



Sheepvention 2026

Rural Expo



Sunday
2 August



Monday
3 August



SPONSORSHIP PROSPECTUS

Sheepvention Rural Expo 2026

Hamilton Pastoral & Agricultural Society
PO Box 276
Hamilton VIC 3300

☎ 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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📘 @Sheepvention
📷 @Sheepvention_hamilton
🌐 @Sheepvention Rural Expo

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 2026 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**

Event Sponsorship

Want to tap into an event that attracts 25,000+ attendees over two days?

Our event packages offer businesses the unique opportunity to connect with a large, engaged audience, gaining exposure and visibility that lasts long beyond the event itself. It's the perfect way to amplify your brand presence!

All sponsorship packages are 1 Year duration

Brozne

Inclusions:

- Logo placement on event website sponsor page
- Recognition in the official gate program
- Inclusion in one collective "Bronze" sponsor social media post
- Featured mention in a Sheepvention social media story
- 2 Complementary General Admission tickets

Investment: \$750.00

Silver

Inclusions:

- Logo Placement on select event signage and website sponsor page
- Recognition in the official Sheepvention event program
- Inclusion in one collective "Silver" sponsor social media post
- Featured in a "Sponsor Spotlight" social media story
- 3 Complementary General Admission tickets

Investment: \$1000.00

Gold

Inclusions:

- Logo placement on website sponsor page
- Logo placement on select event signage and promotional materials
- Recognition in official event program
- Inclusion in one collective "Gold" Sponsor social media post
- Inclusion in one "Sponsor Spotlight" social media story
- Mention in event email communication (Sponsor Acknowledgement section)
- 1 x 3mx3m Outside general site
- 2 complementary General Admission tickets

Investment: \$1500.00

Major Event Sponsorship

Want to tap into an event that attracts 25,000+ attendees over two days?

Our event packages offer businesses the unique opportunity to connect with a large, engaged audience, gaining exposure and visibility that lasts long beyond the event itself. It's the perfect way to amplify your brand presence!

All sponsorship packages are 1 Year duration

Innovations & Producers Hub – Naming Rights Sponsor

- Exclusive naming rights: “[Sponsor Name] Innovations & Producers Hub”
- Logo placement on website sponsor page
- Logo placement on select event signage and promotional materials
- Recognition in official event program
- Inclusion in one collective “Major” Sponsor social media post
- Inclusion in one “Sponsor Spotlight” social media story
- Business logo on the big screen
- Mention in event email communication (Sponsor Acknowledgement section)
- 2 x teardrop flags
- 1 x 3mx3m Outside general site
- 4 complementary General Admission tickets

Investment: \$5000.00
1 Available

SheepTech – Naming Rights Sponsor

Inclusions:

- Exclusive naming rights: “[Sponsor Name] SheepTech”
- Logo placement on website sponsor page
- Logo placement on select event signage and promotional materials
- Recognition in official event program
- Inclusion in one collective “Major” Sponsor social media post
- Inclusion in one “Sponsor Spotlight” social media story
- Business logo on the big screen
- Mention in event email communication (Sponsor Acknowledgement section)
- 2 x teardrop flags
- 1 x 3mx3m Outside general site
- 4 complementary General Admission tickets

Investment: \$5000.00
1 Available

HomePaddock – Major Sponsor

Inclusions:

- Logo placement on event website sponsor page
- Recognition in the official gate program
- Inclusion in one collective “Bronze” sponsor social media post
- Featured mention in a Sheepvention social media story
- 3 Complementary General Admission tickets
- 1 x 3mx3m outside general site

Investment: \$2500.00
1 Available

Major Event Sponsorship

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All sponsorship packages are 1 Year duration

SheepShow Naming Rights Sponsor

Investments:

- Exclusive naming rights: “[Sponsor Name] SheepShow Naming Rights”
- Logo placement on website sponsor page
- Logo placement on select event signage and promotional materials
- Recognition in official event program
- Inclusion in one collective “Major” Sponsor social media post
- Inclusion in one “Sponsor Spotlight” social media story
- Business logo on the big screen
- Mention in event email communication (Sponsor Acknowledgement section)
- 2 x teardrop flags
- 1 x 3mx3m Outside general site
- 4 complimentary General Admission tickets

Investment: \$4000.00

1 Available

Merino SheepShow – Naming Rights Sponsor

Inclusions:

- Exclusive naming rights: “[Sponsor Name] Merino SheepShow Naming rights”
- Logo placement on website sponsor page
- Logo placement on select event signage and promotional materials
- Recognition in official event program
- Inclusion in one collective “Major” Sponsor social media post
- Inclusion in one “Sponsor Spotlight” social media story
- Business logo on the big screen
- Mention in event email communication (Sponsor Acknowledgement section)
- 2 x teardrop flags
- 1 x 3mx3m Outside general site
- 3 complimentary General Admission tickets

Investment: \$3500.00

1 Available

Major Event Sponsorship

Want to tap into an event that attracts 25,000+ attendees over two days?

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All sponsorship packages are 1 Year duration

Ram Shed Major Sponsor

Victorian Farm Dogs Championships naming Rights Sponsor

Wool Handling Major Sponsorship

Inclusions:

- Logo placement on website sponsor page
- Logo placement on select event signage and promotional materials
- Recognition in official event program
- Inclusion in one collective "Major" Sponsor social media post
- Inclusion in one "Sponsor Spotlight" social media story
- Business logo on the big screen
- Mention in event email communication (Sponsor Acknowledgement section)
- 2 x teardrop flags
- 1 x 3mx3m site
- 4 x straw bales
- 4 complementary General Admission tickets

Investment: \$4000.00

Inclusions:

- Exclusive naming rights: "[Sponsor Name] Victorian Farm Dogs Championship Naming rights"
- Logo placement on website sponsor page
- Logo placement on select event signage and promotional materials
- Recognition in official event program
- Inclusion in one collective "Major" Sponsor social media post
- Inclusion in one "Sponsor Spotlight" social media story
- Business logo on the big screen
- Mention in event email communication (Sponsor Acknowledgement section)
- 2 x teardrop flags
- 1 x 3mx3m Outside general site
- 3 complementary General Admission tickets

Investment: \$5000.00

1 Available

Inclusions:

- Logo placement on event website sponsor page
- Recognition in the official gate program
- Inclusion in one collective "Major" sponsor social media post
- Featured mention in a Sheepvention social media story
- 3 Complementary General Admission tickets
- 1 x 3mx3m outside general site

Investment: \$2500.00

1 Available

Major Event Sponsorship

Want to tap into an event that attracts 25,000+ attendees over two days?

Our event packages offer businesses the unique opportunity to connect with a large, engaged audience, gaining exposure and visibility that lasts long beyond the event itself. It's the perfect way to amplify your brand presence!

All sponsorship packages are 1 Year duration

Inventions Competition Major Sponsor

Inclusions:

- Logo placement on website sponsor page
- Logo placement on select event signage and promotional materials
- Recognition in official event program
- Inclusion in one collective "Major" Sponsor social media post
- Inclusion in one "Sponsor Spotlight" social media story
- Business logo on the big screen
- Mention in event email communication (Sponsor Acknowledgement section)
- 2 x teardrop flags
- 1 x 3m x 3m site
- 4 complimentary General Admission tickets

Investment: \$4000.00

Supporting Sponsors

Inclusions:

- Logo placement on event website sponsor page
- Recognition in the official gate program
- Inclusion in one collective "Supporting" sponsor social media post
- Featured mention in a Sheepvention social media story
- Advertising on Big Screen
- 3 Complimentary General Admission tickets
- 4 x Straw bales

Investment: \$2000.00



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"

"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"

"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."

"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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