



Corryong Show Sponsorship Proposal

October 2nd, 2021

Our Background

The Corryong Show has been a longstanding community event, held in Corryong in the north-east of Victoria. The first show was held in 1891, commencing in the Corryong Saleyards, before moving to the Corryong Recreation reserve in 1899, which is where the show is still held today. The Corryong Show is a not for profit organisation, run by the community, for the community.

The Corryong Show has been through some hardship over the past 130 years, with breaks for World War One and Two, and also on four occasions due to bushfires. More recently, in 2018, there were insufficient numbers to form a committee, and as a result, the show was cancelled.

The president at the time put a call out to the community, holding multiple community feedback and brainstorming sessions, which gathered a lot of interest, and from there, a new and passionate committee was formed.

The newly formed committee proposed that the Corryong Show be moved from its long standing March event, to October, in a bid to not compete with popular events such as the Towong Cup and the Man From Snowy River Bush Festival, and also to coincide with Victorian school holidays and the NSW long weekend, to attract both local families and those from afar.

In 2019, the 112th Corryong Show was held on October 5th at the Corryong Recreation Reserve. The day proved a huge success, but not without its hurdles. The new Corryong Events Centre was under construction, which meant that a large portion of the recreation reserve was a construction zone and unusable. However, the Show proved a success with over 1400 people attending (up from 400 attendees in 2017) from all around the state. The pavilion entries were at record numbers and people of all ages enjoyed the entertainment throughout the day.

Unfortunately 2020 was not favorable to us. We lost a lot of equipment and supplies when our storage shed was destroyed in the bushfires that devastated our community and surrounds.

The committee worked hard to recover, to plan and prepare for the 2020 Show, as our community needed a place where families could join and come together to make happy memories and spend quality time together after such a treacherous year. However, Coronavirus had other plans, and we again saw the Corryong Show cancelled.

In March, 2020, the Corryong Show was a successful applicant through the Department of Agriculture, Water and Environment Commonwealth grant 'Regional Agricultural Show Developments grants program'. These funds will be used to upgrade and extend the power supply at the Corryong Recreation reserve and upgrade the rodeo arena to include new equine facilities including a new Equine Training Centre and yards. Whilst COVID-19 has had an impact on the timeline of upgrades, we are making great progress and hope to see the improvements finalised by June, 2021.

Preparations are again underway for the 113th Corryong Show, to be held on October 2nd, 2021. We are exploring new attractions and events to build on our success of the 2019 show.

We are very excited about our upcoming show and your support will ensure Corryong Show continues to be a tradition that lives on in our community and is a success for many years to come.

We would like to invite your business to pursue the Sponsorship packages outlined below. We appreciate your time and consideration.

If you would like more information, please feel free to contact Emma on 0403543595 or Jen on 0408869111.

With Regards,

Jen Wood and Emma Klippel
on behalf of the Corryong Show Committee

Your Brand Exposure

Corryong Show is an annual event, which is held at the Corryong Recreation Reserve. The Corryong Recreation Reserve hosts a vast variety of events allowing maximum brand exposure throughout the year.

Online Exposure

The Corryong Show has a website (www.corryongshow.com.au) as well as a facebook account (www.facebook.com/corryongshow/). These accounts are accessed by over 550 people and are growing, not only in the local district, but around the country. These outlets allow those who support the Corryong Show to follow the successes and stay up to date via social media.

Your sponsorship will allow Corryong Show to continue to grow and provide Corryong and surrounding districts with a fun, family friendly, social event in which they will look forward to year after year, all while promoting the joint partnership between your business and the Show.

Please see below for our various sponsorship options.

Platinum Sponsor- \$3000

Promotion for your business:

- Membership and access for 12 people to the 2021 Corryong Show
- Your companies banners (if supplied) displayed in high traffic areas
- Lunch supplied for your company representatives on show day
- Complimentary afternoon tea and drinks card on Show day in our Sponsors tent for up to 12 employees
- Advertising on our website and social media
- Advertising in our 2021 Corryong Show schedule
- Advertising throughout the day over the PA system
- Naming rights to an event of your choice
- 12 Corryong Show stubby holders
- Stall site
- Certificate of appreciation

Gold Sponsor- \$1000

Promotion for your business:

- Membership and access for 8 people to the 2021 Corryong Show
- Complimentary afternoon tea and drinks card on Show day in our Sponsors tent for up to 8 employees
- Advertising on our website and social media
- Advertising in our 2021 Corryong Show schedule
- Advertising throughout the day over the PA system
- Your companies banner (if supplied) displayed on Show day
- An event dedicated to your company
- 8 Corryong Show stubby holders
- Stall site
- Certificate of appreciation

Silver Sponsor- \$500

Promotion for your business:

- Membership and access for 4 people to the 2021 Corryong Show
- Complimentary afternoon tea and drinks card on Show day in our Sponsors tent for up to 4 employees
- Advertising on our website and social media
- Advertising in our 2021 Corryong Show schedule
- Advertising throughout the day over the PA system
- Your companies banner (if supplied) displayed on Show day
- 4 Corryong Show stubby holders
- Stall site
- Certificate of appreciation

Bronze Sponsor- \$250

Promotion for your business:

- Membership and access for 2 people to the 2021 Corryong Show
- Complimentary afternoon tea and drink card on Show day in our Sponsors tent for 2 employees
- Advertising on our website and social media
- Advertising in our 2021 Corryong Show schedule
- Advertising throughout the day over the PA system
- Your companies banner (if supplied) displayed on Show day
- 2 Corryong Show stubby holders
- Stall site
- Certificate of appreciation

Donations of Money, Goods or Trophies

Promotion for your business:

- Advertising on our website and social media
- Advertising in our 2021 Corryong Show schedule
- Advertising throughout the day over the PA system
- Certificate of appreciation

The donation of money of the value of your choice will be greatly appreciated and will be used to purchase trophies and may be used as prize money for events. The donation of Goods may be used as prizes for events or as a raffle, which will be drawn on the day.



Corryong & Upper Murray Agricultural & Pastoral Society Inc.

P.O Box 140, Corryong, Victoria, 3707

Email: corryong.ap@gmail.com

Phone: Emma 0403543595 or Jen 0408869111

Contract

Company Name	
Company Address	
Contact Name	
Email	
Package Type	

PAYMENT

In exchange for the rights and benefits, outlined above, _____ will pay the

Corryong Show a total of \$_____ annually in _____ installments.

\$_____ by _____ (date, month, year)

\$_____ by _____ (date, month, year)

LENGTH OF CONTRACT

This contract commences on _____ and ends on _____ (date, month, year).

Corryong Show and _____ agree to exclusively negotiate a renewal of this contract between _____

Corryong Show Representative

Business Name/Contact Name

Signature

Signature

Date

Date

If these terms are acceptable to you please sign this document. Keep one for your records, and return the other to Corryong Show in person or via email by no later than **June 30, 2021**.

We also request that your logo be forwarded to corryong.ap@gmail.com