



THE NEW ZEALAND
**AGRICULTURAL
SHOW 2023**



SPONSORSHIP PROSPECTUS

BETTER THAN EVER

Proudly brought to you by the Canterbury A&P Association

2022 The Best Show Yet

Attendees

Best Show Yet

125,000

over three days



Trade Exhibitors

528



Spend

Average per Show Attendee

\$206



Corporate Hosting and Leadership Sites

41



Gender

Female / Male

54/46%



Animal Competition Events

Categories

262

Competition Entries

5,449



Exhibitors focused on Rural Sectors

62%



Bands/Entertainers

Paid / Community Activations

18/16



2023 Better Than Ever

With more than 125,000 attendees expected to visit over three days, sponsoring The Show provides your business with an unrivalled opportunity to be seen and connect with your customers.

The New Zealand Agricultural Show is brought to you by the Canterbury Agricultural and Pastoral Association, a not-for-profit membership organisation with a strong heritage of celebrating excellence in agriculture and building a connected rural community. Since 1863, this iconic annual event has been on the agribusiness/farming calendar, and this year, on our 160th anniversary, it's set to be even better.

We are bringing exciting new sponsorship opportunities to The Show in 2023, including the inaugural VIP Marquee, brand new Entertainment Zone, opportunities for activation in the EV/Bike Storage Areas, and an exciting Impact Sponsorship Programme. Don't miss your opportunity to own a piece of the New Zealand Agricultural Show.

GET
SEEN

Increase your brand visibility with 125,000 visitors expected over three days

GET
SALES

Generate sales leads through access to new and existing customers

GET
CUSTOMERS

Build relationships through face-to-face interactions

GET
PERSONAL

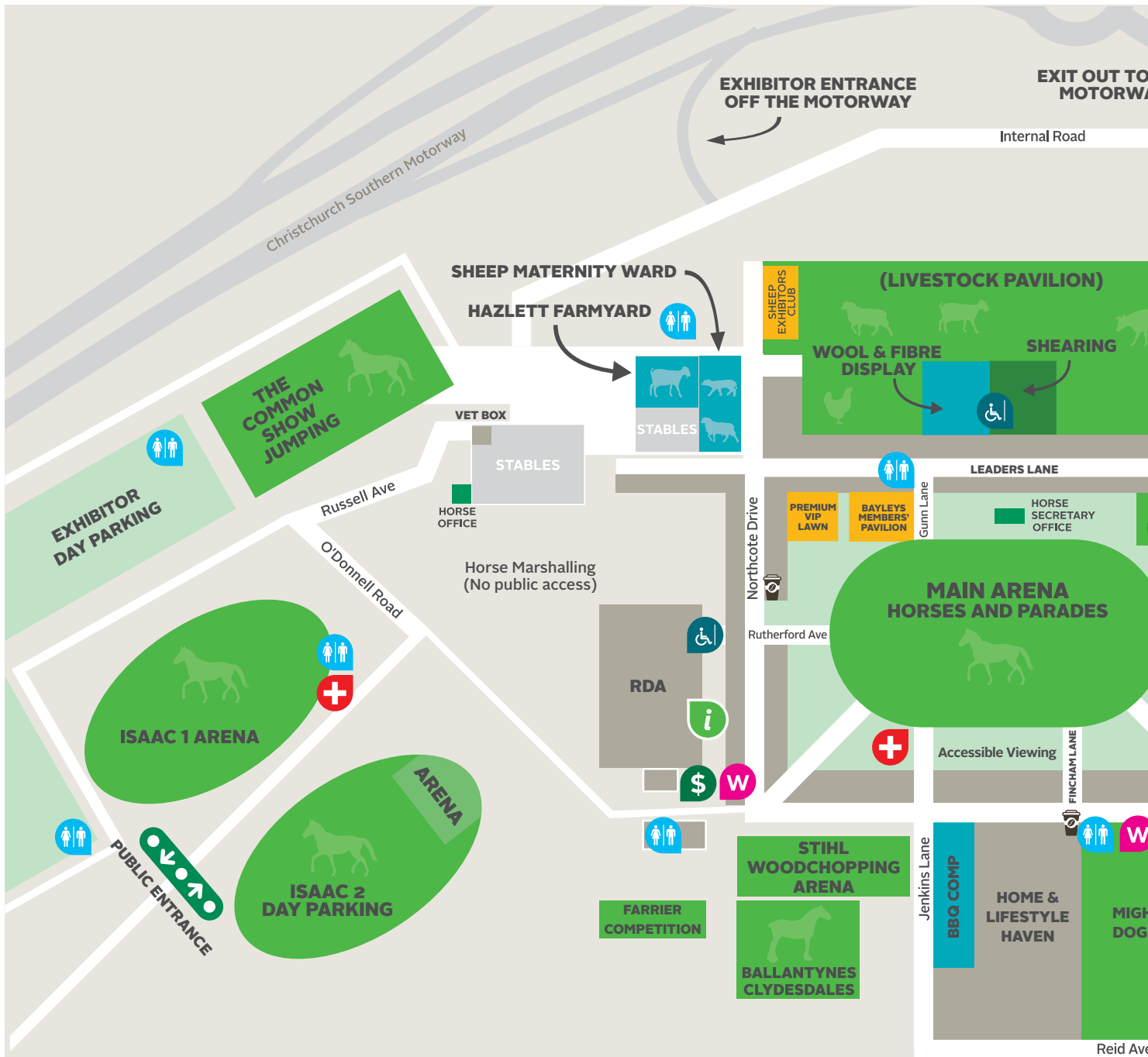
Create engagement with direct involvement with a targeted farm audience

GET
LOYAL

Build brand credibility and loyalty by supporting this iconic show and agriculture in New Zealand

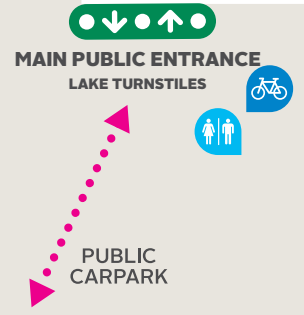
Contact our Trade and Sponsorship Manager, to customise a sponsorship option that aligns with your organisation's objectives.

Email: tradeandsponsorship@theshow.co.nz



ChristchurchNZ

THE NEW ZEALAND AGRICULTURAL SHOW



- T** TAXI (approx location only)
Blue Star Taxi Ph 379 9799
- C** CYCLE PARK
- i** INFORMATION CENTRE
- B** BUS STOP
- +** LOST CHILD CENTRE
- \$** EFTPOS cash out
- +** TOILETS approx location only
- ☕** COFFEE CART
- +** ST JOHN first aid
- ♿** ACCESSIBLE TOILETS approx location only
- W** DRINKING WATER

SHOWING

Subject to change and finalised by the 31st March 2023.

"NEWLY CURATED, UNIQUELY CANTERBURY EVENT"



Key Sponsorship Opportunities

With more than 125,000 attendees expected over three days, sponsoring The New Zealand Agricultural Show 2023 offers an incredible opportunity to connect your brand with customers; increasing brand awareness, recognition, and engagement. We can tailor a customised sponsorship package to meet your objectives, or you can choose from the following stand-outs.

NAMING SPONSOR

NZ AGRICULTURAL SHOW NAMING SPONSOR

Make your brand synonymous with the most iconic agricultural event on the calendar and show your support for our agri-business community by becoming a Platinum Naming Sponsor. This sponsorship opportunity provides maximum exposure across multiple channels including radio, social, PR, branding, and trade, and exclusive access to Show visitors before, during, and after the event.

Sponsorship Level: Platinum - \$100,000

NAMING RIGHTS

THE ENTERTAINMENT ZONE (for the Show period)

If building brand awareness is important to you and your target audience is at The Show, consider sponsoring the Park and Entertainment Zone. With maximum repetition across multiple channels over the three Show days, including announcements, signage, and social media, this sponsorship opportunity offers excellent exposure.

Sponsorship Level: Gold - \$50,000



Enhance your brand with The Show's Digital Platforms

This year The Show is delighted to be partnering with ASN Media to create incredible digital content for our sponsors.

From sponsor stand visits and promotions, to interviews with key spokespeople and brand visibility; this content streams live to YouTube, across the Canterbury Agricultural Park. The experienced team at ASN Media are able to work with you to plan your stream to meet your objectives. Some ideas for leveraging your sponsorship during a livestream include:

A great way to extend the reach of your sponsorship, all digital content from The Show can be re-purposed for your digital channels. You can use it during The Show to promote your Show deals, your stand activity and product demonstrations; and when The Show is all packed up, you can demonstrate your continued support of New Zealand's biggest Agricultural Show.

- 1 Offering a discount code or a free trial to off-site viewers who sign up to your email list during the livestream.
- 2 Encouraging attendees of The Show to visit your stand by incentivising with prizes.
- 3 Using polls, quizzes and competitions to engage viewers and encourage them to interact with your brand.
- 4 Collaborating with influencers in your industry to give you greater reach and a wider audience and increase your brand exposure.

Contact our Trade & Sponsorship Manager, to learn how The Show's digital content can grow your audience.
Email: tradeandsponsorship@theshow.co.nz



New Opportunities

NEW!

NAMING RIGHTS/OWNERSHIP VIP MARQUEE

Target The Show's high-end visitors with exclusive sponsorship of the VIP Marquee. This premium branding opportunity provides maximum dwell time and easy immersive/experiential options, with weather protection, a dedicated bar, a viewing area, private restrooms, and comfortable seating.

Sponsorship Level: Gold - \$50,000

NEW!

NAMING RIGHTS/SPONSORSHIP FASHION & STYLE PLAZA

For brands with strong storytelling at their core, the Fashion & Style Plaza sponsorship offers a perfect opportunity to create loyalty, brand awareness, and sales with naming rights and an exclusive experiential space.

Sponsorship Level: Silver - \$20,000

NEW!

NAMING RIGHTS/SPONSORSHIP HOME & LIFESTYLE HAVEN

Grow your subscriber base and increase brand loyalty with the Home & Lifestyle Haven sponsorship. With naming rights to the Haven and an experiential brand space located prominently, this sponsorship opportunity is where you build customer connections and create ongoing loyalty.

Sponsorship Level: Silver - \$20,000

NEW!

NAMING RIGHTS/SPONSORSHIP BIKE STORAGE

Sponsor the popular Bike Park and connect with both engaged leads and the cycle curious. With more than

200 bike parks and close proximity to the main Show entrance, this sponsorship opportunity offers excellent brand visibility, daily activation opportunities, and pre- and post-show communication.

Sponsorship Level: Silver - \$20,000

NEW!

NAMING RIGHTS/SPONSORSHIP EV CAR PARK

With EV popularity on the rise, sponsoring the EV Car Park presents a great opportunity to dispel myths surrounding ownership and showcase the family-friendly, energy efficient nature of these vehicles. This sponsorship opportunity offers exceptional brand exposure and the potential to expand subscriber lists and generate post-event sales.

Sponsorship Level: Silver - \$20,000

NEW!

IMPACT SPONSOR

Sponsor the agri-sector and work toward a rapidly changing future with our Impact sponsorship opportunity. This long-term investment into the future will enable us to recognise and support the agri-sector.

Sponsorship Level: Silver - \$20,000

NEW!

LEADERS LANE

Leaders Lane has been created to showcase innovation, expertise and trail blazers in the agricultural sector. If your business is industry leading, or your business specialises in connections and collaborations - this is your perfect sponsorship option. This sponsorship provides access to connect meaningfully with your audience, offering value that will last long after The Show.

Sponsorship Level: Silver - \$20,000



RIBBONS AND ROSETTES

Join the legacy and personally give the award to the ultimate hard-working sheepdog or nostalgic first-place family lamb by becoming a Ribbons and Rosettes sponsor. This sponsorship opportunity enables you to create memories that last a lifetime and have a special place in the hearts of our farming community. Book online at theshow.co.nz, buy 3 or more and you will receive a FREE GA Adult ticket. You can present your Ribbons/Rosettes on the day - let us know when you book online.

Sponsorship Cost: \$50

Sponsorship Opportunities

PLATINUM 2 AVAILABLE - \$100,000 Naming rights options include:	GOLD 5 Available - \$50,000 Naming rights options include	SILVER 14 Available - \$20,000 Naming rights options include	BRONZE 24 Available - \$10,000 Naming rights options include
New Zealand Agricultural Show & Canterbury Agricultural Park	Cassels BaaBaa Bar	The George Aotearoa Wine Competition	Alpaca Section & Competitions
TVNZ - The New Zealand Agricultural Show Programme	Equestrian Section & Main Arena	Cattle Lawn & Cattle Section	Hazlett City Farmyard
	NEW! The Entertainment Zone	Farm Machinery/Tractors	Beef Section Competitions
	NEW! VIP Marquee	Garden & Lifestyle Courtyard	Cattle Section Competitions
	Bayleys Members Pavilion	Kids World	NEW! Home Industries & Craft Competitions
		Livestock Pavilion	Mint Lamb Competition and Ram Fair Sale
		Shearing Section (New Zealand Corriedale Champs)	NEW! Pet Place
		Stihl Wood Chopping, International Event	Pig Section & Competitions
		NEW! Bike Storage	Chicken Section & Competitions
		NEW! EV Carpark	Mighty Mix Dog Trials
		NEW! Fashion & Style Plaza	Girl's & Boy's Agricultural Day
		NEW! Home & Lifestyle Haven	Goat Section Competitions
		NEW! Impact & Sustainability	Rare Breeds
		NEW! Fin & Field Market	KPMG Rural Leaders Business Breakfast
		NEW! Leaders Lane	Shearing Section Competitions
			Sheep Section Competitions
		Sustainability - Compost	
		Trade Exhibitor of the Year	
		Vintage Machinery	
		Stihl Wood Chopping Competition	
		Wool & Fibre Competition	
		Heartland Bank Young Auctioneers	
		Endurocross	
		NEW! Christmas Cake Competition	

Sponsorship Benefits

	BEST IN SHOW PLATINUM	GRAND CHAMPION GOLD	SUPREME CHAMPION SILVER	CHAMPION BRONZE
Naming rights for the NZ Agricultural Show include sponsor in main logo	★★★★	★★★	★★	★
Year round signage	★★★★	★★★	★★	★
Unique signage on all entrances & main arena	★★★★	★★★	★★	★
Signage on collective boards/screens	★★★★	★★★	★★	★
Live stream/video asset packaging inc. b-roll	★★★★	★★★	★★	★
Advertising - media & radio	★★★★	★★★	★★	-
Partnerships - Roll out with NEW Membership	★★★★	★★★	★★	★
Name/logo - schedules & catalogues	★★★★	★★★	-	-
Trade discount for sponsor	100%	50%	30%	20%
Presidents Pavilion access	★★★★	★★★	-	-
Members Pavilion access	★★★★	★★★	10	6
Feature story - Stuff	All + 1 unique	2	1	1
Car parking	10	6	4	2
Logo featured on all marketing assets	★★★★	★★★	★★	★
Signage within section exhibiting or relevant sponsorship pavilion	★★★★	★★★	★★	★
Naming rights for individual sections/ handing out trophies and ribbons	★★★★	★★★	★★	★
Name/logo - individual section social media & communication groups	★★★★	★★★	★★	★
Name/logo on New Zealand Agricultural Show website	★★★★	★★★	★★	★
Partner - ticket selling opportunities & early bird pricing	★★★★	★★★	★★	★
Complimentary tickets *per day	12 x Family Passes	10 x Family Passes	8 x Family Passes	4 x Family Passes

Our sponsorship opportunities are sold on a “first in” basis, and we are very grateful for the support of our sponsors who make our 2023 New Zealand Agricultural Show possible.

From logo placement to customer engagement

Leverage your Sponsorship

We consider our sponsors to be partners in the delivery of New Zealand's largest A & P Show - the New Zealand Agricultural Show. Year after year, our sponsors return to not only support the rural community, but leverage the brand visibility and connections that a show of this size brings.

Sponsorship is so much more than logo placement, it's about building brand awareness through meaningful storytelling and creating opportunities for genuine customer connection.

But this doesn't happen simply by signing the sponsorship agreement! Here are a few tips to help you make the most of your sponsorship:

SET CLEAR OBJECTIVES

What do you hope to get out of your sponsorship?

Do you want to increase brand awareness, generate leads, or improve brand sentiment? Having clear goals in mind will help you shape your sponsorship arrangement and the experience that you create for your audience.

GET INVOLVED

Don't just sponsor and leave it at that. Make the most of your investment by actively participating in the event. Consider having a booth or exhibit where you can showcase your products or services. Engage with attendees, offer samples or giveaways, and importantly, collect contact information to follow up on leads after The show.

MAXIMISE EXPOSURE

Use every opportunity to promote your sponsorship and maximise your exposure.

- **Promote your sponsorship** on social media channels (Facebook, Instagram and LinkedIn).
- **Promote to your customer database** - use Show Specials to incentivise business over this period (Show Specials can be a very effective way of engaging with non-active customers).

- Consider **advertising** in The Show programme/directory.
- If you are on site during The Show, **make sure your branding is clear** and in good condition.
- Let them take something home! Distribute **branded promotional items** to people that visit your site during The show.

DON'T FORGET TO MEASURE RESULTS

Make sure to track the results of your sponsorship efforts. Use metrics such as leads generated, social media engagement, and website traffic to evaluate the success of your sponsorship. This information can help you refine your strategy for future events.

Our Trade & Sponsorship Manager, Glenda Jones, has plenty of experience helping sponsors get the best out of their investments. Get in touch to discuss your needs or to talk about a customised sponsorship package.



Key Dates

**2023 New Zealand Agricultural Show
15th - 17th November**

**Late Night Thursday to 10PM
16th November**

**31st MAY
2023**

Repeat bookings from 2022 finalised
& new sponsors allocated

**15th NOV
2023**

KPMG Rural Business Leaders Breakfast

**20th JUN
2023**

Sponsorship and Canterbury A&P
Stakeholders: Networking with Rural
Leader Guest Speaker

**15th NOV
2023**

Trade Exhibitor Awards Cocktail Evening

**1st JUL
2023**

Pre-sale tickets on sale

**16th NOV
2023**

Canterbury A&P Association Members
Muster Cocktail Evening

**22nd AUG
2023**

Sponsorship and Canterbury A&P
Stakeholders: Networking with Rural
Leader Guest Speaker

**DEC
2023**

Sponsorship thank you and debrief





the
Show
.co.nz

