

Scottsdale Show 2025

November 14 & 15

Sponsorship Prospectus



North East Agricultural & Pastoral Association
Celebrating Agriculture & Community in North East Tasmania



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About the Scottsdale Show

The Scottsdale Show is an annual family-friendly event held at the **Scottsdale Recreation Ground in Tasmania**, showcasing the best of **North East Tasmania's agricultural industry**. Organised by the **North-East Agricultural and Pastoral Association**, the show is a **vibrant celebration** of the region's farming heritage and community spirit.

With **around 4,000 attendees each year**, the Scottsdale Show offers a **unique opportunity** to connect with the local community while supporting a range of exciting activities, including:

- **Livestock displays & competitions**
- **Homecraft & floral competitions**
- **Produce and industrial displays**
- **Equestrian events**
- **Wood chopping**
- **Animal nursery**
- **Trade & rural service exhibits**
- **Family-friendly entertainment**

The **North-East Agricultural and Pastoral Association** is a wholly not-for-profit organization run by dedicated volunteers. Our mission is to further the interests of agriculture and pastoral activities in North East Tasmania—one of the most productive agricultural regions in the state. The **Scottsdale Show connects rural suppliers and services with the local agricultural community**, offering producers the chance to showcase **high-quality local produce** and build **community awareness and pride** in local industries.

Why Sponsor the Scottsdale Show?

Sponsorship of the Scottsdale Show provides **valuable opportunities** to reach a **highly engaged audience** of farmers, agricultural professionals, local businesses, and community members. Your support will help fund **entertainment, infrastructure, and prizes**, while enhancing the overall experience of this much-loved regional event.

By sponsoring, your brand will:

- ✓ Gain **exposure to thousands** of attendees
- ✓ Demonstrate **commitment to the local community**
- ✓ Align with **North East Tasmania's thriving agricultural sector**
- ✓ Benefit from **broad promotional reach** through **social media, newspapers, and radio**

Make sure you consider sponsorship and purchase of trade space at the Scottsdale Show in your annual budget!

Sponsorship Levels

We offer several sponsorship levels to suit a range of budgets and promotional goals. Each level provides unique benefits designed to maximize your brand’s visibility and impact.

Show Naming Rights

<p>Show Naming Rights</p> <p>Only one available. Commit Early to maximise your benefits.</p>	\$10,000	<p>Event Naming Rights (e.g., “Scottsdale Show presented by...”), prominent logo placement on all marketing materials, large banner placement at prime location, acknowledgment in official speeches and media releases, complimentary trade exhibit space, 6 complimentary tickets + other Platinum Benefits</p>
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General Sponsorship Tiers

Benefits	Platinum \$1000+	Gold \$750+	Silver \$500+	Bronze \$250+	Community Partner 0+
Facebook Acknowledgement	Individual	Individual	Group	Group	Group
Website Acknowledgements					
Name on entry Posters					
One Day Family Pass	X3	X2	X2	X1	
PA Announcements	X30	X20	X10	X5	
Section Naming Rights					
Sub-Section Naming Rights					
Champion Naming Rights					
Onsite Signage					
Large Banner or Sign					

Section stewards will also generally make an effort to recognise sponsors through commentary, announcements and other means.

Custom Sponsorship Opportunities

We offer flexible sponsorship packages that can be tailored to your needs, including:

Sponsoring specific competitions or displays

- Supporting specific entertainment acts or infrastructure
- Providing prizes for competitions
- Providing “in kind” sponsorship

Let us know your budget and what you would like to achieve, negotiation welcome.

Marketing & Media Reach

The Scottsdale Show is promoted through **social media**, **local newspapers**, and **local radio**, ensuring broad visibility across multiple channels. With an average attendance of **4,000 people**, the event reaches a diverse audience, including primary producers, support industries, rural families, agricultural professionals, and community groups.

Contact Information

For further details or to discuss sponsorship opportunities, please contact:

Secretary, North East Agricultural and Pastoral Society

Email: Secretary@scottsdalshow.org.au

