

SPONSORSHIP PROSPECTUS 2025

THE WĀNAKA A&P SHOW

**TRADE
EXHIBITORS**
513



ATTENDEES
44,000

**COMPETITION
ENTRIES**
3,353



**BANDS &
ENTERTAINERS**
Paid / Community
13/10

MEDIA MENTIONS
(October 2023 - March 2024)
138

Media split of this coverage was
47% newspaper, 41% online,
5.5% FM radio, 4.5% TV and 2% magazine



Statistics from 2024 Wānaka A&P Show



CELEBRATING OUR RURAL COMMUNITY

WITH MORE THAN 40,000 ATTENDEES EXPECTED OVER TWO DAYS, SPONSORING THE WĀNAKA A&P SHOW OFFERS THE OPPORTUNITY FOR EXPOSURE AND DIRECT ACCESS TO A ENGAGED COMMUNITY.

The Wānaka A&P Show is powered by the Upper Clutha Agricultural and Pastoral Society, a not-for-profit organisation committed to fostering leadership and building pathways to support a thriving rural community that connects with and contributes to the broader communities of the Upper Clutha.

We have exciting sponsorship opportunities available for the 2025 Show, including becoming our Show Partner, sponsoring our world-famous Jack Russell Race, securing naming rights for our Livestock Rings, and taking part in activation opportunities such as our Bike Parking, Home Industry Pavilion and Rural Village demonstrations.

Connect with us to propel your organisation's objectives and our mission to build capability for the Upper Clutha rural community.

PENNY BELL

**Communications &
Sponsorship Manager**

Phone 03 443 9559

Email sponsorship@wanakashow.co.nz



VISIBILITY - increase your brand exposure with over 40,000 attendees expected over two days.



ENGAGEMENT - connect with a diverse and engaged audience of families, farmers and industry professionals.



NETWORK - build relations with key stakeholders and decision makers



SUPPORT - enhance your brand credibility by supporting this iconic legacy event and the Upper Clutha's rural community.



SPONSORSHIP OPPORTUNITIES



**CONNECT YOUR ORGANISATION WITH A ENGAGED AUDIENCE TO
GAIN SIGNIFICANT VISIBILITY, BRAND AWARENESS, ENGAGEMENT
AND RECOGNITION.**

**WE CAN TAILOR A BESPOKE OPPORTUNITY THAT SUITS YOUR
ORGANISATIONS OBJECTIVES, OR CHOOSE FROM ONE OF OUR
FOLLOWING CURATED PACKAGES.**

NAME PARTNER

Wānaka A&P Show

Elevate your brand by partnering with one of New Zealand's most iconic Agricultural and Pastoral events. You'll gain unparalleled exposure before, during and after the event across multiple channels, including print, radio, social media, and signage as well as, benefit from access to our extensive databases and exclusive networking opportunities with key stakeholders.

Sponsorship Level:
Platinum - \$45,000

IMPACT SPONSOR

Support the Show and celebrate a thriving rural community while advancing the Society's mission to foster leadership and build pathways. Your sponsorship will help develop future leaders and create opportunities, while making a lasting impact and showcasing your brand as a champion of community growth and leadership.

Sponsorship Level:
Gold - \$15,000

TEAM UNIFORMS

Put your brand at the forefront, with your logo and product prominently displayed when worn by our dedicated management and delivery team, ensuring high visibility throughout the event.

Sponsorship Level:
Silver - \$10,000

NAMING RIGHTS

Jack Russell Race

This unique opportunity allows your brand to align with a beloved community event that celebrates agility, excitement, and fun. This thrilling race offers high visibility and as a sponsor you will receive extensive media coverage, and direct engagement with a passionate audience.

Sponsorship Level:
Silver - \$10,000

NAMING RIGHTS**Rural Village**

Located at one of the busiest gates, the Rural Village offers prime exposure. This vibrant area hosts popular entertainment like woodchopping, sheep shearing, and farrier demonstrations, drawing large crowds. Align your brand with these engaging activities and connect with a diverse audience while showcasing your support for rural education. Make the Rural Village a highlight of the Show and demonstrate your commitment to preserving and celebrating rural heritage.

Sponsorship Level:
Silver - \$10,000

NAMING RIGHTS**Members Marquee**

Gain exclusive exposure to a select and influential audience. Our Members Marquee allows your organisation to benefit from prominent branding opportunities with direct engagement elevating your brand's profile among a captivated crowd.

Sponsorship Level:
Silver - \$10,000

NAMING RIGHTS**Home Industry Pavilion**

A vibrant hub of our Home Industry competitions, which attracted over 1,500 entries in 2024. This bustling pavilion showcases the best in crafts, baking, preserves, and more, drawing enthusiastic participants and visitors alike. Gain prominent exposure, connect with a passionate audience, and highlight your brand's support for local talent and creativity.

Sponsorship Level:
Silver - \$10,000

NAMING RIGHTS**Pembroke Stage or McDougall St Stage**

Put your brand in the spotlight of excitement and engagement, these stages are the heart of the event, hosting live music, performances, and captivating shows that draw large, enthusiastic crowds. Gain maximum visibility across the two days showcasing your organisation's support for arts and culture.

Sponsorship Level:
Bronze - \$5,000

NAMING RIGHTS**The Local Larder**

Place your brand at the center of our newest area, the The Local Larder. It is a space to showcase local food & wine producers, offering demonstrations and connection with a discerning crowd.

Sponsorship Level:
Bronze - \$5,000

NAMING RIGHTS**Bike Parking**

Highlight your brand's support for green initiatives and sustainability, positioned at the entrance of two gates, these high-traffic zones provide secure and accessible parking for cyclists. Work with us to make bike parking a seamless and integral part of the event, demonstrating your dedication to promoting healthy and sustainable transportation options.

Sponsorship Level:
Bronze - \$5,000



PACKAGES

PLATNIUM PARTNER

\$45,000

1 AVAILABLE

Wānaka A&P
Show

GOLD SPONSOR

\$15,000

2 AVAILABLE

Impact Sponsor
Show Vehicles

SILVER SPONSOR

\$10,000

8 AVAILABLE

Farmyard
Home Industry
Pavilion
Jack Russell Race
Main Ring
Members
Marquee
Rural Village
Show Bar
Team Uniforms

BRONZE SPONSOR

\$5,000

11 AVAILABLE

Agri Exchange
Bike Parking
Cattle Ring
Hunt Ring
Koha Zone
The Local Larder
McDougall Stage
Pembroke Ring
Pembroke Stage
Sheep Yards
Wool Shed

| | PLATINUM PARTNER | GOLD SPONSOR | SILVER SPONSOR | BRONZE SPONSOR |
|--|---------------------|-----------------|-------------------|-------------------|
| Logo/Name on Website | ★ ★ ★ ★ | ★ ★ ★ | ★ ★ | ★ |
| Mentions on Social Media | ★ ★ ★ ★ | ★ ★ ★ | ★ ★ | ★ |
| High Res Image Pack | ★ ★ ★ ★ | ★ ★ ★ | ★ ★ | — |
| Logo/Name in Schedule | ★ ★ ★ ★ | ★ ★ ★ | ★ ★ | ★ |
| Advert in Schedule | ★ ★ ★ ★ | ★ ★ ★ | ★ ★ | — |
| Signage on Information Boards | ★ ★ ★ ★ | ★ ★ ★ | ★ ★ | ★ |
| Signage on Section or Relevant Sponsorship Area | ★ ★ ★ ★ | ★ ★ ★ | ★ ★ | ★ |
| Trade Exhibitor Site at the Wānaka A&P Show <small>A site is not guaranteed, but we will work with you to achieve your objectives</small> | ★ ★ ★ ★ | ★ ★ ★ | ★ ★ | ★ |
| Database Access | ★ ★ ★ ★ | ★ ★ ★ | ★ ★ | ★ |
| Presidents Tent Access | ★ ★ ★ ★ | ★ ★ ★ | ★ ★ | ★ |
| Members Marquee Access | ★ ★ ★ ★ | ★ ★ ★ | ★ ★ | ★ |
| Sponsors Function Invitation | ★ ★ ★ ★ | ★ ★ ★ | ★ ★ | ★ |
| VIP Parking | ★ ★ ★ ★ | — | — | — |
| Complimentary Tickets to the Wānaka A&P Show *single-day tickets | 14* | 12* | 10* | 8* |

**Our sponsorship opportunities are available on a 'first in' basis.
We are very grateful for the support from our all our sponsors,
who contribute to the success of the Wānaka A&P Show.**





LOOKING FOR SOMETHING ELSE?

COMPETITION SPONSORSHIP

Support and enhance our competitive spirit at the Wānaka A&P Show by becoming a collaborator of our competition sub-section, champions and prizes.

Our competition sections are Boer Goat, Cattle, Sheep, Wool, Equestrian, Home Industry, Dog Trials, and Sheaf Tossing.

CUSTOMISED PACKAGES

Let us know what your objectives are and we will help customise a sponsorship package that aligns with your organisation.

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