



AFFILIATED WITH



ROYAL  
AGRICULTURAL  
SOCIETY  
of WA

OUR TOWN  
OUR STORIES

2026

SPONSORSHIP  
PROSPECTUS



## MERREDIN & DISTRICTS AGRICULTURAL SHOW 2026

The Merredin & Districts Agricultural Show is the biggest event on the Merredin calendar, and one of the biggest Agricultural Shows in the Central Wheatbelt. With over 2,500 people (not including kids) through our gates, and numbers increasing each year, it is a fantastic opportunity for businesses local to our district to interact with potential clients and showcase their support for the community. Sponsoring the Show not only increases your brand visibility but also demonstrates your commitment to sustaining a much-loved regional tradition. Your support helps us deliver an exciting program for all ages ensuring a memorable day for families, exhibitors, and visitors alike.

This year's theme - Our Town: Our Stories gives sponsors the chance to tell the story of their business and how it fits into the grand narrative that is the history of Merredin and its districts.

### TYPES OF SPONSORSHIPS

We offer sponsorship opportunities that allow you to support the Merredin & Districts Agricultural Show in a way that aligns with your goals. Choose from one or more of the following:

- **Monetary Sponsorship:** A financial contribution to support the Ag Show.
- **In-Kind Services:** Provide services or resources to the Merredin & Districts Ag Society or Ag Show.
- **Vouchers & Gifts:** Donate products or vouchers for prizes to engage show attendees and promote your brand.

#### BENEFITS TO ALL SPONSORS:

- Opportunity to invest in the future of rural Australia
- Supporting and encouraging volunteers with a passion for our community Show
- Direct exposure to a local audience
- Enhancement of your brand awareness
- Promotion of your products & services to local customers

#### ALL SPONSORS ARE PROMOTED THROUGH:

- A dedicated website
- Social media
- Hard copy publications such as the Exhibition Catalogue and Show Program
- Your banners on display throughout the show grounds
- Promotion through dedicated local press
- Promoted over PA system throughout the day of the show

### SPONSORSHIP LEVELS:

There are several levels of sponsorship available:

Golden Sheaf Sponsor (\$10,000+)

Platinum Comb Sponsor (\$6,000)

Spider Orchid Sponsor (\$3,500)

Granite Sponsor (\$2,000)

Mallee Sponsor (\$600)

Sandplain Sponsor (\$250)

Pioneers Exhibition Trophies Sponsor (\$100-200)

Cultivator (Specifically for Animals and YFC) (\$100-\$1,000)

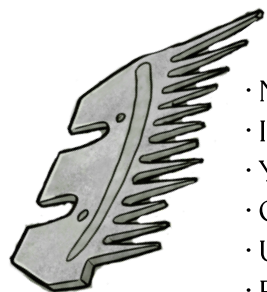
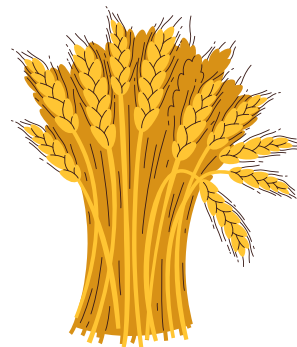
More information is provided on the following pages





### **GOLDEN SHEAF SPONSOR- \$10,000+ (X2 AVAILABLE)**

- Naming rights to the Show OR Mega Raffle
- Identified on all marketing and promotion leading up to, and on the day of the show
- Your promotional material in prominent positions at the show grounds on the day
- Two free stallholder sites on the show day
- Up to 15 complimentary tickets to the show for you and your staff
- Full page and front strip colour adverts in the Show Program



### **PLATINUM COMB SPONSOR - \$6,000 (X3 AVAILABLE)**

- Naming rights to the Fireworks Display OR Animal Arena OR Main Stage (inc. the entertainment)
- Identified on all marketing and promotion leading up to, and on the day of the Show
- Your promotional material in prominent positions at the show grounds on the day
- One free stallholder site on the day
- Up to 10 complimentary tickets to the show for you and your staff
- Full page advert in the Show Program

### **SPIDER ORCHID SPONSOR - \$3,500 (X4 AVAILABLE)**

- Naming rights to either the Float Parade OR Exhibition Marquee OR Kids Tent OR Show 'n' shine.
- Identified on all marketing and promotion leading up to, and on the day of the Show
- Your promotional material in prominent positions at the show grounds on the day
- One free stallholder site on the day
- Up to 8 complimentary tickets to the show for you and your staff
- Half page advert in the Show Program



**NEW**

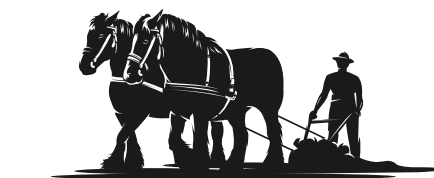
### **PIONEERS EXHIBITION TROPHY SPONSOR - \$100-200 (LIMITED TO 7)**

- Name on the base of the trophy
- Name in the exhibition program as sponsoring the section:
  - Section 1 Arts & Craft
  - Section 2 Culinary
  - Section 3 Agriculture and Horticulture
  - Section 4 Under 6 years old
  - Section 5 Primary Junior (6-8 years old)
  - Section 6 Primary Upper (9-11 years old)
  - Section 7 Secondary (12-17 years old)
- Option to include your business logo on a congratulatory card contained in the prize money envelope.
- Option to include a gift voucher included in total prize money (e.g. \$20 cash + \$20 gift card).

**NEW**

### **CULTIVATOR SPONSOR - \$100- 1,000**

This is a new type of sponsorship level specifically for our local farmers. These sponsors are either sponsoring a specific animal class, or they are contributing to running the Young Farmers Challenge Event.



- Name on the ribbon/ trophy
- Name in the exhibition program as sponsoring the section
- Option to include your business logo on a congratulatory card contained in the prize money envelope.
- Option to include a gift voucher included in total prize money (e.g. \$20 cash + \$20 gift card).

This sponsorship can be monetary or in-kind by supplying equipment or other items. For more information about the Young Farmers Challenge, scan the QR code.



**WITHOUT THE COMMUNITY SUPPORT OF INDIVIDUALS, COMMUNITY GROUPS AND BUSINESSES SUCH AS YOURSELF, THE MERREDIN AND DISTRICTS AGRICULTURAL SHOW WOULD NOT BE THE SUCCESS IT IS. AS A NOT FOR PROFIT ORGANISATION, WE RELY ON YOUR DONATIONS TO CONTINUE TO RUN THIS EVENT.**

**WE THANK YOU FOR YOUR SUPPORT.**

	SPIDER ORCHID \$3,500	GRANITE \$2,000	MALLEE \$600	SANDPLAIN \$250	PIONEER \$100
EXCLUSIVE SPONSORSHIP OF INTERMEDIATE ENTERTAINMENT	✓	—	—	—	—
LOGO IN THE SHOW PROGRAM	✓	✓	✓	✓	NAME ONLY IN EXHIBITION PROGRAM
FREE STALL HOLDER SITE	✓	✓	—	—	—
COMPLIMENTARY SHOW TICKETS	8	6	4	2	0
ADVERT IN THE SHOW PROGRAM	1/2 PAGE	1/4 PAGE	1/8 PAGE	LINAGE	LISTED UNDER SPONSORS
ANNOUNCEMENTS OVER THE PA SYSTEM	✓	✓	✓	✓	—

### IMPORTANT INFORMATION:

Due date for all sponsorship pledges is the 30th of November 2025

Due date for all sponsorship money is March 1<sup>st</sup> (please wait to be invoiced before paying)

Please go to: <https://www.surveymonkey.com/r/Z7KTX7>

Or scan the QR code to complete the Sponsorship Pledge

Otherwise, contact us through [merredinshow@gmail.com](mailto:merredinshow@gmail.com)



Due dates for all logos are as follows:

- Golden Sheaf - ASAP for printed materials
- Pioneer Competition and Trophies - 14th of November for printing of program
- Platinum Comb - 30<sup>th</sup> November 2025
- Spider Orchid - 31<sup>st</sup> December 2025
- Other - 28<sup>th</sup> February 2026

(if you miss the date, they may be a chance of your logo not appearing on printed posters and programs)

To check current availability of naming rights please email [merredinshow@gmail.com](mailto:merredinshow@gmail.com). We have a first in, first served policy, and the MADAS committee will consider all reasonable requests for naming rights appropriate to your sponsorship level. Returning sponsors will have the first right of refusal for the naming rights on an annual basis.

#### CONTACT DETAILS:

Sponsorship Coordinator:

Clayton Murray

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Email: [claytonmurray@westnet.com.au](mailto:claytonmurray@westnet.com.au)

Secretary/ Treasurer

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