advance our industry through innovation, community engagement, and education. Partnering with us provides a unique platform to showcase your brand to a diverse audience of industry leaders, exhibitors, and attendees.

Sheepvention is about more than business—it's about celebrating the spirit of agriculture. As a sponsor, you'll have the opportunity to align your values with this vibrant event, forging lasting connections and making a tangible impact within the agricultural community.



Photo Caption: Sheepvention President Darren Schurmann.

From enhancing visibility for your brand to showing your support for rural innovation, your sponsorship is an investment in the future of farming.

While the name Sheepvention hints at its origins, the event has evolved into a comprehensive showcase of agriculture in all its diversity. It champions every aspect of rural life, from the latest innovations to the enduring traditions that underpin our farming communities. We continue to refine and expand the event each year, ensuring it remains relevant and inclusive for all.

As we prepare for another fantastic event, I want to thank you for considering this opportunity to partner with us. Your involvement plays a pivotal role in making Sheepvention Rural Expo the highlight that it is. I am confident that your contributions will shape the event's success and leave a lasting positive impact on everyone involved.

Darren Schurmann

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 2025 CopRice Victorian Farm Dog Championships will showcase the exceptional skills of working dogs and their handlers.



Celebrate the latest advancements within the agricultural industry.



Sheepvention 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**

AREA	SPONSOR TYPE				LOGO PLACEMENT			ADVERTISING									ADD ONS			
	SPONSOR LEVEL	VALUE	DURATION (YEARS)	NUMBER AVAIL	WEBSITE	GATE PROGRAM	EMAIL CAMPAIGNS	WEBSITE BANNER	GATE PROGRAM	SOCIAL MEDIA	15SEC PA COMMERCIAL	BIG SCREEN	SECTIONAL CATALOGUE (FULL PAGE)	SECTIONAL CATALOGUE (HALF PAGE)	RADIO INTERVIEW	TEARDROP FLAG	EXHIBITOR SITE	ENTRY PASSES	STRAW BALES	PRESENT SECTIONAL RESULTS
INNOVATIONS AND PRODUCERS HUB	Naming Rights	\$30,000	2	1	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	2	3x 3mx3m	10	5	✓
	Supporting Sponsor	\$5,000	1	1	✓	✓				✓		✓		✓			1x 3mx3m	5		
SHEEPTech	Naming Rights	\$20,000	2	1	✓	✓	✓	✓	✓	✓	✓	✓			✓	2	3x 3mx3m	10	5	
	Supporting Sponsor	\$5,000	1	1	✓	✓				✓		✓		✓			1x 3mx3m	5		
HOME PADDOCK	Naming Rights	\$10,000	2	1	✓	✓	✓	✓		✓	✓					2	2x 3mx3m	5		
	Supporting Sponsor	\$2,500	1	1	✓	✓				✓							1x 3mx3m	3		
ENTERTAINMENT CENTRE	Naming Rights	\$10,000	2	1	✓	✓	✓	✓		✓	✓					2	2x 3mx3m	5		
	Supporting Sponsor	\$2,500	1	1	✓	✓				✓							1x 3mx3m	3		
KITCHEN STAGE	Supporting Sponsor	\$5,000	1	1	✓	✓				✓	✓	✓					1x 3mx3m	5		
TICKET GATES	Supporting Sponsor	\$5,000	1	1	✓	✓				✓	✓	✓					1x 3mx3m	5		
OPENING SPEAKER	Supporting Sponsor	\$3,000	1	1	✓	✓				✓		✓					1x 3mx3m	3		
STREET SIGNS	Supporting Sponsor	\$3,000	SOLD		✓	✓				✓		✓					1x 3mx3m	3		
WINE	Supporting Sponsor	Product	SOLD		✓	✓				✓							1x 3mx3m	3		
MERCHANDISE	Supporting Sponsor	Product	1	1	✓	✓				✓							1x 3mx3m	3		

Note: cost of two year sponsorship packages are split over two years.

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RAM SHED	Naming Rights	\$20,000	SOLD		✓	✓	✓	✓	✓	✓		✓	✓			2	1x 10mx6m	10	5	✓
	Supporting Sponsor	\$3,000	1	2	✓	✓				✓				✓			1x 3mx3m			
SHEEP SHOW	Naming Rights	\$20,000	2	1	✓	✓	✓	✓	✓	✓		✓	✓			2	1x 10mx6m	10	5	✓
	Supporting Sponsor	\$3,000	1	3	✓	✓				✓				✓			1x 3mx3m			
MERINO SHEEP SHOW	Naming Rights	\$12,000	2	1	✓	✓	✓	✓	✓	✓		✓	✓			2	2x 3mx3m			✓
	Supporting Sponsor	\$3,000	1	2	✓	✓				✓				✓			1x 3mx3m			
VICTORIAN FARM DOG CHAMPIONSHIPS	Naming Rights	\$15,000	SOLD		✓	✓	✓	✓	✓	✓		✓	✓			2	2x 3mx3m	5		✓
	Open	\$2,000	SOLD		✓	✓				✓		✓		✓						
	Improver	\$1,500	1	1	✓	✓				✓		✓		✓						
	Novice	\$1,000	1	1	✓	✓			✓					✓						
	Maiden	\$500	1	1	✓									✓						
	Encourage	\$500	1	1	✓									✓						
WOOL HANDLING COMPETITION	Naming Rights	\$12,000	2	1	✓	✓	✓	✓	✓	✓		✓	✓				2x 3mx3m	5		✓
	Open	\$2,000	1	1	✓	✓				✓		✓		✓						
	Senior	\$1,500	1	1	✓	✓				✓		✓		✓						
	Novice	\$500	1	1	✓									✓						
INVENTIONS COMPETITION AND STAGE	Naming Rights	\$12,000	2	1	✓	✓		✓		✓		✓		✓			2x 3mx3m	5		✓
	Supporting Sponsor	\$3,000	SOLD		✓	✓				✓		✓		✓			1x 3mx3m			
	Livestock Equipment & Technology	\$500	1	1	✓															
	Machinery & Technology	\$500	1	1	✓															
	House & Garden	\$500	1	1	✓															
	Business & Corporate	\$500	1	1	✓															
	School Students	\$500	1	1	✓															

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Apply today!

Sponsorship opportunities are now open!

All interested sponsors are encouraged to contact the Event Manager:
web@sheepvention.com
03 5572 2563

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

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

Application process

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



What our exhibitors say...

"Thank you so much for another wonderful Sheepvention. The team put on a terrific event, the effort put in by the committee was noticeable, and we really appreciated their support"

"Sheepvention is well organised and 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."

"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.

I would encourage any business to consider exhibiting"

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

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 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"

"We love the Expo. The organisers are always friendly and very helpful. Our aim is to keep everyone caffeinated and fed. We kept quite busy so we hope we succeeded"

"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."

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