



Bellinggen Show 2021

Saturday 8th & Sunday 9th May, 2021

ADVERTISERS & SPONSORSHIP FORM

In staging the annual Bellinggen Show, the Bellinger River Agricultural Society relies heavily on volunteer support and financial contributions from individuals and the local business community. Placing an advertisement in a Bellinggen Show Schedule, providing signage for display during the 2 days of the Show, or investing in one of our sponsorship packages is an excellent opportunity to promote your business to the Bellinggen Shire and Coffs Coast communities as well as ensuring the ongoing viability of the Bellinggen Show.

Details relating to schedule advertising, showground signage and sponsorship packages are provided overleaf.

The Bellinger River Agricultural Society would like to thank you for supporting the 2021 Bellinggen Show.

I wish to take the following advertising space in the Show Schedule(s):

- ½ A5 page Number of advertisements @\$50 each \$ _____
- Full A5 page Number of advertisements @\$100 each \$ _____

Please choose the preferred Schedule(s) for your advertisement(s):

General Show Schedule Cattle & Poultry Schedule Horse Schedule

I wish to provide a sign or advertising banner for display during the Bellinggen Show:

Number of signs/banners @\$150 each \$ _____

I wish to take the following Bellinggen Show sponsorship package:

S1 (\$250) S2 (\$500) S3 (\$750) Major (\$1,500) \$ _____

Total Advertising & Sponsorship Contribution \$ _____

Please Note: The deadline for all advertising copy is Friday 19th March, 2021

NAME..... EMAIL.....

BUSINESS NAME.....

ADDRESS.....

PHONE..... SIGNATURE.....

Please return a completed copy of this form along with your payment to:

Bellinger River Agricultural Society Ltd
P.O. Box 149 BELLINGEN NSW 2454
Email: sponsorship@bellingshow.com.au

EFT details: state "SPONSORSHIP" and "NAME"
BCU – BSB 533 000 Account No: 32846160
Website: www.bellingshow.com.au

A digital copy of this form in PDF format is available on the show website. Download the form and use the **Fill & Sign** option in the Adobe Reader **Tools** menu to add text to fields you wish to fill in. When you have completed the form save it and email or print it as required.

2021 BELLINGEN SHOW ADVERTISEMENT & SPONSORSHIP PACKAGES

SCHEDULE ADVERTISEMENTS

The Society prints and distributes around 700 show schedules each year – this includes separate General, Cattle & Poultry, and Horse Schedules. Schedules are produced as A5 booklets with both text and advertisements printed in black and white. All three schedules along with their advertisements (in colour) are posted on the Bellingeen Show website (www.bellingenshow.com.au). All advertisers and sponsors are included on the list of “show sponsors” that is included in each of the three show schedules and on the Bellingeen Show website.

Two formats are available for schedule advertisements (see attached sheet):

- **½ A5 page** (9cm high x 13cm wide); **landscape orientation**. Cost \$50 per advertisement per schedule
- **Full A5 page** (19cm high x 13cm wide); **portrait orientation**. Cost \$100 per advertisement per schedule

Advertisers are free to choose in which of the three show schedules they want their advertisements to appear.

SCHEDULE ADVERTISERS PLEASE NOTE: We require you to provide a digital copy of your advertisement and/or business logo in MS Word, PDF or JPEG format, preferably by email, before the closing date - **19th March 2021**. If you are not able to provide your copy in digital format a quality business card may be acceptable for ½ A5 page advertisements only. See the attached sheet for the sizing requirements and page orientation for advertisements.

SHOWGROUND ADVERTISING

The layout of the Bellingeen Showground provides many opportunities for sign or banner advertising. Signs are displayed over the two days of the show. Signage location can be tailored to meet advertiser focus on individual displays or events if required. Signage will usually be attached to existing structures; for safety reasons free standing signs are not allowed.

Maximum banner/sign size: 4m wide x 1m high. Cost \$150 per sign or banner

SPONSORSHIP PACKAGES

Show sponsorship packages are designed for sponsors who want to make a substantial financial contribution to the running of the Bellingeen Show. The “Package Inclusions” shown below are indicative of the benefits to sponsors but these may be open to negotiation with the Show Committee.

| Categories | Cost | Package Inclusions |
|--------------|---------------|---|
| S1 | \$250 | <ul style="list-style-type: none">* Link from your listing on the Bellingeen Show website to your website* ½ A5 page advertisement in two schedules of your choice* 2 adult Saturday passes |
| S2 | \$500 | <ul style="list-style-type: none">* Link from your listing on the Bellingeen Show website to your website* Full A5 page advertisement in the schedule of your choice* PA promotional announcements on both show days* Your banner/sign (max. size 4m x 1m) prominently displayed in the grounds* 1 family weekend pass |
| S3 | \$750 | <ul style="list-style-type: none">* Link from your listing on the Bellingeen Show website to your website* Full A5 page advertisement in two schedules of your choice* Logo on inside front cover of all schedules* Invitation to the Official Luncheon on Saturday* PA promotional announcements on both show days* Your banner/sign (max. size 4m x 1m) prominently displayed in the grounds* 2 family weekend passes |
| Major | \$1500 | <ul style="list-style-type: none">* Link from your listing on the Bellingeen Show website to your website* Full A5 page advertisement in all schedules* Logo on inside front cover of all schedules* Invitation to the Official Luncheon on Saturday* PA promotional announcements on both show days* Individual media promotion* Your banner/sign (max. size 4m x 1m) prominently displayed in the grounds* 4 family weekend passes |

Advertisement Sizes & Orientation

Schedules are produced as A5 booklets and advertisements will only be accepted in ½ page landscape format (1) or full page portrait format (2). Digital or hard copy images supplied by advertisers should adhere to these dimensions (or the equivalent size ratio) so that advertisements can be resized if necessary without distortion.

