



**3RD-4TH
JUNE
2025**



**PARTNERSHIP
PROSPECTUS**



ABOUT EMERALD SHOW

Each year around 20,000 people from the Central Highlands and beyond gather to take part in the Emerald Show. Attendees can join competitions in wood chopping, cooking, photography, handicrafts, floral displays, home produce and livestock judging. With over 80 diverse trade stalls, a packed schedule of free entertainment and 13 vibrant competition displays, the Show offers something for everyone to enjoy. Rooted in over 90 years of tradition the Emerald Show brings together people from all walks of life—from children collecting their first show bag to older generations catching up with friends at the bar. Over the years the Show has grown to encompass education, entertainment and competitions that inspire and delight families of all ages.

Now is the perfect time to get involved with this volunteer-driven organisation that connects with families across the Central Highlands.

COMMUNITY IMPACT 2024

-  \$102,554.00 paid to local businesses
-  \$38,984.00 in prize money
-  \$12,881.00 paid to community groups through tenders
-  Over 13,000 guests attend the Emerald Show
-  2550 competition entries
-  66 Members
-  Over 80 Volunteers
-  41,500 Social Media Engagement in 6 weeks leading up to Show

SPONSORSHIP OPPORTUNITIES

We would love to discuss what area of the show you would like to direct your sponsorship to, this could include both financial and in-kind services

- Competition Areas - Animal, Woodchop or Pavilion
- Emerald Showgirl and Rural Ambassador Competition
- Emerald Picker Pull (organised by the CHCGIA)
- Agricultural Industry Fireworks
- Show areas - Parents Room, Community Stage, Eating Areas/Marquees, Grandstand, VIP Room, Main Pavilion and Centre Ring
- Entertainment - Tuesday Night Band, Melville's Animal Farm, Crack-Up Sisters, Balloon Twisting and Face-painting and our special line up for 2025

CHAMPION \$3000

- Sole naming rights to a featured attraction, entertainer
- Opportunity to display a banner/flags/corflutes
- Eligible to be involved in gate prize draw
- Invitation to speak with MC in main arena
- Invitation to present an award
- Comprehensive social media publicity
- Emerald Show Event App Banner, Pop Up Push Notification and Sponsored Section & business directory
- 8 x 2 Day Gate Pass (including show launch dinner)

GRAND CHAMPION \$5000

- Sole naming rights to Centre Ring Entertainment, feature attraction or superior event
- Opportunity to display a banner/flags/corflutes
- Eligible to be involved in gate prize draw
- Invitation to speak with MC in main arena
- Invitation to present an award
- Comprehensive social media publicity
- Emerald Show Event App Banner, Pop Up Push Notification and Sponsored Section & business directory
- 10 x 2 Day Gate Pass (including show launch dinner)

DIAMOND \$10,000

- Sole naming rights of the main pavilion during the show
- All PA announcements during the show refer to main pavilion as pavilion
- Pavilion named on the event map and entertainment program
- Opportunity to display multiple banner/flags/corflutes in the main pavilion
- Eligible to be involved in gate prize draw
- Invitation to speak with MC in main arena on both show days
- Participate in the grand parade
- Inside or outside trade site (your choice) 6x3M
- Comprehensive social media publicity
- Emerald Show Event App Banner, Pop Up Push Notification and Sponsored Section & business directory
- 15 x 2 Day Gate Pass (including show launch dinner)

PLATNUM \$20,000

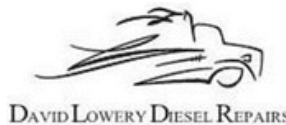
- Sole naming rights of the main arena during the show
- All PA announcements during the show refer to main arena as arena
- Main arena named on the event map and entertainment program
- Opportunity to display multiple banner/flags/corflutes in and around the main arena
- Count down to start the first woodchop event or fireworks
- Eligible to be involved in gate prize draw
- Invitation to speak with MC in main arena on both show days
- Participate in the grand parade
- Inside or outside trade site (your choice) 9x3M
- Comprehensive social media publicity
- Emerald Show Event App Banner, Pop Up Push Notification and Sponsored Section & business directory
- 20 x 2 Day Gate Pass (including show launch dinner)

	Emerald	Gold	Silver	Bronze	Sponsor
Sole naming rites to Centre Ring entertainment, features attraction or superior event					
Sole naming rites to a featured attraction or entertainment	✓				
Shared naming rites to a featured attraction, etnertainer or specific show location (dining area, parents room, etc.)		✓	✓		
Opportunity to display a banner/flags/corflutes	✓	✓	✓	✓	
Eligible to be involved in the Gate Prize Draw	✓	✓	✓		
Invitation to speak with MC and present an award					
Invitation to present an award	✓				
Comprehensive media publicity - website and social media	✓	✓			
Name and/or logo listed as a sponsor on website & social media			✓	✓	✓
Emerald Show Event App Banner, Pop Up Push Notification and Sponsored Section	✓	✓			
Emerald Show Event App - Inclusion in Sponsors Business Directory	✓	✓	✓	✓	✓
Business 2 Day Gate Pass (includes Monday night show launch dinner)	8	6	4	2	1
	\$2000 +GST	\$1000 +GST	\$500 +GST	\$250 +GST	\$100 +GST

THE AG SHOW MOVEMENT

Agricultural shows have played a leading role in the development of agriculture and communities since the first show was conducted in 1822 in Hobart. They are one of the oldest continuous events in post-colonial Australian society and are still popular in every state and territory with around 587 shows run annually in Australia. In Queensland there are 129 Agricultural Show Societies run by more than 13,500 volunteers. They provide small local events with community populations of 300 or less to large multi-day events such as the Ekka which attracts over 400,000 visitors every year. On average the shows are small to medium sized and are run by volunteers who govern their independent associations known as Show Societies. Across Queensland the popularity of shows remains high as they continue to record 1.3 million visitors every year

2024 MAJOR SPONSORS



EMERALD SHOW EVENT APP

Emerald Show Society is embracing mobile technology with their very own phone app! This App allows the community to access the entire show program from entertainment, food stalls, vendors, sponsors and plan their day.

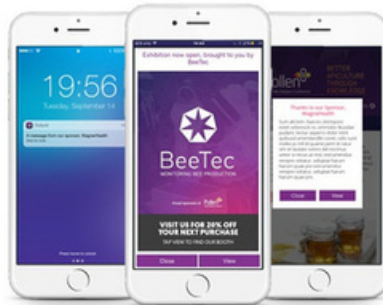
We have a dedicated sponsors icon where the community can click into each of our sponsors to find a little about you and your contact details, this serves as a local directory for the entire year as we have seen usage throughout the year to our local sponsors page.

We have a range of other options to allow further advertising. Please get in touch if you'd like to discuss more.

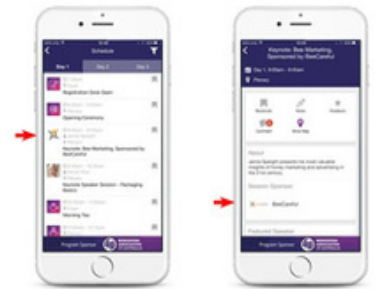
Page banners appear at the bottom of each page



Pop ups and notifications can be sent directly to each person with the app



Logo and link to your website/social media for each section you sponsor



GET INVOLVED

Executive Positions

President
Vice President
Treasurer
Secretary
Operations Manager
Commercial Manager
Compliance Officer
Sponsorship Officer

Coordinator Positions

CHASS Representative
Next Generation
Entertainment
Media and Advertising
Trade Sites
Flavour Fest committee
Field to Fine Dining committee

Show Competition Coordinators

Agriculture and Apiculture
Flowers, Foliage, Plants and Orchids
Cooking
Lego Creations
Floral Art
Photography
Art and Papercraft
Patchwork and Quilting
Handicraft, Leather Craft and Natural Fibres
Woodwork
Woodchop
Schoolwork
Farmers Challenge
Show Dog
Stud Cattle
Horses
Poultry

Or bring something new!

Show Specific Roles

Showmans Guild Delegate
Showgirl & Rural Ambassador
Coordinator/Committee
Chief Ring Steward
Show Bar Coordinator
Show Launch Coordinator
Show Gate Coordinator
Children with Special Needs
Tour Coordinator
Community Stage Coordinator
Ladies Marquee Coordinator
Education Trail Coordinator
Opening Ceremony/Grand Parade Coordinator

CONTACT:

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