

# 2019 EUDUNDA SHOW

Eudunda & Districts Agricultural & Horticultural Society Inc.

## SPONSORSHIP PACKAGE

Sunday 10<sup>th</sup> November

[www.eudundashow.org.au](http://www.eudundashow.org.au)



President: Paul Schutz.  
Please address all communication to:  
Secretary: Melinda Schutz  
PO Box 311 Eudunda 5374  
0408 353 906  
[secretary@eudundashow.org.au](mailto:secretary@eudundashow.org.au)





## Eudunda Show Awarded Eudunda's 2018 'Event of The Year'

Eudunda's Event of The Year was awarded to the Eudunda Show Committee for the 2018 Eudunda Show.

Show President Richard Schulz addressed the gathering. He called for his committee to stand up with him.



*Eudunda Show committee present for the award of Event of the Year*

*L-R: Philip Roocke, Dagmar Roocke, Kahlia Jenke, Melinda Schutz (Secretary), Richard Schulz (President), Paul Schutz, Helen Schiller, Natalie Scholz, Paul Schiller, Desiree Schulz, Peter Herriman.*

*It should be noted that our committee has more members, who were at various other celebrations on the day.*

"I believe the Eudunda Show is truly a community event as everyone comes together in that last weekend before the Show to put it all together. Whether you are a Committee Member, Patron, Judge, Convener, Steward, Business Sponsor, Prize Donor or Show Member we sincerely thank you."

It was ever so pleasing to see that at the presentation there were eight Past Presidents of the Eudunda Show present to see the presentation and congratulate the committee.

### **Our Current Email Signature**

(this is a reduced version of our email signature)

<b>Eudunda Show wish to Thank Our Valued Sponsors</b> <b>Platinum Sponsors 2018</b>		<b>Office National</b> <b>Barossa</b>	<b>Laucke Mills</b> Since 1899 Quality Feed Millers and Animal Nutrition Specialists
<b>KeenAs</b> Joinery & Construction RURAL / RESIDENTIAL / COMMERCIAL	<b>LANDMARK</b> Pfitzner & Kleinig	<b>TILMMA</b> transport	
<b>Diamond Sponsors 2018</b> AUSSIE WOOL EXPORTS Buyers Marketers Exporters	Mawson Lakes <b>Living</b> Community Magazine	<b>Gold Sponsors 2018</b> COUNTRY SHOWS COUNTRY ROAD	<b>RHODES WOOL</b> A.B. Rhodes & Co.
<b>SILVER SPONSORS 2018</b> - Barossa Funerals, Chris Pfeiffer Shearing - Eudunda, Complete Wool Services, Cooper's Brewery Ltd - DIY Beer, Country Fabric's 'N' Things Demot Pty Ltd, Eudunda Hotel Motel Patrons Club, Jarvis Barossa, Lightforce Performance Lighting, Roo's Rocks and Clocks, Truro Agencies <b>Bronze Sponsors 2018</b> - Allingtons, Eudunda Community, Business & Tourism Inc (ECBAT), Elders, Golden Slopes, Hi Tech Fertilizers, Just Shearing, LH Perry & Sons, Manuka Native Nursery, Quality Wool, Schutz Family Trust, Sharlu Park			

### **Our 2018 Show Book Sponsorship Page**

(this is a reduced version of our A5 page)

<b>EUDUNDA SHOW THANK OUR SPONSORS</b>  <u><b>Platinum</b></u> Office National – Barossa KeenAs Joinery & Construction Landmark – Pfitzner & Kleinig Laucke Mills – Daveyston Tilmma Transport  <u><b>Diamond</b></u> Aussie Wool Exporters Mawson Lakes Living Magazine  <u><b>Gold</b></u> AR Rhodes & Co Country Road Funerals  <u><b>Silver</b></u> Barossa Funerals Complete Wool Services Demot Pty Ltd Eudunda Hotel Motel Patrons Club Roo's Rocks and Clocks  <u><b>Bronze</b></u> Allingtons, Eudunda Community, Business & Tourism Inc (ECBAT), Elders, Golden Slopes, Hi Tech Fertilizers, Jarvis Isuzu, Just Shearing, LH Perry & Sons, Manuka Native Nursery, Quality Wool, Schutz Family Trust, Sharlu Park, Truro Agencies
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With escalating costs and a changing environment the Eudunda & Districts Agricultural & Horticultural Show Society made changes to it's donations & sponsorships packages in 2018. Much to our relief the changes have been well received and we have had great support from many sponsors, and this was a major contributor to the success of the 2018 Show.

As you will have noticed on the previous page, the Eudunda Show was awarded "Eudunda's 2018 'Event of The Year'".

We would like to take this opportunity to invite you to consider being a sponsor of the Eudunda Show Society for 2019.

We rely heavily on your generosity and good faith to "make the Show happen". The Show is a reflection of our community as a whole – a place where we can create and celebrate life in the Eudunda district from agriculture, business, cultural and social point of view. We have so much to be proud of and by supporting us, we know the Show will be a fantastic community event for all to enjoy. Planning is well under way for the 2019 Show and we are always open to any suggestions for ways we can improve it.

The packages outlined on the following pages are a great opportunity to get your business name recognised within the community and region. Five hundred copies of our Show book will be printed and distributed (closer to Show time). The book will also be available for download on our web site at [www.eudundashow.org.au](http://www.eudundashow.org.au)

Your support for this event would be greatly appreciated as the Eudunda Show Society is a non profit organisation, run by a group of passionate volunteers and relies on sponsorship support to continue. Please give this letter your immediate attention and reply with your final answer and attached paperwork by the date indicated below either by mail or email. This will then allow us time to set arrange your advert (if that applies) and set the layout and publication of the Show Book.

**Please Reply by:**

**Close of Business, 23<sup>rd</sup> May 2019 to help with publishing Deadlines – Thank You!**

**We would appreciate your reply, even if you are unable to Sponsor us this year**

**We really appreciate your feedback and ideas.**

## **SPONSORSHIP OPPORTUNITIES**

The following sponsorship opportunities/packages and benefits are a guide to what sponsors can expect for their investment in the 2019 Eudunda Show.

The Eudunda Show committee welcomes your feedback on sponsorship benefits and are happy to work with you to ensure that your company meets its marketing and promotional objectives.

❖ <b>Platinum Sponsor</b>	<b>\$1000 or more</b>
❖ <b>Diamond Sponsor</b>	<b>\$750 - \$999</b>
❖ <b>Gold Sponsor</b>	<b>\$500 - \$749</b>
❖ <b>Silver Sponsor</b>	<b>\$250 - \$499</b>
❖ <b>Bronze Sponsor</b>	<b>\$100 - \$249</b>

Please review the details for each level on the following pages.

Yours sincerely  
Secretary  
Melinda Schutz



Eudunda Show Society

## **Show Sponsorship Features**

*Please find the legend on page six (6) for extra explanations eg. 000, +++, \*\*\*.*

### **Platinum Sponsor (\$1000.00 or more)**

*Sponsorship benefits for the Platinum Sponsorship level include:*

Section/class naming rights including a Featured Section ..... 000

President's preview tour of the Show hall exhibits on Show day

Reserved seating and acknowledgement at the opening ceremony for 4 People

4 tickets at the President's table for the official luncheon

4 entry tickets to the Show grounds

4 x \$10 drink vouchers

Sponsorship certificate

Advertising - Announcing of your business through ring centre PA system (5 announcements)

Display of your logo in the Show hall foyer

Display of your banner on Show day (Opportunity to display TWO banners  
one at Show grounds entrance – if supplied – arrange with Secretary)

Full A5 advert page in the Show book – value \$200

Platinum Placement published in Show Book on Sponsorship Page

Advert (Business Card + 50% size) on our website Sponsors Page with a link to your business website @@@

Placement in Platinum Size Rotating Banner Ad in the Footer of our website

Acknowledgement on our Social Media Platforms as a Platinum Sponsor (Twitter & Facebook) +++

Platinum Placement on our Show email signature

With the local newspaper in our Show day promo advert

Your logo on our Show posters

Your logo on letters sent by the Show Secretary

### **Diamond Sponsor (\$750 - \$999)**

*Sponsorship benefits for the Diamond Sponsorship level include:*

Section/class naming rights

President's preview tour of the Show hall exhibits on Show day

Reserved seating and acknowledgement at the opening ceremony for 2 People

2 tickets at the President's table for the official luncheon

2 entry tickets to the Show grounds

2 x \$10 drink vouchers

Sponsorship certificate

Advertising - Announcing of your business through ring centre PA system (4 announcements)

Display of your logo in the Show hall foyer

Display of your banner on Show day

Full A5 advert page in the Show book – value \$200

Diamond Placement published in Show Book on Sponsorship Page

Advert (Business Card size) on our website with a link to your business website @@@

Placement in Diamond Size Rotating Banner Ad in the Footer of our website

Acknowledgement on our Social Media Platforms as a Diamond Sponsor (Twitter & Facebook)

Diamond Placement on our Show email signature

With the local newspaper in our Show day promo advert

Your logo on our Show posters

Your logo on letters sent by the Show Secretary

### **Gold Sponsor (\$500 - \$749)**

*Sponsorship benefits for the Gold Sponsorship level include:*

Section/class naming rights  
President's preview tour of the Show hall exhibits on Show day  
Reserved seating and acknowledgement at the opening ceremony for 2 People  
2 tickets at the President's table for the official luncheon  
2 entry tickets to the Show grounds  
Display of your logo in the Show hall foyer  
Display of your banner on Show day  
Sponsorship certificate  
Announcing of your business through ring centre PA system (3 announcements)  
Advertising - Full A5 advert page in the Show book – value \$200  
Gold Placement published in Show Book on Sponsorship Page  
Advert (½ Business Card size) on our website with a link to your business website @@@  
Placement in Gold Size Rotating Banner Ad in the Footer of our website  
Acknowledgement on our Social Media Platforms as a Gold Sponsor (Twitter & Facebook)  
Gold Placement on our Show email signature  
With the local newspaper in our Show day promo advert  
Your logo on our Show posters  
Your logo on letters sent by the Show Secretary

### **Silver Sponsor (\$250 - \$499)**

*Sponsorship benefits for the Silver Sponsorship level include:*

Section/class naming rights  
1 luncheon meal voucher  
2 entry tickets to the Show grounds  
Sponsorship certificate  
Advertising - Announcing of your business through ring centre PA system (2 announcements)  
Display of your logo in the Show hall foyer  
Display of your banner on Show day  
Half A5 page advert in the Show book – value \$100  
Text acknowledgement on our website with a link to your business website @@@  
Silver Placement published in Show Book on Sponsorship Page  
Placement in Silver Sponsor Text List in the Footer of our website  
Acknowledgement on our Social Media Platforms as a Silver Sponsor (Twitter & Facebook) \*\*\*  
Silver Placement, text business name on our Show email signature  
With the local newspaper in our Show day promo advert  
Text acknowledgement on our Show posters.  
Your business name in text on letters sent by the Show Secretary

### **Bronze Sponsor (\$100 - \$249)**

*Sponsorship benefits for the Bronze Sponsorship level include:*

Class naming rights  
2 entry tickets to the Show grounds  
Sponsorship certificate  
Announcing of your business through ring centre PA system (1 announcement)  
Advertising - Display of your logo in the Show hall foyer  
Text acknowledgement on our website  
With the local newspaper in our Show day promo advert  
Small Text acknowledgement on our Show posters.

*Upon receipt of your reply our Show Secretary will acknowledge you, and if your response was positive, ask the Treasurer to send an invoice. The Secretary will also pass on the information to Our Show Book Coordinator who will contact you directly to arrange for your advertisement to be placed in this year's Show Book.*



## **Sponsorship confirmation form**

*Please complete this form and return by mail or email (button at end of form) to confirm your sponsorship*

**I require Sponsorship** ☐ **Please update my Details** ☐

### **Company Information**

**Company Name** (as it should appear on all acknowledgements)

**Company Name** (as it should be Invoiced - if different)

**Contact Name:**

**Street Address:**

**Postal Address:**

**Town:**

**Postcode:**

**Phone:**

**Mobile:**

**Email:**

**Website:**

**The Sponsorship opportunity I would like to undertake: (please tick)**

*Naming Rights: for example "Speed Shear - Veterans Class – Sponsored by Company XYZ"*

*Best to refer to next page for Sections list and also the 2018 Eudunda Show Book.*

*If you do not have a copy, you can download a copy at [bit.ly/showbook2018](http://bit.ly/showbook2018) or request one*

*Choose your favourite Section or Class (see page opposite).*

*If you require more details/information please contact the secretary.*

- |  |                         |                      |                      |
|--|-------------------------|----------------------|----------------------|
| <input type="checkbox"/> <b>Platinum Level Sponsorship</b> | <b>Naming right for</b> | <input type="text"/> | <b>section/class</b> |
| <input type="checkbox"/> <b>Diamond Level Sponsorship</b>  | <b>Naming right for</b> | <input type="text"/> | <b>section/class</b> |
| <input type="checkbox"/> <b>Gold Level Sponsorship</b>     | <b>Naming right for</b> | <input type="text"/> | <b>section/class</b> |
| <input type="checkbox"/> <b>Silver Level Sponsorship</b>   | <b>Naming right for</b> | <input type="text"/> | <b>section/class</b> |
| <input type="checkbox"/> <b>Bronze Level Sponsorship</b>   | <b>Naming right for</b> | <input type="text"/> | <b>section/class</b> |

**Total amount due: \$**

**Signature**

**Name** (if sending printed form - *please print*)

**Date** (DD/MM/YYYY)

**By typing in the signature box and the Name box with matching names the Eudunda Show will accept this Sponsorship form as a valid request (Thank You)**

**Please nominate a section that you would like your sponsorship to support:**

*Are you passionate about encouraging a particular craft, skill or talent?*

☐ **General – Show committee to allocate where needed**

☐ Agricultural Produce – Grain

☐ Agricultural Produce – Feed & Fodder

☐ Art/Craft/Hobbies ☐ Open

☐ Junior

☐ Cookery ☐ Open

☐ Junior

☐ Dog Jumping

☐ Entertainment ☐ Live Music

☐ Flowers ☐ Open

☐ Junior

☐ Pot Plants ☐ Open

☐ Junior

☐ Fruit/Veg & Produce ☐ Open

☐ Junior

We value your sponsorship, whether it be in cash, goods or services. In 2018 we started to try and get a better understanding of the value and types of the various sponsorship being given to the show.

We were amazed at how much help was not being recognised as sponsorship, and we have been trying to rectify this as we feel it is important.

If you do supply us with goods or services, please let us know the value, and as many of you do – supply us with multiple items or services, we try to total them all up.

This will help us get a better understanding of how we are being supported and a chance to recognise your contributions to our great show. **THANK YOU!**

☐ Gustav's Trail *(Children follow trail, visiting many parts of the Show, collecting items along the way)*

☐ Horses in Action ☐ Showjumping ☐ Hack ring 2 ☐ Hack ring 3 ☐ Encourage

☐ Needlework ☐ Open ☐ Junior

☐ Old Bike – Show & Shine

☐ Pets

☐ Photography ☐ Open ☐ Junior

☐ Poultry & Waterfowl

☐ Preserves ☐ Open ☐ Junior

☐ Rural Ambassador ☐ Young Rural Ambassador

☐ Show Girls & Boys

☐ Scarecrows

☐ Speed Shear ☐ Novice ☐ Intermediate ☐ Open ☐ Veterans

☐ Ute Muster

☐ Young Farmer Challenge ☐ Junior Young Farmer Challenge

Your Suggestion / Comments

*The Show Committee will take this into consideration for the following year – Thank You.*

**Once you have filled in what you need on both pages – You can EMAIL it to us with this button**

**Email Form**

***You can find some help about using the email button on the next page.***

## Legend

### Conditions:

- > We value each and every sponsor and will endeavour to promote you as our sponsor if you supply us with the appropriate media in time to do so.
- > If you are late in joining the sponsorship program, we will try our best to promote your generous sponsorship, but you should be aware that it may not have all of the components listed above.
- 000 Note: Section/class naming rights including a Featured Section – Some Sections are unavailable as they are permanently named such as the 'Scott Schaefer Memorial Speed Shearing'.
- @@@ Note: We are happy to link to your website URL if it is publicly accessible. This is often not the case with social media such as Facebook. As linking to a URL which is not publicly accessible is not a preferred method and considered harmful to our Search Rankings we will ask if you can supply one which is accessible or leave the linking feature off.
- +++ Acknowledgement on our Social Media Platforms as a Platinum, Diamond or Gold Sponsor (Twitter & Facebook) with your supplied logo in one post or tweet at least one time.
- \*\*\* Acknowledgement on our Social Media Platforms as a Silver or Bronze Sponsor (Twitter & Facebook) will be in a combined text format, listing all Silver Sponsors in one post or tweet at least one time, and the same for Bronze Sponsors.

Should more than one response be received for any given section/class a decision will be made in negotiation with the Show committee).

If you are unsure of any details, please call Mel, our Show Secretary who will help explain things, 0408 353 906 or [secretary@eudundashow.org.au](mailto:secretary@eudundashow.org.au)

## HELP WITH EMAILING THE FORM TO US:

After you have added your information (or if already pre-filled checked that all is correct) and then made your choices so you are happy with the two pages, you can then easily and quickly email the form – with your entered information to us by clicking on the “Email Form” Button.

**The button will start up your “Default” email client** (such as Microsoft Outlook, Thunderbird or whatever you have as the default on your computer system).

**Note: All computer systems/devices behave slightly different.** You will need a PDF reader installed on your system to get the most functionality. **At the very least most modern browsers should include PDF functions**, so you should be able to fill in the form fields. **If you do not have a PDF reader installed, we suggest that you SAVE the PDF to your computer, and then attach it as a normal attachment on a new email message.**

### A rough scenario of what might happen:

**Click the “Email Form” button**

A dialog box might pop up asking if you will “Send Using” see image right >>

\* Default email application (eg Outlook or Thunderbird)

\* Use Webmail – see screen snap - Webmail selected see image right >>

GENERALLY YOU WOULD USE YOUR DEFAULT EMAIL PROGRAM

Click “Continue” Button

If your email program is not started – it should/may automatically start up, It will/should also create a NEW email with this PDF (filled in) attached to it.

You may find that the email program and the new email DO NOT ‘Gain Focus’ (be selected or come to the front. (this will depend somewhat on your computer system. You may need to click on your email program (Select it).

With the new email – check it has an attached PDF file, and is addressed to the Eudunda Show,

YOU CAN ALSO ADD YOUR OWN MESSAGES TO US AT THIS POINT in the body text area of your email program.

YOU CAN ALSO SEND THE FILLED IN PDF TO OTHER EMAIL ADDRESSES AT THIS POINT – by manually adding the email addresses in the appropriate fields (CC or BCC, do as you would any other email you send).

DON'T FORGET TO PRESS THE “SEND” IN THE NEW EMAIL SO IT GETS SENT TO US.

**PROBLEMS: If none of above works, we suggest that you SAVE the PDF to your computer. If you were able to enter your information (save again) and then attach it as a normal attachment on a new email message. If all else fails - There are two final things to try. Print the form pages, fill them in by hand, scan them and send by your normal email system (this is the way it was last year). We hope you haven't had to get to this point (tell us what you seen please).**

**If none of that works or you do not have time, please call our Secretary 0408 353 906 to send a copy to you.**

