

Hunter River Agricultural & Horticultural Association Limited
proudly present the

162nd MAITLAND SHOW 2024

16-17-18 February



Celebrating Our Youth



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16–17–18 February 2024

‘Our show theme for 2024 is ‘Celebrating Our Youth’

The iconic Maitland Show, one of the first major events for 2024, will be the catalyst for bringing the community together once again to celebrate our rich agricultural and horticultural history and the longevity of our much-loved Show. Our primary focus for 2024 will be engaging with the youth in the Maitland area and having them involved in the many facets of the show.

Our crowd attendance is increasing year on year. From just 12,000 in 2019 to **30,686** in 2022, the attraction of the Maitland Show is once again gaining significant momentum. Despite 42-degree heat on Friday and Saturday and a windstorm on Saturday night, the 2023 show still attracted 21,821 attendees. In 2024 our target is to attract 30,000 people to come together over three days to participate, learn and enjoy themselves at our traditional agricultural show.

The Maitland Showground will again come alive in February 2024 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 183 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, homecrafts displays, showcasing cookery with cakes, jams and preserves and lots of local farm produce.

Feature attractions for the 162nd Maitland Show will include the extremely popular fireworks, woodchop, rodeo, animal nursery, lots of farm animals and demolition derby.

The 2024 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.

2024 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 2024 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, 2024
- ✓ 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 2024 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 2024 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 Show and Showground Facebook page has 5,600 followers and 4,240 people like the page.

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.





2024 SPONSORSHIP INVESTMENT

Sponsorship inclusions	Platinum	Gold	Silver	Bronze	Supporter
Your investment	\$11,000	\$5,500	\$2,750	\$1,100	\$550
Display area	6m x 3m	4m x 3m	3m x 3m	-	-
Hospitality during show	✓	✓	✓	-	-
Show entry tickets	100	70	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	✓	✓	-	-	-

Amounts quoted are inclusive of GST.

We appreciate the support of all sponsors, new and continuing, large and small. Every sponsor makes a real difference to the sustainability of our show.

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 -

Contact us today to talk about sponsorship opportunities at the 2024 Maitland Show.

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