



## *Show Organising Committee ~ Portfolio Overview*

### **SCHEDULE PRIZES & ADVERTISING**

This portfolio secures donations of cash, vouchers and prizes, along with filling advertising space within the Schedule, which has an option of additional promotion on the Show website and/or Facebook page.

The aim is to engage local businesses and individuals in supporting the event by covering the printing cost of the annual Schedule (through advertising income) and offering prizes for exhibit entry winners.

By fostering strong relationships with sponsors, advertisers, and donors, this role contributes to the financial sustainability of the Show, enhances community involvement and helps create a rewarding experience for participants and attendees.

#### **Time Commitment**

The time commitment for this volunteer role averages around 3-4 hours per week, though this can vary throughout the year. In September and October, the workload tends to increase, while other periods are generally lighter.

Monthly Committee meetings are held on the second Monday from March to December, usually lasting up to 2.5 hours. All Committee members are encouraged to do a bit of light reading and note-taking beforehand, to help meetings run smoothly and efficiently.

In the week leading up to the Show, there's a significant amount of work to be done. Committee members and casual volunteers will come together to tackle various tasks, ensuring everything is ready for a successful Show Day.

#### **Portfolio Responsibilities**

- Keep track of the event timeline and provide monthly updates to the Committee.
- Maintain accurate records and update the spreadsheet regularly, including:
  - Reconciling all payments with the Treasurer's monthly bank deposit records until the closing date.
  - Noting package requirements and ensuring all materials (images/PDFs) meet quality standards.
  - Monitoring the number of advertising requests against the available spaces in the Schedule.
- Share relevant information promptly with key Committee members, such as the Schedule Coordinator and Chief Steward, to ensure smooth operations.
- Stay within the allocated budget, ensuring all income and expenses are recorded with the Treasurer.

#### **Portfolio Skills**

- Comfortable using technology, including Microsoft Office (Outlook, OneDrive, Word, and Excel). Experience with Mail Merge is a bonus.
- Skilled at promoting opportunities and communicating clearly with potential advertisers, sponsors, and donors. A strong local network is a plus.
- Detail-oriented to ensure all content is accurate and shared with the right Committee members on time.
- Confident with budgets to effectively manage the financial side of the role.
- Passionate about the local community and excited to make a positive difference.

## Timeline & Tasks

### February (post meeting)

- If possible, liaise with last year's portfolio coordinator for a handover.

### March

- Agenda will include a review of Schedule Advertising rates.

### March (post meeting)

- Administration Officer to share Advertising, Donation and Sponsorship Opportunities information to collated contact list. Deadline for replies is 31 May.
- Update letter/form templates for both Donators and Advertisers (check dates, phone number, sponsors, names, show year, signature).

### April

- Send details as requested to interested Prize & Trophy Donators / Schedule Advertisers.
- Touch base (email and/or phone) with previous Prize & Trophy Donators / Schedule Advertisers who haven't yet expressed an interest.

### May (deadline is 31<sup>st</sup>)

- Follow up (email and/or phone and/or in person) with outstanding donations and payments.

### June

- Ensure all monies have been received.
- Finalise Schedule Advertisers:
  - Send all details to Schedule Coordinator, including images / PDFs for inclusion.
  - Share additional information to Facebook and Website portfolios as appropriate.
- Finalise Prize & Trophy Donators:
  - Correlate responses into categories for the schedule. *Some long-term sponsors like to remain sponsoring the same category. List as cash, trophy (they supply or we purchase) or voucher.*
  - Send the Prize & Trophy Donation spreadsheet to the Schedule Coordinator.
- Ensure all Donators / Advertisers have received a confirmation and a thank you!

### July / August

- Buy trophies with donated money (with consideration to home storage or access to the Society Office). Pay for the items and give the receipts to the Treasurer for reimbursement. *Shop local first, let shops know that you're purchasing for the Ag Society and you may get a discount!*

### August

- Contact the sponsors that are supplying their own trophy or gift vouchers to arrange a pick-up time.

### September

- Make up and print the prize labels. *NOTE: some changes will need to be made each year with some choosing not to donate and new donors coming forward.*
- All cash prize labels are glued onto a dark yellow DL envelope that go to the Treasurer to put the cash into for presentation on Show Day.
- Prepare Prize Book (method to be updated, work with Committee to ascertain).
- Print out the labels for the overall most points and best exhibit in each section onto coloured paper. These go to the Chief Steward for inclusion in the Stewards boxes, for display on the Exhibits on Show Day (to promote the sponsors).

### Show Week

- Gift wrap and label trophies, place gift vouchers into labelled envelopes, take to the Treasurer's office for display on show day in the Youth Hall.
- Show Eve: set up all trophies on table or display shelves in Youth Hall down near the Secretary's office and put up barrier fencing around them.
- Show Day: 3:30pm set up two trestle tables on the verandah to display trophies/prizes for 4pm presentation.

### October (post Show)

- Prepare results and submit to Herald, and Website Coordinator.
- Provide list to Admin, for thank you letters.

### November

- Prepare summary for final meeting, noting any issues and recommendations for next year.
- Assist with Volunteer Thank You event (Saturday following the second Monday in November).
- Update this document, and any relevant supporting documents for next year:
  - Spreadsheet
  - Donator and Advertiser templates