

Helensville 117th A&P Show

Saturday 23 February 2019

ONE GREAT DAY, ONE GREAT PLACE
(the last Saturday in February)

SPONSORSHIP Prospectus 2019



Opportunities & Benefits What we can offer:

Naming Sponsor for the 117th Show:

- *Official Partner of the Show*
- Naming Rights Division Sponsor – our Equestrian, Livestock, Indoor and Outdoor divisions all carry naming rights as to the individual sections and classes they host
- Naming Rights Sponsor for designated Show areas. For example; Community Stage, Children's Area, or Chill-out Zone, all provide unique marketing possibilities.

Sponsorship can be recognised in:

- Communication with members and stakeholders
- Branding and signage at the Show and on the Showgrounds
- Showtime announcements and live interviews with MC
- Naming rights to sections, classes or areas
- Listings and logo's in the show Schedule Catalogue and newsletters
- Advertorial opportunities in the media Show Supplement
- Sponsorship acknowledgement on Trade Site
- Presentation of awards / prizes

- Branding on show tickets, membership cards, flyers and posters
- Discounted or free trade space
- Product offers
- VIP tickets
- Hospitality opportunities (invitation to the Presidents Lunch, after-show)
- Shout, corporate hosting opportunities)
- Website and social media listings and links
- Invitations to fundraisers & Association Events
- Leaflet distribution at show
- Priority Parking
- *NEW 2019* –logo placement on online public ticket sales

Sponsorship Options:

		GRAND CHAMPION SPONSOR				
PACKAGE TYPE:	Official Show Partner	Naming Rights Main Area Sponsor (of Equestrian, Woodchopping or Livestock Areas)	Naming Rights Area Sponsor (of Indoor competition, Community Stage)	Champion Sponsor (Individual Section & Classes)	Red Ribbon Sponsor (Individual Section & Classes)	Blue (Yellow / Green) Ribbon Sponsor
(excluding GST) (including goods and discount)	\$10 000+	\$5000-\$9999	\$2000-\$4999	\$1000-\$1999	\$500-\$999	Up to \$499
Named Sections	1 Section 6 Classes	1 Section 5 Classes	1 Section 4 Classes	1 Section 3 Classes	1 Section (if available) 2 Classes	X
Complimentary Hospitality	4x Lunches 8x Shout	6x Shout	4x Shout	3x Shout	X	X
Advert in official Show Schedule	Full colour page & by-line on front cover	½ Colour page	¼ Colour page	½ page	¼ page	X
Advert in Show Catalogues	½ Page	½ Page	¼ Page	X	X	X
VIP Parking Passes	6	5	3	2	1	X
Banner advert at Show and Showgrounds	2	2	2	1	X	X
Logo on public advertising (online/print)	✓	✓	X	X	X	X
Entrance Tickets	16	10	8	6	4	X
Website listing & links	✓	✓	✓	✓	✓	✓
Social Media links	✓	✓	✓	✓	✓	✓
Logo placing on public ticket sales online	✓	✓	X	X	X	X
Inclusion in newsletter	✓ & advertorial	✓ & advertorial	✓	✓	✓	✓
Trade Stand Space and official sponsorship acknowledgement signage	5 Sites (6mx5m) 6m frontage With power	4 Sites (6mx5m) 6m frontage With power	4 Sites (6mx5m) 6m frontage	4 Sites (6mx5m) 6m frontage	X	X
Showgrounds signage for the year *size to be discussed	✓ ✓	✓	✓	✓	X	X
Award Presentation and PA Announcement	✓	✓	✓	✓	X	X
Vertical Banner (on scissorlift)	✓	X	X	X	X	X

It's all about the people, the region, Our history. Our future.

The Helensville A&P Show has been showcasing the best of our local region for over 117 years. With an enviable reputation as a truly authentic New Zealand A&P show. Our event brings together a vibrant mix of traditional and innovative acts, displays and competitions.

The Helensville Show is the largest one-day show in the Northern District, attracting a walk-up crowd of up to 6,000 people. Along with 150 trade stands it offers opportunities of extensive exposure to local and national audiences.

THE HELENSVILLE SHOWGROUNDS:

The Helensville A&P Association has been based at the Helensville Showgrounds since 1954. The Association is committed to promoting agricultural and horticultural activities and supporting rural industry across the region. As well as the annual A&P Show, the Showgrounds provide an important community base for equestrian events, community groups and private functions. The Association has a strong commitment to improving the grounds and its buildings for year-round community use.



THE 2019 HELENSVILLE A&P SHOW: Saturday 23rd of February 2019

The 2017 Show hosted at the Helensville Showgrounds saw: visitor numbers of approximately 5,700 with 3,000 competitor entries & 150 trade site bookings. It was run as a zero-waste A&P Show. It combined a wide range of attractions from regional foods to the Cookie Bear Road Show, agricultural displays, home brewing to live music; poultry, beef, and sheep displays, pony and tractor rides; unique indoor competition and displays not to mention wood chopping, equestrian events and much, much more.

This coming Show will be even bigger and better, offering a wonderful and adventure-filled family day out, as well as a unique opportunity of exposure for your brand.



"Our aim is to create a unique and dynamic show that celebrates our region and our people, supporting the next generation of farmers and rural entrepreneurs"

Media

The Helensville A&P Show undertakes a broad media programme...

Print Media:

- Norwest Times
- Rodney Times
- Helensville News
- Trade and technical magazines

Local and national media includes:

- Television News (occasionally)
- Radio NZ
- Mediaworks network
- The Radio Network
- Country TV

Social Media:

- Facebook
- Websites
- Eventfinda

Marketing: We continue to explore new marketing strategies to drive growth of the show. The primary aim of our strategies is to increase ticket sales and competitor entries, sell trade space and highlight sponsorship, online and in print.

Our promotional activities include leaflet drops, posters, advertising in local and national press and radio networks. Direct mail, newsletters, and web-based promotions. We have an active website and face book page with an increasing number of members 1000+ and great engagement.

Meet our Officers 2019:

Patron:	C. McRobbie
Vice Patron:	M. Keane
President:	F.W. Croft
Vice President:	S. Addison
Jnr Vice President:	G. Cornelius
Executive Member:	R. Bradly
Executive Member:	J. Croft
Executive Member:	D. van Dam
Executive Member:	A. Holst
Executive Member:	A. Lemmen
Executive Member:	L. Glasson
Executive Secretary:	M. Kotze

Contact Us:

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