



South Australian Country Shows

# SPONSORSHIP PACKAGES



2023 SA Rural Ambassador finalists at the State Meat Sheep Young Judges presentation



# ABOUT US

SA Country Shows is the umbrella organisation for all rural and regional Agricultural, Horticultural, Floricultural, Industrial, and Pastoral Societies in South Australia.

**48 MEMBER SHOWS**  
  
**8 Member Associations**

**2000**  
**VOLUNTEERS STATEWIDE**

# AUDIENCE REACH

Each year, SA Country Shows events attract approximately  
  
**160,000 attendees**

**500,000**  
**visits**  
 on show websites annually

**1 MILLION**  
**VIEWS**  
 on social media

With more than  
**106,000** active followers statewide  
 SA Country Shows offer a substantial and engaged audience for your business

# COMMUNITY INVOLVEMENT

SA Country Shows is affiliated with Agricultural Shows Australia (ASA), the organisation representing over 580 shows Australia-wide. Annually, we participate in ASA's two prestigious national events, including:

## Young Judges & Paraders Competitions



The Young Judges & Paraders Competitions showcase the talent of youths aged 15-25 in communication, public speaking, as well as breed and industry-specific knowledge. This involves the judging and parading of beef and dairy cattle, as well as meat sheep, merino sheep, poultry, fleece and grains judging.



Rural Ambassadors with Meat Sheep Young Judges



Rural Ambassador Award finalists at the Royal Adelaide Show



2024 Young Rural Ambassador Award State Finalists

## Rural Ambassador Award



SA Country Shows also participates in ASA's National Finals of the Rural Ambassador Award. This award honours the emerging leaders deeply committed to agricultural industries and the Agricultural Show movement at local, state, and national levels.

Each year, we select our state representatives for both competitions through rigorous finals held during the Royal Adelaide Show.

Our involvement with these prestigious events underscores our strong commitment to helping foster young talent and leadership within the South Australian agricultural community, and creating a sustainable future for country shows.

# SPONSORSHIP PACKAGES

SA Country Shows offer 4 sponsorship packages, each designed to connect your brand with prominent events and engage with our diverse South Australian audience:

## CORPORATE SPONSOR \$50,000



### Digital Media

- Large logo & link on SA Country Shows' website.
- Logo on ALL SA country show member websites statewide.
- 12 advertisements on SA Country Shows' Facebook page (per year).\*
- SA Country Shows' Facebook Competition specific promotion.
- Promotion on ALL SA Country Show Association & Member Shows' Facebook pages .



### Print Media

- Large logo & listing in SA Country Shows:
  - Newsletter, Rural Ambassador handbook, and information brochure.
  - Competition-specific guidelines.
  - Royal Adelaide Show promotional material (for competitions).
- ½ page A4 newsletter advert.\*
- Large logo in ALL SA Country Shows' member show's show books statewide.



### Event Media

- Logo feature on main arena screen during Young Farmers Challenge (at Royal Adelaide Show).
- Banner at over 15 SA Country Shows exclusive & associated events.\*
- Banner and advertising material at our promotion stand during the Royal Adelaide Show.\*
- Collateral recognition through show networks, promotion & Stock Journal media partnership.



### Event Networking

- 2 tickets to the SA Country Shows' Young Rural Ambassador dinner.
- 2 tickets to Annual Presentation Dinner (inc. Rural Ambassador winners' presentation).
- 2 passes to the Royal Adelaide Show.
- 10-minute speaking opportunity/advertorial at annual SA Country Shows' symposium.

Note: This sponsorship package also offers naming rights to a state function.

\*Provided by sponsor



2024 State Championship of the Genoa Cake competition



Produce on display



Rural Ambassadors gather at Naracoorte Show

## PLATINUM SPONSOR \$25,000



### Digital Media

- Medium logo AND link on SA Country Shows' website.
- 6 advertisements on SA Country Shows' Facebook page (per year).\*
- Promotion on ALL Member Association Facebook pages (competition specific).



### Print Media

- Medium logo in SA Country Shows' newsletter, ALL member show books statewide & competition-specific guidelines.
- ¼ page A4 newsletter advert.\*
- Listed in Royal Adelaide Show Young Judges & Paraders Championships Schedule (or equivalent).



### Event Media

- Banner at 5 SA Country Shows' exclusive & associated events, and at our promotion stand during the Royal Adelaide Show.\*
- Collateral recognition through show networks, promotion & Stock Journal media partnership.



### Event Networking

- 2 tickets to Young Rural Ambassadors dinner.
- 2 tickets to Annual Presentation dinner (inc. Rural Ambassador winners' presentation).

**Note:** This sponsorship package also offers naming rights to a state function.



Live judging of a chocolate cake class



Main Arena Rural Ambassador interviews at the Royal Adelaide Show

## MEDALLION SPONSOR \$10,000



### Digital Media

- Small logo on SA Country Shows' website.
- 3 advertisements on SA Country Shows' Facebook page (per year).



### Print Media

- Small logo in newsletter, ALL show books statewide, and competition-specific guidelines.
- ⅛ page A4 newsletter advert.\*
- Listed in RAHS Young Judges & Paraders Championships schedule (or equivalent).



### Event Media

- Banner at 4 SA Country Show exclusive & associated events.\*
- Collateral recognition through show networks and promotion.



### Event Networking

- 2 tickets to Annual presentation dinner (inc. Rural Ambassador presentation).

## BLUE RIBBON SPONSOR

\$5,000



### Digital Media

- Logo on SA Country Shows' website - competition specific page.
- Competition specific advertisement (1) on SA Country Shows' Facebook page.



### Event Media

- Banner at one sponsored specific SA Country Shows event.\*
- Collateral recognition through show networks and promotion.



### Print Media

- Listed name in SA Country Shows' newsletter.
- Listed name in all SA Country Shows' member show books statewide.
- Listed in Royal Adelaide Show Young Judges & Paraders Championships Schedule (or equivalent).
- Logo in SA Country Shows' competition specific guidelines.



### Event Networking

- 1 ticket to specific sponsored event

\*Provided by sponsor.



Gawler Show crowd



Grain Young Judges competition



Showjumping

# SUPPORTER PACKAGES

SA Country Shows offer 3 supporter packages, each designed to recognise the important contributions of individuals and small business to SA Country Shows events.

## GOLD SUPPORTER \$1,000

### Acknowledgement

- Name listed on SA Country Shows' website - competition specific page
- Opportunity to support state competitions, with associated acknowledgements
- Annual recognition in end of season online newsletter
- Annual recognition with group sponsor Facebook post
- Collateral recognition through show networks and promotion
- Complimentary subscription to newsletters and mailing list



## SILVER SUPPORTER \$500

### Acknowledgement

- Name listed on on SA Country Shows' website - competition specific page
- Opportunity to support state competitions, with associated acknowledgements
- Annual recognition in end of season newsletter
- Annual recognition on group sponsor Facebook post
- Complimentary subscription to newsletters and correspondence

## BRONZE SUPPORTER <\$200

### Acknowledgement

- Name listed on SA Country Shows' website - competition specific page
- Opportunity to support state competitions, with associated acknowledgements
- Complimentary subscription to newsletters and correspondence

**For more information or to discuss your interest in one of these sponsorship or supporter packages, please contact:**

**Mrs Amanda Lock**  
Senior Vice President & Sponsorship Chair  
SA Country Shows

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Rural Ambassadors interviewed by the ABC at the Royal Adelaide Show



Beef Cattle competition



Young Handlers class



Country show volunteers at the 2024 SA Country Shows Symposium



[sacountryshows.com](http://sacountryshows.com)

 South Australian Country Shows

 [sacountryshows](https://www.instagram.com/sacountryshows)