



# Camden Show

*... 'Still a Country Show'*

FINANCIAL SUPPORT  
THROUGH EFFECTIVE  
SPONSORSHIP

2025





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*'Still a Country Show'*

# RELATIONSHIPS - NOT JUST MONEY



# TEAMWORK IS ESSENTIAL



More heads, more hands, more heart = more  
success.

# IDENTIFY SPONSORSHIP OPPORTUNITIES



## Costs Association

- Where?
- What Opportunities
- Work out Values
- Realistic Targets



## Work closely with committee members

Identify Areas  
Find Sponsors



## Naming Rights

Attractions  
Arenas  
Sections  
Rings

*"Woolworths Sheep  
Shearing Demonstration"*



## Show Schedule / Program

Sponsorship to cover  
printing costs

# PROFESSIONAL PROPOSAL



## Digital Sponsors Badge



Listed on Website



Banners and Big Screen Signage



Sponsor Night and Drinks at Show



Social Media

Programme of Events and other Print media



Email Signatures

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**Camden Show... 'Still a Country Show'**  
NEXT SHOW: Friday 20th & Saturday 21st March 2026  
NEXT SHOW BALL: Saturday 25th October 2025



# FINDING SPONSORS



Involve Your Committee



Talk to your current sponsors



Chat to your suppliers



Commercial Stallholders



Review businesses or organisations that share your values



# APPROACHING SPONSORS

Every conversation plants a seed. Some grow straight away. Some take time. But every one matters.

# DOCUMENTATION & FOLLOW-UP

Keeping a shared Google Sheet with detailed and dated sponsor interactions helps your whole team stay informed, builds trust through consistent follow-up, and turns every contact - yes or no - into a chance to grow lasting relationships



Note down every interaction



Time - date



Follow up emails



Be Patient



Don't Give Up Too Soon



If they say No, your time hasn't been wasted



DELIVER ON YOUR PROMISES



# ACKNOWLEDGE THEIR CONTRIBUTIONS



## BANNERS

Ask them to supply a banner to be put up on the show grounds to advertise their business



## SOCIAL MEDIA

Tag, link and promote their businesses on social media



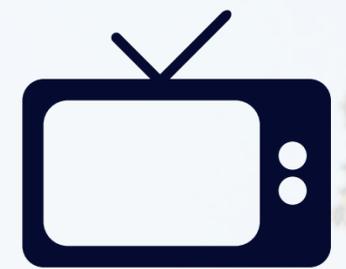
## ONLINE

Dedicated sponsorship page on your website with all sponsors logo's, links back to their websites, as well as acknowledgment in email signatures



## PA ANNOUNCE

Within the sponsorship package, have a set amount of PA announcements during the show for them!



## BIG SCREEN

Don't underestimate the power of Screen and use it as an added bonus for higher level sponsors!



# WE NEED TO NURTURE & APPRECIATE OUR SPONSORS



# SUGGESTED TIMELINES



# RELATIONSHIPS - NOT JUST MONEY





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