

GLADSTONE SHOW SOCIETY INC – 2017 SPONSORSHIP OPTIONS

GLADSTONE SHOW 2017	SHOW SUPPORT	BRONZE	SILVER	GOLD	NAMING RIGHTS
Attendance usually around 4000 patrons	An Investment up to \$500 + GST. Sponsor generally, or support specific activities	An Investment up to \$1000 + GST. Sponsor specific events such as Grand Parade	An Investment up to \$1500 + GST. Sponsor large specific entertainment events	An Investment up to \$2500 + GST. Sponsor major specific entertainment events such as Centre Ring	An Investment up to \$5000 + GST. Sponsor the Gladstone Show for exclusive naming rights to the show. E.g. “Sponsors Name” Gladstone Show
Naming rights to a specific event (relevant examples in each column)	(E.g. Cooking, craft, horse events)	(E.g. Children’s entertainment)	Large specific entertainment events	(E.g. Ring centre)	Exclusive naming rights to the show. E.g. “Sponsors Name” Gladstone Show
Free Entry & Parking Complimentary Passes. Members Car Parking. Official Car Parking	1 family pass	2 family passes	5 family passes	10 family passes	20 family passes
Publications Name/logo placed on <ul style="list-style-type: none"> ✓ GS website ✓ On Newspaper lift out (11,000 printed) ✓ Editorial in the Gladstone Observer 	<ul style="list-style-type: none"> ✓ Yes ✓ No ✓ Yes 	<ul style="list-style-type: none"> ✓ Yes ✓ Yes ✓ Yes 	<ul style="list-style-type: none"> ✓ Yes ✓ Yes ✓ Yes ✓ ¼ page advert 	<ul style="list-style-type: none"> ✓ Yes ✓ Yes ✓ Yes ✓ Company profile included ✓ ½ page advertisement ✓ ¼ page advertisement 	<ul style="list-style-type: none"> ✓ Yes ✓ Yes ✓ Yes ✓ Company profile and link included ✓ Logo where GSS logo appears ✓ Full page advertisement ✓ ½ page advertisement
Acknowledgment by Show Announcer through Showgrounds PA system during Show	✓ Yes	✓ Yes	✓ Yes	✓ Yes	✓ Yes
Advertising acknowledgment <ul style="list-style-type: none"> ✓ On selected radio (30 second commercials) ✓ On television 	<ul style="list-style-type: none"> ✓ No ✓ No 	When event is mentioned <ul style="list-style-type: none"> ✓ Yes ✓ Yes 	When event is mentioned <ul style="list-style-type: none"> ✓ Yes ✓ Yes 	When event is mentioned <ul style="list-style-type: none"> ✓ Yes ✓ Yes 	Wherever the show is mentioned <ul style="list-style-type: none"> ✓ Yes ✓ Yes
Signage <ul style="list-style-type: none"> ✓ Banners & Signs provided by Sponsor to be displayed during 2017 Show 	✓ No	<ul style="list-style-type: none"> ✓ Yes, 1 banner displayed ✓ Yes, 1 sign on site 	<ul style="list-style-type: none"> ✓ Yes, 2 banners displayed ✓ Yes, 2 signs on site 	<ul style="list-style-type: none"> ✓ Yes, up to 3 banners displayed ✓ Yes, up to 3 signs displayed on Main Arena fence 	<ul style="list-style-type: none"> ✓ Yes, up to 3 banners and main roadside banner displayed from lead up to shut down on 2017 show (approx 1 month) ✓ Yes, Up to five signs placed on Main Arena fence with the option of Sponsor producing and displaying a larger highway frontage sign
Invitation to <ul style="list-style-type: none"> ✓ Attend as official guest at Official Opening ✓ Drive a corporate identified vehicle in the official Opening Parade 	<ul style="list-style-type: none"> ✓ Yes, 1 vehicle ✓ No 	<ul style="list-style-type: none"> ✓ Yes, 1 vehicle ✓ No 	<ul style="list-style-type: none"> ✓ Yes ✓ Yes, up to 2 vehicles 	<ul style="list-style-type: none"> ✓ Yes ✓ Yes, up to 3 vehicles 	<ul style="list-style-type: none"> ✓ Yes ✓ Yes, up to 5 vehicles and inclusion in the official opening ceremony and celebrations