

SMALL FARM FIELD DAY

BOWRAL



2020 SPONSOR PACKAGES

Saturday 1st and Sunday 2nd February

Bong Bong Racecourse, Bowral



We are excited to announce that the Small Farm Field Day will now be held at the famous Bong Bong Racecourse, Bowral in the Southern Highlands region of NSW on the 1st and 2nd February 2020.

There are 1,803 farms and over 2,000 small farms in the Southern Highlands region ... this makes the region the perfect venue for this exciting event.

Last year we had over 110 exhibitors and many sold out of stock at the event, while others are still making strong sales. We are currently offering display space at this unique event. The Small Farm Field Day will be a huge two day event like never before seen in the Southern Highlands or surrounding regions.

We are anticipating crowd attendance of 5,000 or more over the two days, many of whom will be hot prospects and have a strong interest in their properties, farms, sustainability and environmental practices.

They will be attending to look for inspiration, learn the tips of the trade and purchase products that will help them to be more productive.

There are a variety of packages available or we can tailor a package that suits your needs.

Here's what some of our previous exhibitors had to say about the Field Day ...

"Great event! I am still selling from it even six months later."

"We had great sales on the weekend and they are still going."

"Sold nearly all my stock on day one. Count me in for 2020."

"We had a great weekend. Looking forward to the next one."



Package One – Gold Sponsor

\$5,000 incl GST

- ✓ your logo featured on all advertising, signage, website – generally anything that is promoting Small Farm Field Day
- ✓ link to your website on the dedicated site, including the programme of events, online map of exhibitors and wherever your logo is seen during our online promotion
- ✓ promotion via our social media campaign with links to your site or Facebook, etc
- ✓ a medium display area at the event – this will depend on what you require but can be up to 10 x 5m area
- ✓ conduct your own demonstrations or discussions to inform and promote your products – all promoted online and included in the handout given to all visitors
- ✓ two live interviews during the two days with the Field Day MC – another reminder to all visitors of your involvement
- ✓ logo inclusion in all advertising promoting the event
- ✓ logo inclusion on maps and schedules given out attendees
- ✓ editorial promotion in the monthly newsletter prior to the event
- ✓ Ten free tickets for you to give to your customers or use as a giveaway to promote your attendance at the Field Day

Package Two – Silver Sponsor

\$2,200 incl GST

- ✓ your logo featured on the dedicated website and selected signage
- ✓ link to your website on the dedicated site, including the online programme of events and online map of exhibitors.
- ✓ promotion via our social media campaign
- ✓ a small display area at the event – this will depend on
- ✓ what you require but can be up to 5 x 5m area
- ✓ one live interview on each of the two days with the Field Day MC – another reminder to all visitors of your involvement
- ✓ logo inclusion in selected advertising
- ✓ Four free tickets to the Field Day



Media and Marketing

We will be promoting the event through all forms of traditional media including radio, television and print. This will be in addition to direct mail and letterbox drops within selected markets. Our footprint will be the Southern Highlands, Illawarra, South Coast, Canberra, the M5 corridor and surrounding regions.

An intensive online media campaign has already commenced including Facebook, Twitter, Instagram and Pinterest. Updates are being regularly posted and promoted.

All exhibitors will be encouraged to participate in these campaigns wherever possible. We will produce an email flyer that you could send to your database letting your customers know you are supporting the Field Day. We will also produce a small banner advert that you could add to your own website, again promoting your involvement.

Further Assistance

All exhibitors will have a dedicated contact person at the event in case of any questions or need of assistance. Their contact details will be included in your exhibitor kit.

NB: If you require additional equipment please note it on the exhibitor form and we will get back to you with an estimate. Bump in and out times will be allocated depending on site location and requirements. Once we have your booking you will receive written confirmation. If at any time you need to make alterations, please let us know.

More information contact Elizabeth Nichols on (02) 4861 7100, mobile 0414 566 419 or email elizabeth@smallfarmfieldday.com.au

