



Bulahdelah Show Sponsorship Prospectus

The Bulahdelah Show

*Showcasing the best in
agriculture and our community.*



Introduction

The Bulahdelah Show is an agricultural show held annually in November of each year, showcasing local agriculture and bringing together the community and visitors.

The town of Bulahdelah was established around 1880 with the main industries revolving around dairy and timber.

In the early 1920's the Bulahdelah branch of the Agricultural Bureau conducted their first show and for many years the annual show has been the main focus for the community. Unfortunately, the show was suspended for a few years during the 1970's but in 1983 the Bulahdelah Show Society was reformed and has been organising our Bulahdelah Show ever since.

Today, the Bulahdelah Show Society is made up of a volunteer committee who are dedicated to creating an engaging and community driven show each year.

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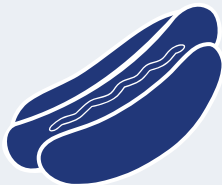
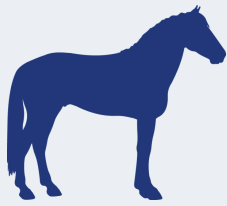
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Event Highlights

Agricultural events
and showcases

Local school and
pre-school displays

Entertainment, fireworks
and demolition derby

Food outlets, retail and
business stalls

Pavilion displays and
competitions

Sideshow alley, showbags
and games

Sponsorship



Our show holds a reputation for being an exceptionally managed event, presented on our picturesque grounds and built on generations of enthusiastic volunteers.

As a not-for-profit organisation, we rely on volunteers and sponsorship to ensure our event remains successful and beneficial for our community.

This prospectus outlines the sponsorship opportunities for organisations and individuals to consider in supporting our show. We also accept cash donations, tailored packages and in-kind donations of goods or services.

Please contact us directly if you have any questions or would like to make an **off-prospectus sponsorship contribution** or discuss a **tailored sponsorship package**.

If you are ready to become a sponsor, please complete the sponsorship form included in this document and send it back to us via email at bulahdelahshow@hotmail.com by the end of October.

Every sponsorship goes directly toward creating an affordable, engaging and memorable event for families, schools and visitors from across the region.

We truly appreciate any contributions and thank you for your generosity and investment into our community.

Sponsorship Packages

Bronze Package

Sponsorship benefits for the Bronze Sponsorship Package include:

1 x banner placement at event

2 x complimentary tickets

Logo placement on website and external link

Relevant PA announcements recognising support

1 x logo placement and tag on social media

\$500

Silver Package

Sponsorship benefits for the Silver Sponsorship Package include:

3 x banner placements at event and static display stand

4 x complimentary tickets

Logo placement on website and external link

Relevant PA announcements recognising support

2 x logo placements and tags on social media

\$1,000

Sponsorship Packages

Gold Package

Sponsorship benefits for the Gold Sponsorship Package include:

6 x banner placements including one on main arena

6 x complimentary tickets

Logo placement on website and external link

Relevant PA announcements recognising support

4 x logo placements and tags on social media

\$2,500

Principal Sponsor

Sponsorship benefits for the Principal Sponsorship Package include:

Exclusive naming rights and prime positioning of banners

10 x complimentary tickets

Logo placement on website and external link

Ongoing PA announcements recognising support

Ongoing logo placements and tags on social media

Media exposure in radio and newspaper advertisements

\$5,000

Sponsorship Packages

Benefit	Bronze (\$500)	Silver (\$1,000)	Gold (\$2,500)	Principal (\$5,000)
Event banner placements	1	3	6 including main arena	Prime positioning
Static display stand	–	✓	✓	✓
Website logo and external link	✓	✓	✓	✓
Complimentary tickets	2	4	6	10
PA announcements during the event	✓	✓	✓	Ongoing
Social media logo placement & tags	1	2	4	Ongoing
Naming rights	–	–	–	✓ (exclusive)
Media exposure (radio, newspaper ads)	–	–	–	✓
Show merchandise	–	✓	✓	✓
Post-event committee event invitation	–	–	–	✓
Opportunity to speak at a show event (if applicable)	–	–	✓	✓

In-kind or tailored sponsor packages will receive benefits agreed upon in line with the value of their contribution and as decided by the committee.

Sponsor Benefits

There are a range of benefits for organisations and individuals within our sponsorship packages:

Regional Visibility

The show draws visitors from across the Mid Coast and beyond, providing region-wide exposure. Your brand will be visible in promotions and throughout the event, helping to build recognition across diverse local audiences. Sponsors have the opportunity to engage with thousands of attendees throughout the event.

Supporting the Community

Sponsorship directly contributes to the strength of our local community. Your support helps us showcase local talent, agricultural heritage and provides a platform for community groups, schools and volunteers. Each contribution brings people together and benefits the region economically, socially and culturally.

Custom Opportunities

We're open to tailoring your sponsorship experience to suit your goals. Whether that's supporting a particular section of the show, hosting a competition, or supplying branded prizes, we can work with you to create meaningful impact.

Audience

Each year, the Bulahdelah Show attracts thousands of attendees and reaches a wide regional audience from Sydney to Taree and beyond.

Your support goes a long way in making it all happen and sponsorship offers meaningful visibility and community alignment for your business or organisation.



2,500+

Event Attendees

The Show continues to grow in attendance and regional impact each year.



145,300

Social Media Views

In 2024, our Facebook page saw a following of 1,800 and reached 28,000 individuals.



1,000

Radio Ad Listeners

The Bulahdelah Show advertises with radio stations in our region, reaching 1,000+ listeners.



4,000

Newspaper Readers

Newspaper coverage reaches ~4,000 readers with articles about the show and our sponsors.

Sponsorship Guidelines

The Bulahdelah Show Society Inc. reserves the right to reject any sponsor that it deems inappropriate. The decision of the committee is final.

All banners and print material noted within sponsorship packages are to be provided, transported and set up by the sponsor. Please liaise with your sponsorship contact regarding placement of your branded materials for the event.

Collection of materials should be removed from site by the end of the event. The Bulahdelah Show Society Inc. does not take responsibility for the sponsorship materials, they remain the responsibility of the sponsoring party.

Logos, website links, social media profiles and any other digital materials part of your sponsorship package for the Bulahdelah Show to use are to be sent through as part of your sponsorship form. If these materials are not provided by the specified deadline, we may be unable to deliver all associated promotional benefits.

The number of PA announcements, social media logo placements and tags may be subject to fluctuations if a specific event is sponsored and promoted directly.

In-kind sponsorships will be recognised with equivalent promotional benefits, based on the value of goods or services contributed. Please ensure goods/gift vouchers are ready for collection on or before 1st November prior to the show.

The principal sponsorship package is limited to **ONE** sponsor. Gold sponsorship packages are limited to **SIX**, and specific event sponsorships are subject to availability.

Sponsors may request the Bulahdelah Show Society Inc. logo for their perusal in promoting their support and/or sponsorship of our show.



Contact

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