



160th MAITLAND SHOW 2022

18-19-20 February



Celebrating Our Resilient Community



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Our time to celebrate our resilient community

Over the two years our community has endured much hardship with extreme heat, drought, raging bushfires, and of course, the COVID 19 pandemic. It's been a testing time for many with every part of our community impacted. 2022 brings new hope for a new normal as we adjust our lives and seek new opportunities. The 2022 Maitland Show is an opportunity to celebrate once again.

Our show will be one of the first major events for 2022 will be the catalyst for bringing the community together once again to celebrate our rich agricultural and horticultural history and the longevity of our iconic event, the Maitland Show.

The Maitland Show brings between 22,000 and 25,000 people together over three days to participate, learn and enjoy themselves.

The Maitland Showground will come alive for three days with a range of activities, attractions, entertainment, competitions, and exhibitions along with an array of rides, amusements and free fun activities.

As we have for the past 159 years, the Maitland Show will bring the country to the city through agricultural and horticultural exhibits and competitions from Art to Cattle to Cooking and Horses to Photography. This year's show will feature some new elements which we are still making happen as well as our all-time favourites like the animal nursery.

Visitors to the show will have hands-on interaction in the animal nursery and the farmyard animal area. Our pavilions will feature photography, art and homecrafts displays, showcasing cookery with cakes, jams and preserves and lots of local farm produce.

Feature attractions for the 160th Maitland Show will include the very popular fireworks, rodeo and demolition derby.

The 2022 Maitland Show will see smiles on the faces of Children, Young singles, Couples of all ages, Retirees and lots of Families.



As a sponsor of the Maitland Show, your business will be able to:

- ✓ create awareness of your brand and build loyalty
- ✓ showcase your products
- ✓ promote your services
- ✓ find out what your customers wants
- ✓ develop relationships
- ✓ build a database
- ✓ connect with potential customers
- ✓ reward employees and customer
- ✓ give back to your community

2022 will see greater focus on promoting the Show. We will regularly feed new stories to the media as well as stretching our marketing budget further by buying radio and print advertising. To complement this, there will be a strong focus on regular social media engagement.

The benefits of your sponsorship will start flowing as soon as you commit to the 2022 Maitland Show.

There is an opportunity to support the Maitland Show with sponsorship packages from just \$250.

Within these packages, there are opportunities to sponsor specific activities, features or attractions. A list is attached. Each feature provides a range of opportunities for sponsors including additional signage, presentation of ribbons and awards, photo opportunities, display of products, giveaways, connection to social media posts and online and media stories.

Our sponsorship packages include a range of benefits depending on the level:

- ✓ free entry tickets to the event
- ✓ tickets to the Official Opening
- ✓ online visibility on the Show website until at least September 30, 2022
- ✓ social media posts
- ✓ signage on the Showgrounds
- ✓ public address announcements during the event
- ✓ media recognition
- ✓ discounts on additional ticket pre-purchases and commercial space
- ✓ signage in your business to show you support the show

We will customise our packages to suit your requirements, including opportunities for in-kind sponsorship.

As in previous years our marketing of the 2022 Maitland Show will ensure strong promotion of the event and its sponsors and will include television, radio, newspapers and magazines.

We have a demonstrated capacity to connect with the community. Our social media engagement will be stronger in 2022 with recent posts providing extensive reach and engagement. In just one month, three Facebook posts have achieved a collective reach of 194,000 people, 8,500 engagements and 248 new 'likes'. Currently the Maitland Facebook page has 4,200 followers

Event marketing materials will be widely distributed throughout the community, and the Show's social media sites will generate interest, anticipation and enthusiasm leading up to and during the event.





2022 SPONSORSHIP INVESTMENT

Sponsorship inclusions	Platinum	Gold	Silver	Bronze	Supporter
Your investment	\$10,000	\$5,000	\$2,500	\$1,000	\$500
Display area	5m x 3m	3m x 3m	3m x 3m	-	-
Hospitality during show	√	√	√	-	-
Show entry tickets	100	60	40	20	10
Advertising of business pre and during show	Print Online digital	Print Online digital	Online digital	Online digital	Online digital
Signage on showground	1.2m x 2.4m included	Supplied by sponsor	Supplied by sponsor	Supplied by sponsor	-
Duration of your signage on showground	12 months	during Show	during Show	during Show	-
Invitation to other HRA&H Assoc run events	√	√	-	-	-
Duration of your signage on showground	12 months	during Show	during Show	during Show	-
Public announcements during the Show (min)	18	12	9	3	-
Complimentary Ad in the Official Show Guide	√	√	-	-	-

We appreciate the support of our naming rights sponsor



If you have a passion to support a particular area of the Show, be it an attraction, feature exhibition or competition, we will gladly offer you the opportunity to sponsor that part of the show. These opportunities include -

Area	Sponsorship Investment
Maitland Show Art Prize	Taken
Agricultural Display	\$2,200
Amateur Photography Competition	\$550
Animal Nursery	\$3,300
Cattle Clinic (Schools based)	\$550
Dairy Goat Competition	\$550
Donkey Competition	\$550
Grand Parade	\$1,100
Homecrafts Competitions	\$550
Horticulture Competition	\$550
Lawn Mower (Ride-on) Racing (new for 2022)	\$2,200
Pat A Pig	\$1,100
Pigeons Exhibition	\$110
Poultry Competition	\$275
Rodeo (feature attraction Friday Night)	\$4,400
Show Dog Competition	\$550
Show Horse Competition	\$550
Schools Scarecrow Competition	\$275
Stud Cattle Competition	\$550
Rodeo	\$5,500
Wheelie Bin Racing (new for 2022)	\$550
Woodchop Competition	\$3,300
Young Farmers Challenge (new for 2022)	\$1,100

Contact us today to talk about sponsorship opportunities at the 2022 Maitland Show.

Brett Gleeson, Manager

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