



Meadows Country Fair

Sponsorship Opportunities



Meadows Country Fair Sponsorship

PLATINUM \$6500 Cash Sponsorship

Naming Rights

Naming Rights of the Meadows Country Fair. ie "Your Business Name" Meadows Country Fair 2022 or 2022 Meadows Country Fair proud sponsored by

Pre Event

Business Logo on Meadows Country Fair Stationery

Your logo will be placed on all letterheads as well as any other stationery MCF prints in 2022

Electronic and Print Media Exposure

Your logo will be placed in all of the information packs sent to all the stakeholders, stall holders, entertainers etc as part of the branding for the event

At Event

Free 12x6m site on the day in a prime position

You can have a free site up to the size of 12x6m to display goods/ run activities in prime space near the Main Arena

Signage displayed in main arena

This is the prime entertainment area, where the crowds gather to take part in games/ activities/ entertainment- Uddertug

Signage displayed at entrance

There are 2 entrances- your signage will get prime position in both. If you have any other materials/ cars/ trailers etc you can have prime position at the main entrances

*Negotiation will be made if your organisation already has a suitable sign for this position

Permanent sign on footy oval

There is a 12mm x. 600mm signage permanent sign on footy oval, MCF committee can arrange, at the sponsors expense, for the skin for the duration of the sponsorship year.

*Need to supply high res graphics

Signage displayed in field day + main oval

Unlimited signage can be displayed around the event grounds

*Need to be supplied by your organisation

Opportunity to have walk around promotions at the event

You can hand out information/ merchandise or survey the crowd

Promotion of business over PA

You can supply a short script advertising your business that will be announced various times throughout the day

Event Staff and Volunteers

Event Staff and volunteer can wear a hat or apparel with your logo

*Need to be supplied by your organisation

Staff member participate in Celebrity Udder Tug

You can nominate a staff member from your organisation to take part in the celebrity Udder Tug, held on the day.

Staff member participate in presents the Charity Cheque

You can nominate a staff member from your organisation to present the 2022 Charity with the donation, held at approx 3:30pm on the day

Complimentary admission tickets to the Fair- x20



PLATINUM \$6500 continued

Media Exposure

Business promoted in Radio advertisement

MCF has a radio advertisement campaign and your company will be mentioned in this advert. Specifications will be negotiated.

Recognition in media release sent to third party media outlets

A media release will be written with your business included- this will then be given to local newspapers and magazines (such as The Weekender, The Courier, The Advertiser, The Southern Argus, Adelaide Hills Magazine, The Times etc.)

Recognition in print press/ electronic media advertising

Advertisement on our Facebook Page

A written advert- including pictures can be promoted on our Facebook page for 4 months leading up to the 2022 event And for a period of time until the next years Fair begins its planning commences in April 2023

Business Plugged on all our social media with links to your website

Your business will be linked to Facebook and our website, you will need to provide your businesses link to either your Facebook, twitter or website or all of the above

Promotional Material

Program

A large advert can be displayed in the Meadows Country Fair Program that is available for free at the entry gate

* Advert will need to be provided in JPEG format, horizontal preferable

A large logo of your business will appear on the front page of the program

Business Logo on event flyers and posters

A large logo of your business will be placed in prominent place on all flyers and posters

Promotional Prizes

Promotional prizes will be given out for kids games and activities, these prizes will continually be announced when presented

* Will need to be supplied by your organisation

Promotional material in Daisy Trail show bag by negotiation

Your business can provide 250 items of merchandise to be included in the daisy trail bags. Daisy trail bags are a 'yellow brick road' for the fair which has set stalls that are included in the route. If your business doesn't have a stall you can provide the merchandise that will still be included in the bags.

Business name of Uddertug cows saddle blanket

These blankets are used on the Uddertug cows during the famous 'Udder Tug' competition

*Supplied by MCF committee

Website

Business advert listed on the Meadows Country Fair website

A large sized advert will be placed on the sponsors page

* Advert will need to be provided in JPEG format

Business logo that links to your website- Front Page

Your logo on the MCF website will be linked to your webpage

Association with a particular aspect of the fair, if requested

Your business name will be promoted in the program with a particular part of the Fair you choose on the webpage in that particular program

Business Listed on Website

Your business will be listed on the MCF website

Community Recognition

Recognition by patrons of your commitment to the community



Meadows Country Fair Sponsorship

GOLD \$4000 Cash Sponsorship

Pre Event

Business Logo on MCF Stationery

Your logo will be placed on all letterheads (footer) as well as any other stationery MCF prints in 2022

Electronic and Print Media Exposure

Your logo will be placed in all of the information packs sent to all the stakeholders, stall holders, entertainers etc.

At Event

Free 6x6 m site on the day

You can have a 6x6m site on the day to display goods/ run activities in a space on the Main Oval, unless otherwise negotiated

Signage displayed in main arena

This is the prime entertainment area, where the crowds gather to take part in games/ activities/ entertainment- uddertug

*Negotiation will be made if your organisation already has a suitable sign for this position

Signage displayed at entrance

There are 2 entrances- your signage can be displayed at both.

*Negotiation will be made if your organisation already has a suitable sign for this position (Size restrictions apply)

Signage displayed around main oval

Up to 6 signs can be displayed around the main oval

*Need to be supplied by your organisation

Signage displayed on field day oval

Up to 4 signs can be displayed at the field day these

*Need to be supplied by your organisation

Promotion of business over PA

You can supply a short script advertising your business that will be announced various times throughout the day

Promotional Prizes

Promotional prizes will be given out for kids games and activities, these prizes will continually be announced when presented

* Will need to be supplied by your organisation

Staff member participate in Celebrity Udder Tug

You can nominate a staff member from your organisation to take part in the celebrity Udder Tug, held on the day.

Association with a particular aspect of the fair if requested

Your businesses can take naming rights to a certain part of the fair

Such as: Field Day, Main Arena, Farmers Alley, Daisy Trail (negotiated)

Complimentary admission tickets to the Fair- x12

Media Exposure

Recognition in media release sent to third party media outlets

A media release will be written with your business included- this will then be given to local newspapers and magazines (such as The Weekender, The Courier, The Advertiser, The Southern Argus, Adelaide Hills Magazine, The Times etc.)

Recognition in print press/ electronic media advertising

Advertisement on our Facebook Page

A written advert- including pictures can be promoted on our Facebook page

Business Plugged on all our social media with links to your website

Your business will be linked to Facebook, and our website, you will need to provide your businesses link to either your Facebook, twitter or website or all of the above



GOLD \$4000

continued

Promotional Material

Program

A medium advert can be displayed in the Meadows Country Fair Program that is available for free at the entry gate

* Advert will need to be provided in JPEG format, horizontal preferable

A Medium logo of your business will appear on the front page of the program

Business Logo on event flyers and posters

A Medium logo of your business will be placed in prominent place on all flyers and posters

Promotional material in Daisy Trail show bag by negotiation

Your business can provide 250 items of merchandise to be included in the daisy trail bags. Daisy trail bags are a yellow brick road' for the fair which has set stalls that are included in the route. If your business doesn't have a stall you can provide the merchandise that will still be included in the bags.

Business name on the Uddertug cows saddle blanket

These blankets are used on the uddertug cows during the famous 'Udder Tug' competition

Website

Business advert listed on the Meadows Country Fair website

A medium sized advert will be placed on the sponsors page

* Advert will need to be provided in JPEG format, horizontal preferable

Business logo that links to your website- Front Page

Your logo on the MCF website will be linked to your webpage

Association with a particular aspect of the fair, if requested

Your business name will be promoted in the program with a particular part of the Fair you choose on the webpage in that particular program

Business Listed on Website

Your business will be listed on the MCF website

Community Recognition

Recognition by patrons of your commitment to the community



Meadows Country Fair Sponsorship

SILVER \$2,500 Cash Sponsorship

Pre Event

Electronic and Print Media Exposure

Your logo will be placed in all of the information packs sent to all the stakeholders, stall holders, entertainers etc.

At Event

Free 6x3 m site on the day

You can have a 6x3m site on the day to display goods/ run activities on Main Oval

Signage displayed in main arena

This is the prime entertainment area, where the crowds gather to take part in games/ activities/ entertainment- uddertug

*Negotiation will be made if your organisation already has a suitable sign for this position- you need to supply signage

Signage displayed in Field Day

Up to 5 signs can be displayed at the field day these

*Need to be supplied by your organisation

Promotion of business over PA

You can supply a short script advertising your business that will be announced various times throughout the day

Association with a particular aspect of the fair if requested

Your businesses can take naming rights to a certain part of the fair

Such as: Field Day, Main Arena, Farmers Alley, Udder Tug or Meadows Country Fair can be negotiated

Complimentary admission tickets to the Fair- x8

Media Exposure

Recognition in print press/ electronic media advertising

Advertisement on our Facebook Page

A written advert- including pictures can be promoted on our Facebook page

* Advert will need to be provided in JPEG format, horizontal preferable

Business Plugged on all our social media with links to your website

Your business will be linked to Facebook, and our website, you will need to provide your businesses link to either your Facebook, twitter or website or all of the above



SILVER \$2,500_{continued}

Promotional Material

Business advert in program

A small advert can be displayed in the Meadows Country Fair Program that is available for free at the entry gate

* Advert will need to be provided in JPEG format, horizontal preferable

Business logo in program

A small logo of your business will appear on the front page of the program

Business Logo on event flyers and posters

A Small logo of your business will be placed in prominent place on all flyers and posters

Promotional material in Daisy Trail show bag by negotiation

Your business can provide 250 items of merchandise to be included in the daisy trail bags. Daisy trail bags are a yellow brick road' for the fair which has set stalls that are included in the route. If your business doesn't have a stall you can provide the merchandise that will still be included in the bags.

Business voucher included in program-Local Business only

Your business can supply a voucher / Small advert to be included in the program to encourage people to visit your business

Business name of Uddertug cows saddle blanket

These blankets are used on the uddertug cows during the famous 'Udder Tug' competition

Website

Business advert listed on the Meadows Country Fair website

A small sized advert will be placed on the sponsors page

* Advert will need to be provided in JPEG format, horizontal preferable

Business logo that links to your website

Your logo on the MCF website will be linked to your webpage

Association with a particular aspect of the fair, if requested

Your business name will be promoted in the program with a particular part of the Fair you choose on the webpage in that particular program

Business Listed on Website

Your business will be listed on the MCF website

Community Recognition

Recognition by patrons of your commitment to the community



Meadows Country Fair Sponsorship

BRONZE \$1250 Cash Sponsorship

At Event

Free 6x3 m site on the day

You can have a 6x3m site on the day to display goods/ run activities on Main Oval

Signage displayed in main arena

This is the prime entertainment area, where the crowds gather to take part in games/ activities/ entertainment- uddertug

*Negotiation will be made if your organisation already has a suitable sign for this position- you need to supply signage

Signage displayed in Field Day

Up to 2 signs can be displayed at the field day these

*Need to be supplied by your organisation

Promotion of business over PA

You can supply a short script advertising your business that will be announced various times throughout the day

Complimentary admission tickets to the Fair- x6

Media Exposure

Recognition in print press/ electronic media advertising

Advertisement on our Facebook Page

A written advert- including pictures can be promoted on our Facebook page

* Advert will need to be provided in JPEG format

Business Plugged on all our social media with links to your website

Your business will be linked to Facebook, and our website, you will need to provide your businesses link to either your Facebook, twitter or website or all of the above

Promotional Material

Business logo in program

A small logo of your business will appear in the program

Business listed program

Business voucher included in program- Local Business only

Your business can supply a voucher/ Small advert to be included in the program to encourage people to visit your business

Promotional material in Daisy Trail show bag by negotiation

Your business can provide 250 items of merchandise to be included in the daisy trail bags. Daisy trail bags are a yellow brick road for the fair which has set stalls that are included in the route. If your business doesn't have a stall you can provide the merchandise that will still be included in the bags.

Website

Business advert listed on the Meadows Country Fair website

A small sized advert will be placed on the sponsors page

Business logo that links to your website

Your logo on the MCF website will be linked to your webpage

Association with a particular aspect of the fair, if requested

Your business name will be promoted in the program with a particular part of the Fair you choose on the webpage in that particular program

Business Listed on Website

Your business will be listed on the MCF website

Community Recognition

Recognition by patrons of your commitment to the community



Meadows Country Fair Sponsorship

AREA SPONSORSHIP \$750 Cash Sponsorship

FARMERS ALLEY or FIELD DAY or DAISY TRAIL

At Event

Free 3x3 m site on the day

You can have a 3x3m site on the day to display goods/ run activities on the Battunga Field Day Oval

Signage displayed in area you wish your business to be associated

Up to 4 signs can be displayed at the field day these

*Need to be supplied by your organisation

Promotion of business over PA

You can supply a short script advertising your business that will be announced various times throughout the day

Complimentary admission tickets to the Fair- x4

Media Exposure

Recognition in print press/ electronic media advertising

Advertisement on our Facebook Page

A written advert- including pictures can be promoted on our Facebook page

Business Plugged on all our social media with links to your website

Your business will be linked to Facebook, and our website, you will need to provide your businesses link to either your Facebook, twitter or website or all of the above

Promotional Material

Business logo in program

A small logo of your business will appear in the program in conjunction with the area you choose

Promotional material in Daisy Trail show bag by negotiation

Your business can provide 250 items of merchandise to be included in the daisy trail bags. Daisy trail bags are a yellow brick road for the fair which has set stalls that are included in the route. If your business doesn't have a stall you can provide the merchandise that will still be included in the bags.

Website

Business logo that links to your website

Your logo on the MCF website will be linked to your webpage

Association with a particular aspect of the fair, if requested

Your business name will be promoted in the program with a particular part of the Fair you choose on the webpage in that particular program

Business Listed on Website

Your business will be listed on the MCF website

Community Recognition

Recognition by patrons of your commitment to the community



Meadows Country Fair Sponsorship

MAJOR LOCAL SPONSOR \$500 Cash Sponsorship

At Event

Promotion of business over PA

You can supply a short script advertising your business that will be announced various times throughout the day

Signage at each gate and around the grounds

Small signs at each entrance and a number of small signs to be placed around the grounds (negotiable) (signs to be provided by the sponsor)

Complimentary admission tickets to the Fair- x2

Media Exposure

Business Plugged on all our social media with links to your website

Your business will be linked to Facebook, and our website, you will need to provide your business's link to either your Facebook, Twitter or website or all of the above

Promotional Material

Business listed in program

Will be listed as major local sponsor – this will have its own subheading

Business voucher included in program- Local Business only

Your business can supply a voucher/ Small advert to be included in the program to encourage people to visit your business

Promotional Material at Information Tent

You will have the ability to provide business cards or flyers or other promotional material and this will be made available at the information tent (final details and further information will be provided as soon as we can)

Website

Business Listed on Website

Your business will be listed on the MCF website

Community Recognition

Recognition by patrons of your commitment to the community



Meadows Country Fair Sponsorship

MINOR LOCAL SPONSOR \$200 Cash Sponsorship

At Event

Promotion of business over PA

You can supply a short script advertising your business that will be announced various times throughout the day

Complimentary admission tickets to the Fair- x2

Media Exposure

Business Plugged on all our social media with links to your website

Your business will be linked to Facebook, and our website, you will need to provide your businesses link to either your Facebook, twitter or website or all of the above

Promotional Material

Business listed in program

Business voucher included in program- Local Business only

Your business can supply a voucher/ Small advert to be included in the program to encourage people to visit your business

Website

Business Listed on Website

Your business will be listed on the MCF website

Community Recognition

Recognition by patrons of your commitment to the community

In-Kind Support

If you have product you would like to donate as part of your sponsorship- please contact us as and we can work out your level of sponsorship.

If you have any questions regarding any Sponsorship Packages please don't hesitate to ask! This package is a guideline and we can work with you to tailor a package that is mutual beneficial and suitable to your business and level of support of our event!

