



Toodyay Agricultural Society (Inc)

founded 1853 - ABN: 96 074 225 286

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Annual Support Opportunities ~ Advertising, Donations and Sponsorship ~

Your chance to help “Grow the Show”!

Each year, the Society invites community support to help bring the Toodyay Agricultural Show to life.

About the Toodyay Agricultural Society

The Toodyay Agricultural Society, founded in 1853, is the second oldest of its kind in Western Australia and is the oldest continuously operating community group in Toodyay.

Coordinated by an eighteen-member volunteer committee, the Society organises the annual Toodyay Agricultural Show, bringing the community together and bridging the city-country gap.

Whilst the focus remains on local agriculture, over many decades the Show has evolved into a more diverse community centred event. Exhibitors display crafts, needlework, art, produce, cooking, flowers and more. Highlights include kids' displays, trade exhibits, equestrian events, market stalls, sideshow alley, free entertainment and a spectacular fireworks finale.

How will your organisation benefit from sponsorship?

Each year, the Show draws an impressive crowd of 4,000 to 5,000 attendees. Many visitors are local; however, the event also attracts a significant number of people from neighbouring districts and across the broader West Australian community.

What opportunities are available?

There are four paid promotion opportunities highlighting supporter services, encouraging Members and patrons to choose those businesses as preferred suppliers. We offer opportunities to suit various levels of contribution, each providing valuable recognition and engagement:

1. *Soil Builder* Schedule Advertising (cash as per package, see page 4).
2. *Seed Sower* Donations ranging from \$251 to \$999 (cash) or in-kind valued at over \$251 (see page 3).
3. *Cultivator* Donations between \$1,000 and \$4,999 (cash - see page 3).
4. *Harvester* Donations exceeding \$5,000 (cash - see page 3).

Your support will foster community engagement while showcasing your brand to a broad and appreciative audience.

Where to from here?

Simply email the Society's Funding Coordinator Noelene, noelsnetty@gmail.com, for more information or to express your interest in becoming a supporter.

Please note support bookings close on 31 May to ensure inclusion in the Schedule.

Summary of Support Levels	Supporter Level →	Soil Builder	Seed Sower	Cultivator	Harvester
	Value of cash donation →	Schedule	\$251-\$999	\$1,000-\$4,999	Over \$5,000
Acknowledged during the Opening Ceremony plus naming rights for the fireworks display including pushing the detonation plunger (minimum \$9,000).					<i>Fireworks</i>
Show Schedule: inside cover (front).					
Acknowledged during the Opening Ceremony plus naming rights on all Community EOI related correspondence (minimum \$6,000).					<i>Community EOIs</i>
Show Schedule: inside cover (back).					
Show Day: two free standing or banner signs, at main gate and stage.					✓
Show Day: up to 7m x 7m ground space site. <i>BYO marquee + provide PLI.</i>					✓
Printed Posters/Flyers: company logo image.					✓
Radio Interviews: acknowledgement where possible.					✓
Show Day: acknowledgement over PA during the Show.					✓
Show Schedule: full page advertisement.					✓
TAS Website: home & sponsor page logo with hyperlink + 50-word editorial.					✓
Gate Competition naming rights.				<i>Gate Comp. Prize</i>	
Media Releases: acknowledgement where possible.				✓	✓
Show Day: up to 4m x 4m ground space site. <i>BYO marquee + provide PLI.</i>				✓	<i>(as above)</i>
Show Day: VIP invitation to Opening.				✓	✓
Facebook: acknowledgement post/s, individual.				✓	✓
Show Day: one free standing or banner sign on Showgrounds.				✓	<i>(as above)</i>
Show Schedule: half page advertisement.				✓	<i>(as above)</i>
Society Letterhead: your logo image included.				✓	✓
TAS Website: sponsor page, logo image hyperlink + 25-word editorial.				✓	✓
Printed Posters/Flyers: company name (text).				✓	<i>(as above)</i>
Show Day: adult passes.			x2	x4	x8
Show Schedule: logo image acknowledgement.			✓	<i>(as above)</i>	<i>(as above)</i>
TAS Website: sponsor page, your name as text hyperlink.			✓	<i>(as above)</i>	<i>(as above)</i>
Facebook: acknowledgement post/s.			✓	<i>(as above)</i>	<i>(as above)</i>
Facebook: shared acknowledgement / tagged post/s.		✓	<i>(as above)</i>	<i>(as above)</i>	<i>(as above)</i>
Show Schedule: text acknowledgement or space as purchased (see next page)		✓	<i>(as above)</i>	<i>(as above)</i>	<i>(as above)</i>

- It is the responsibility of the supporter to provide, where relevant, a hi-res logo, advertisement copy, editorial, contact details (email, mail, website and social media), signage, marquee and / or public liability insurance.
- “Harvester” level sponsorship of a designated area, section or activity, ie the Terrace Bar, a Pavilion or Hall , can be negotiated on request.

Schedule Advertising Rates

“Package A” SCHEDULE ONLY

Advert within the A5 Schedule, printed booklet and downloadable online.

- 1/3 page - \$40
- 1/2 page - \$60
- Full Page - \$100

“Package B” SCHEDULE + WEBSITE

Advert within the A5 Schedule plus a text link on <https://toodyayagshow.com.au/sponsors/> as a **“Soil Builder”**. In 2024, our website had 10,644 unique Active Users and 80,552 engagements (ie page views, clicks and downloads).

- 1/3 page + Website - \$60
- 1/2 page + Website - \$80
- Full Page + Website - \$120

“Package C” SCHEDULE + WEBSITE + FACEBOOK

Advert within the A5 Schedule plus website (as above) plus **“Soil Builder”** tagged Facebook post on www.facebook.com/toodyayagriculturalsociety, which has 2,902 followers – it had 16,525 views in the last 28 days (30/03/2025). 8,700 people engaged with the 2024 Show Facebook event.

- 1/3 page + Website + Facebook - \$75
- 1/2 page + Website + Facebook - \$95
- Full Page + Website + Facebook - \$135

Please note: the Toodyay Agricultural Society Inc. is not registered for GST.

