

# The CHRISTCHURCH SHOW

**SPONSOR  
PROSPECTUS**  
2024



# THE SHOW MUST GO ON!

We are excited to confirm that a New Zealand Agricultural Show will be running this year thanks to the support from the people and businesses of Canterbury. The conversation and engagement about this year's show proves just how celebrated and loved this event is.

**We invite you to partner with us as we celebrate the 2024 Christchurch Show.** This year the Show provides a great opportunity for our sponsors. The public is engaged, and there is a lot of support across the regions, in both urban and rural communities, for those businesses helping to ensure the show goes ahead.

This year, a new portfolio of Sponsorship Opportunities has been carefully curated to offer maximum brand exposure opportunities, and benefits that provide real value.

- Branding
- Advertising
- Diverse audiences
- Access to over 50,000 attendees, competitors, members, and volunteers
- Networking opportunities with 500+ trade
- Generation of sales leads
- Relationship building

New opportunities for sponsorship range from partnering as a main show sponsor through to tailored offerings.

**If you can visualise your brand being profiled to our engaged audience for 2024, we would love to hear from you!**

# The CHRISTCHURCH SHOW

## WHAT IS THE CHRISTCHURCH SHOW?

Since 1863, the Canterbury A&P Association has brought this iconic event to Canterbury. Whilst 2024 may be a year of restructuring, it will still be a fun filled event for the people of Canterbury that honours the Association's mission is to further the progress of agriculture in the region.

This is achieved via:

- The Future of Agriculture – Supporting young people from schools and local communities to participate in agriculture.
- Supporting the Show – Where the history of Canterbury agriculture and the future of New Zealand agriculture is highlighted.
- Competitions and Events – We run agricultural competitions and events to help maintain an active community throughout the year.
- Providing Pastoral Care and Mental Health Support to rural communities.

SPONSORSHIP MANAGER

**KATE**

STANBURY

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# SPONSORSHIP OPPORTUNITIES

Choose from a tailored package to suit your needs or choose one of our curated offerings that will guarantee maximum value for your investment. Each sponsorship package includes a trade stand site, of varying size depending on investment.

## GOLD

\$50,000

### \$50,000 INVESTMENT

If you're looking for maximum exposure by partnering with one of New Zealand's most iconic Agricultural and Pastoral events, look no further.

Becoming our Gold sponsor ensures your brand is front and centre of our attendee's experience. Your company branding will be featured on main entryways and major show signage, as well as profiled through a strategic PR package, and your pick of naming rights for a high footfall destination (i.e family lawn, farmyard etc).

Also includes free trade site, digital assets for your own marketing purposes, content galleries and videos, access to our trade functions and sponsors VIP meet.

This partnership will also allow first right of refusal for the 2025 show.

## SILVER

\$25,000

### \$25,000 INVESTMENT

Silver sponsorship opportunities include naming rights, after our Gold Level picks have been made.

Like all our sponsorship packages the silver investment also presents unique tailor-made PR and Marketing exposure.

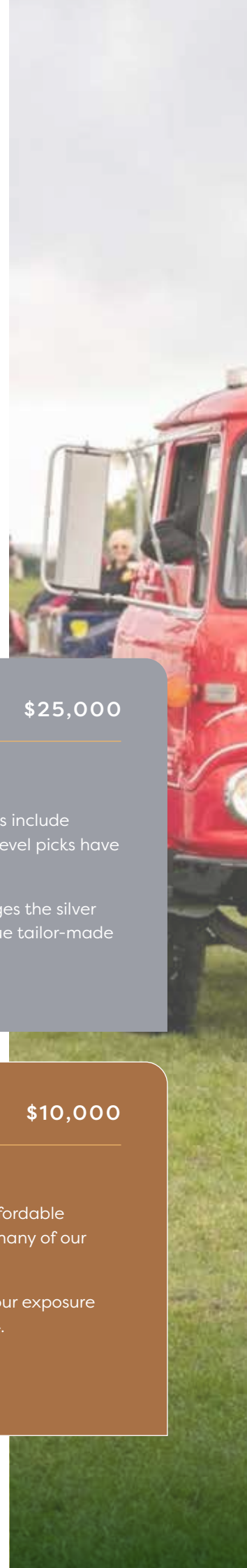
## BRONZE

\$10,000

### \$10,000 INVESTMENT

Our Bronze packages offers affordable and impactful sponsorship of many of our renowned events.

The perfect way to upgrade your exposure from trade to sponsor for 2024.



# SPONSORSHIP BENEFITS

## Naming rights to specific areas

	Gold \$50K x priority selection	Silver \$25K (after Gold Sponsor selection)	Bronze \$10K (after Gold & Silver selection)
Free trade site	X	X	X
Logo & Branding on all marketing printed collateral	X	X	X
Logo included on Facebook event banner	X		
Logo on website main page banner	X		
Logo on sponsors page website (Logo and business profile)	X	X	X
Logo on all tickets	X		
Logo on all digital ads supplied via our media partner (see schedule for ad spend reach value of \$XXX)	X	X	
Sponsor video or image post on Facebook & Instagram pages as a 'meet the sponsor'	X	X	
VIP parking	35	25	15
Complimentary Tickets	35	25	15
Acess to partner discounts (i.e signage & hire etc)	X	X	X
Brand recognition in all media releases (i.e interviews and copy supplied to media)	X		
Post event Video content of your trade site, thank you for your support and video footage of show for your social accounts	X	X	
Pre event digital assets for social channels (branded templates)	X	X	X
High Res Image pack	X	X	
Logo on signage at all entry points	X	X	X
Logo on heart shaped signage 'show some love to the businesses spoorting the show' located throughout the show	X	X	X
logo on email newsletter to our database	X	X	
Ad in trade prospectus	X	X	X
Name & logo on Map and schedule of events	X	X	X

We are flexible in accepting sponsorship for Value in Kind and smaller amounts.



# TAILORED SPONSORSHIP PACKAGES & PRODUCT SPONSORS

NOT SEEING ANYTHING THAT FITS YOUR NEEDS?

Let us know what your goals are from The Christchurch Show and we will help tailor a bespoke sponsorship package to ensure a profitable experience at the 2024 Show. We would also love to hear from you if you have a product sponsorship enquiry that may benefit our event.

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