Robertson Show 2027

Sponsorship Prospectus

Proudly connecting people to honour our agricultural roots while creating lasting memories.

2027

Contact Us

Trevor Donovan
Sponsorship Manager
0408 420 520
admin@robertsonshow.org.au
robertsonshow.org.au

About

For almost 150 years, the Robertson Show has been bringing our community together, continuing the vision established at our first show in 1880 – promoting better knowledge and appreciation of agriculture and horticulture throughout our district.

Today, the Robertson Show remains a proudly volunteer-run, not-for-profit organisation, powered entirely by the dedication and passion of our committee, stewards and volunteers. Each year we welcome approximately 5,000 visitors through the gates, attract 10,000 visits to our website, and engage with a community of over 6,000 social media followers.

The Show has grown into one of the Southern Highlands' most vibrant community events, showcasing the very best of our region. From beef and dairy cattle, horses, dogs and poultry, to approximately 3,500 pavilion entries featuring outstanding arts and crafts, baking, flowers and produce, the Robertson Show celebrates the talents, traditions and industries that make our district unique.

By becoming a sponsor, you are not only supporting a cherished local institution, but also aligning your business with an event that values community, agriculture and regional enterprise.

Why Sponsor
The Show

Why Sponsor

Sponsorship Benefits Include:

- Advertising in our promotional material
- Exposure through our website and social media platforms
- Public announcements throughout the event
- Prominent signage opportunities for your business
- Association with one of the Southern Highlands' longest-running and most respected community events

Join us in celebrating our rich agricultural heritage and help ensure the Robertson Show continues to thrive for future generations. Together, we can promote the importance of local agriculture, support local businesses and industry, and keep this iconic community tradition alive.

Partner with us and share in our passion for showcasing the best of the Southern Highlands.

Sponsorship Opportunities

LEVEL	CONTRIBUTION
Supreme Champion Sponsor	$10,000+
Grand Champion Sponsor	$5,001 – $10,000
Champion Sponsor	$3,001 – $5,000
Blue Ribbon Sponsor	$1,001 – $3,000
Red Ribbon Sponsor	$501 – $1,000
White Ribbon Sponsor	$201 – $500

Donations of any amount are welcome.
Donations receive no sponsor benefits and are not subject to GST.

Sponsor Matrix

SPONSOR PACKAGES						
Sponsorship Level	**Supreme Champion**	**Grand Champion**	**Champion**	**Blue Ribbon**	**Red Ribbon**	**White Ribbon**
	$10,000 Plus (+GST)	$5,001-$10,000 (+GST)	$3,001-$5,000 (+GST)	$1,001- $3,000 (+GST)	$501-$1,000 (+GST)	$201-$500 (+GST)
PROMOTION & MARKETING						
PA Announcements	8	5	4	3	2	1
Please note that all text for the announcements must be provided by the sponsor at least 2 weeks prior to the show						
SHOW SIGNAGE						
Signage at Events	✓	✓	✓	✓	✓	
SPONSOR ACKNOWLEDGEMENT						
Facebook & Instagram Posts	6	5	4	3	2	1
Website (Sponsor Acknowledgement page)	✓	✓	✓	✓	✓	
Sponsor an Event or Class	✓	✓	✓	✓	✓	✓
Show Program/Schedule	Full Page Ad	Full Page Ad	Full Page Ad	Half Page Ad	Quarter Page Ad	Banner Ad
Please note to be included in the printed schedule, sponsors must be committed before November 2026						
SHOW BENEFITS						
Naming Rights to Arenas (Subject to availability & negotiation)	✓	✓				
Naming Rights to Major Event (Subject to availability & negotiation)	✓	✓	✓	✓		
Naming Rights to Special Event (Subject to availability & negotiation)	✓	✓	✓	✓	✓	
Appreciation Certificate	✓	✓	✓	✓	✓	✓
Complimentary Show Entry	12	8	6	4	2	

Naming Rights Opportunities

ARENA NAMING RIGHTS

Available to:

- Supreme Champion Sponsors
- Grand Champion Sponsors
- Champion Sponsors

Potential areas include:

- Main Ring Arena
- Cattle Arena
- Poultry Pavilion
- Exhibition Pavilion
- Children's Activity Area
- Bar & Refreshment Area

MAJOR EVENT NAMING RIGHTS

Available to:

- Supreme Champion Sponsors
- Grand Champion Sponsors
- Champion Sponsors
- Blue Ribbon Sponsors

Examples include:

- Potato Races
- Young Farmers Challenge
- Fireworks Spectacular
- Demolition Derby
- Amazing Race
- Haystacking
- Pasture Competition

CLASS & COMPETITION SPONSORSHIP

Available across all sponsorship levels and includes opportunities within:

- Pavilion
- Beef
- Dairy
- Poultry
- Horses
- Dogs
- Special Events

Priority allocation based on sponsorship level and date of commitment.

Sponsor Application

Become a Sponsor of the 2027 Robertson Show

SPONSOR DETAILS

Business / Organisation: _____

Contact Person: _____

Position: _____

Phone: _____

Email: _____

Website (if applicable): _____

Social Media (if applicable): _____

Postal Address: _____

SPONSORSHIP COMMITMENT

- ☐ Supreme Champion Sponsor
- ☐ Grand Champion Sponsor
- ☐ Champion Sponsor
- ☐ Blue Ribbon Sponsor
- ☐ Red Ribbon Sponsor
- ☐ White Ribbon Sponsor
- ☐ Donation

*Amount: $ _____

Preferred Area of Sponsorship (Optional): _____

_____

_____

_____

*All sponsorship amounts above $200 are subject to GST and an invoice will be issued by the Robertson Show Society for payment.

I agree to the pledged sponsorship to be invoiced and paid. I understand no benefits will be bestowed until my payment has been received by the Robertson Show Society.

Signature: _____

Date: _____

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Bank Details – Robertson A and H Soc Inc
Commonwealth Bank
BSB: 062 576
Account No: 10070958
Reference: Invoice Number and Surname or Business Name

Sponsorship Terms & Conditions

1. All Sponsorship Packages will be allocated on a first come, first served basis. The Robertson Show Committee reserves the right to reject any sponsorship it deems inappropriate. The Committee's decision is final.
2. By submitting a sponsorship pledge, the sponsor agrees to be invoiced and to pay the pledged amount. No sponsorship benefits will be bestowed until payment has been received by the Robertson Show Society.
3. Pledged amounts will be subject to GST. A tax invoice will be provided
4. Sponsorship pledges cannot be included in the printed Show Schedule without payment or a written commitment to pay received before 1 November.
5. Direct deposit payments can be made to: Commonwealth Bank BSB: 062 576 Account No: 10070958 Reference: Invoice Number and Surname or Business Name.
6. The Robertson Show Committee will not accept any exhibition, display or promotion of a political or religious nature, or any exhibition, display or promotion that, in the opinion of the Robertson Show Committee, does not align with the objectives of the Robertson Show.
7. The Robertson Show Committee reserves the right to refuse any exhibition, display or promotion in accordance with Condition 6.
8. Unless otherwise specified, all banners and signage are at the sponsor's expense. All banners, vouchers, gifts, awards, and material for public address announcements or media releases must be received by the Robertson Show Secretary at least 14 days prior to Show Day. This allows sufficient time for the safe installation of signage and the allocation of prizes and announcements. All signage must be collected within 14 days after the Show.
9. Sponsors agree to abide by the Robertson Show Rules and Regulations.