



Sponsorship Opportunities

for

2018 Malanda Small Farms Field Day

Saturday 10 November 2018

Malanda Showgrounds

What we are About

The Malanda Small Farms field day is about everything country; tractors, motorcycles, irrigation, farm equipment, animals and much more!! The Field Day appeals to everyone interested in small scale agriculture and livestock keeping, horticulture, and simply producing food in their backyard. As more consumers develop a craving for local fresh food, a batch of new small farms is finding innovative ways to meet the demand. This rural renaissance is producing more varieties of vegetables, raising goats, sheep and buffalo to produce new types of cheese, or finding creative methods of getting it to market, and this is what Malanda Small Farms Field Day showcases.

Chairman of the organizing Committee, Glen Drury said "that the attendance of more than 4000 people at the last event in 2016, showed that there was a strong interest in small scale production systems that could be applied to smaller blocks and backyards. People are very keen to learn more about producing home grown food and fibre for their own use as well as the possibilities for profitable sideline production. We like to keep it simple, so that everyone can enjoy catching up, and finding out about how to grow things better on their block." he said.

Feedback received from more than 300 people who attended the 2016 event was overwhelmingly positive with the main theme being people wanting more of everything – more stalls, more information, more animals, more food Feedback from the stallholders showed that enquiries and business generated greatly exceeded their expectations. Some had so many sales they had to send runners back to their stores to replenish their stock during the day.

The Committee is implementing many of the suggestions from feedback in planning this year' s event so people attending can expect even more variety and number of stalls, exhibitors, information sessions and food outlets. There will also be more places to sit for those who just want to catch up with other landholders to share information and make new connections.

Why your support is Important

Events such as Malanda Small Farms Field Day cannot survive with support from local businesses in the form of Sponsorship.

Malanda Small Farms Field Day is important to the local economy in so many ways:

- it provides economic stimulus for Malanda and all the Tableland
- it provides information and assistance to farmers on small and not so small farm holdings
- it generates income for local retailers and accommodation providers
- it provides opportunities for local businesses to showcase their products
- it allows farmers and suppliers to network and investigate opportunities
- it provides a social network for many people, often leading to new partnerships and ideas
- it provides a fun and informative day out for the entire family

The more involvement from all stakeholders, the better the results on the day.

We invite you to support the Malanda Small Farm Field Day by becoming a sponsor and gaining the many benefits for not only your own business, but also the entire community in which you exist.

Sponsorship Opportunities Offered

GOLD SPONSORS

\$5,000

As a Gold Sponsor of Malanda Small Farms Field Day, your company will have a high profile during the lead-up promotion and throughout the Field Day. Talk to us about sponsoring your own event as part of the day.

Sponsorship includes, but not limited to:

- high level inclusion in all advertising
- prominent logo and links on website www.malandasmallfarms.com
- logo prominently displayed on the events program
- recognition in media releases, and radio interviews
- prominent banner placement
- acknowledgement during official events
- mentions during sponsored event
- acknowledgement in the local media where possible
- premium exhibitor space to display and promote your product or service
- Certificate of Sponsorship

Talk to us about leveraging your investment by creating innovative marketing opportunities to build your identity as a major Sponsor.

SILVER SPONSORS

\$2,500

Silver sponsorship includes, but not limited to:

- inclusion in press advertisements
- radio and television advertising
- logo and links on the website
- acknowledgement in the events program
- recognition in media releases, and radio interviews
- banner placement opportunities
- acknowledgement during official events
- mentions during sponsored event
- acknowledgement in the local media
- space to display and promote your product or service
- Certificate of Sponsorship

BRONZE SPONSORS

\$1,000

Bronze sponsorship includes, but not limited to:

- sponsor listing on www.malandasmallfarms.com
- acknowledgement in the events program
- acknowledgement in the local media
- banner placement opportunities
- space to display and promote your product or service
- Certificate of Sponsorship

IN KIND & MINOR SPONSORS

UP TO \$1000

There are often opportunities for businesses to be involved by offering goods or services to the festival rather than a cash sponsorship. These are greatly appreciated and will be recognized in a similar manner to cash sponsors. Each in-kind sponsorship will be negotiated on an individual basis. If you are in a position to assist us, please complete the Expressions of Interest form at the end of this document and we will be in touch.

- sponsor listing on www.malandasmallfarms.com
- acknowledgement in the events program
- banner placement opportunities
- Certificate of Sponsorship

MEDIA SPONSORS

Media Partners are in-kind sponsors, contributing a significant amount of media space either as radio, press and television coverage.

Depending on the level of support, media sponsors will be recognized with:

- inclusion in press advertisements,
- logo and links on website,
- acknowledgement in the events program
- banner placement
- acknowledgement during official events
- Certificate of Sponsorship

FRIENDS OF MALANDA SMALL FARMS FIELD DAYS

Friends of Malanda Small Farms Field Days donate in-kind products and services suitable to be used during the field days or for fundraising, and other contributions that support the field days .

Friends of Malanda Small Farms Field Days enjoy acknowledgement in local media, and a Sponsors Certificate

SPONSORSHIP EXPRESSION OF INTEREST FORM

Company Name: _____

Contact: _____ Position: _____

Address: _____

Phone: _____ Mob: _____

Email: _____

Level of Sponsorship (includes GST):

- Gold: \$5,000 or as negotiated
- Silver: \$2,500
- Bronze: \$1,000
- Minor Sponsor: \$_____ up to \$1,000
- Media Sponsor: as negotiated
- Competition Naming Rights As negotiated
- Workshops Naming Rights As negotiated
- In kind Sponsorship: Please specify or call to discuss:

Details for Invoice – if different to above:

Invoice to: _____

Address: _____

Please return this form:

By email: info@malandasmallfarms.com

By Mail: PO Box 21, Malanda Qld 4885

Or respond by phone to: Kirsty Densmore on 0413 010 625