



# Partner with Brookfield Show Society

February 2024 - January 2025





# About Brookfield Show Society

Brookfield Show Society is a not-for-profit community group that oversees a number of annual events at Brookfield Showgrounds\*.

Whilst we are best known for Brookfield Show (May 17-19 2024), other calendar dates including Long Lunch, Harvest, Bush Christmas, Australia Day, ANZAC Day and of course the weekly Friday Bar nights. Our end of school term celebrations are ramping up, as too other new initiatives such as Halloween Night. We also support Brookfield District Museum.

In 1879, Brookfield Pullenvale and Moggill Farmers' Association, the predecessor to Brookfield Show Society, was founded. The "Show Society" was organised in 1905 with the intention of publicising the local district and produce. Brookfield Show, first held in 1910, has remained popular in South East Queensland and attracts over 18,000 attendees across the three days.

In recent times, the purpose of the Society has shifted from promoting local produce to now being a 'central hub' for locals to come together and celebrate. Offering a physical space for people enables a real sense of neighbourhood and sense of belonging.

Volunteers are our backbone, with a management committee overseeing activities. The level of commitment demonstrated by each person is a testament to the region's thriving community spirit.

And it's not just individuals who give, but also local businesses who generously support us year in and year out. We can only thrive and give back to the community because of the collaboration we have with big, small, local and national brands. Hosting the annual Brookfield Show costs \$300K so you can be reassured your finances go directly towards overheads such as entertainment, security, insurance and equipment.

***This partnership deck outlines the opportunities your business can partake in and together we can enhance and strengthen the community. For a small investment you can build your brand with us!***

\*The Brookfield Recreation Reserve Trust oversees the Showgrounds, including the activities by our Society.





# Sponsorship Opportunities 2024

## Platinum Level

**Logo / recognition** - eDMs (18 x 2K subs.), Show flyers (2K), Show brochures (5K), Show and Showground websites (60K visitors), Show opening and screen on oval (>18K patrons)  
**Social posts** - 1 *group* socials post; 2 individual social posts (7K followers); short video produced by you or us and promoted on socials and eDM  
**eDM** - "Spotlight on" column sponsor feature image and paragraph; your own eDM blast  
**Show signage** - 2 corflutes and 1 banner display (your expense); sponsors *group* corflute  
**Show benefits** - 3m x 3m trade space (value \$600); 6 Show family 3 day passes (value \$270); 10 Sideshow Alley tickets; 2 VIP carparks; 4 tickets to the President's Welcome Drinks  
**Friday bar night** - Flyer opportunities at the Bar; \$200 drinks package at a Friday Bar Night  
**Long Lunch** - A food catered table for 10 people at the Brookfield Long Lunch (value \$1.7K)  
**Bush Christmas** - recognition on eDMs; social media; flyers; opening remarks & banners at event.

\$20k

## Gold Level

**Logo / recognition** - eDMs, Show flyers, Show brochures, Show and Showground websites, Show screen on oval  
**Social posts / eDM** - 1 *group* socials post; 1 individual social post; "Spotlight on" column  
**Show signage** - 2 corflutes (your expense); sponsors *group* corflute  
**Show benefits** - 4 Show family 3 day passes (value \$180); 10 Sideshow Alley tickets; 2 VIP carparks; 2 tickets to the President's Welcome Drinks  
**Friday bar night** - \$100 drinks package at a Friday Bar Night  
**Long Lunch** - 2 food catered tickets at the Brookfield Long Lunch (value approx. \$340)

\$10k

## Silver Level

**Logo / recognition** - eDMs, Show flyers, Show brochures, Show and Showground websites, Show screen on oval  
**Social posts / eDM** - 1 *group* socials post; "Spotlight on" column  
**Show signage** - 1 corflute (your expense); sponsors *group* corflute  
**Show benefits** - 3 Show family 3 day passes (value \$135); 2 tickets to the Welcome Drinks  
**Long Lunch** - 2 food catered tickets at the Brookfield Long Lunch (value approx. \$340)

\$5k

## Bronze Level

**Logo / recognition** - eDMs, Show flyers, Show brochures, Show and Showground websites, Show screen on oval.  
**Social posts** - 1 *group* socials post  
**Show signage** - 1 corflute (your expense); sponsors *group* corflute  
**Show benefits** - 2 Show family 3 day passes (value \$90); 2 tickets to the Welcome Drinks

\$1k

Excl. GST.

Bespoke collaborations available.

Reach figures for media platforms are approximate.



# Show Specific Opportunities 2024

**\$2,000 per sponsorship** Excl. GST.

## Show : Children's Stage

Be the solo sponsor of this ultra fun and upbeat entertainment hub! There will almost always be a show on throughout the three day period, drawing in hundreds of children and their parents/carers. Situated on the top level, near the rides, it is a premium position to reach families with your message via 2 corflutes / banners attached to the stage. Also, receive recognition via our social media.



## Show : Music Stage

Be the solo sponsor of the night-time live music stage! Friday and Saturday night we will have a huge line-up of musicians to keep the adults bopping and grooving. This stage is usually positioned behind the main stage and offers your business a targeted environment to reach adults in a 'good time' mood, via 2 corflutes / banners attached to the stage. Also, receive recognition via our social media.



## Show : Long Yard

Be the solo sponsor of the 'mega sandpit'! There are scheduled events in this area throughout the three day period, such as the working dogs during the day and night entertainment such as the rodeo and more. It is the number one place that patrons sit down to have a bite to eat and soak up the atmosphere allowing your message to stand out via 2 corflutes / banners attached to the back fence, facing the terraces. Also, receive recognition via our social media.



## Show : Fireworks

Be the solo sponsor of the firework spectacular across Saturday and Sunday nights. Everyone finishes the day off with a 'bang' on both nights and is a moment where the entire Showgrounds have their ears to the MC and eyes on the sky. This means your message, delivered via the MC, is well-received. Also, receive placement of your corflute at the Show and recognition via our social media.



## Show : Competitions

Each Show competition seeks sponsorship to support the running costs of hosting their event. Stewards gladly welcome your interest. Please reach out to be placed in touch.







# Additional Opportunities 2024

*Funds raised from events are used for infrastructure improvements, maintenance and preservation of the historic Brookfield Showgrounds, as well as contributing towards the running costs of future events.*

## Long Lunch

For ten years now this annual event is the Society's major fundraiser. It is a chance for friends to gather and enjoy a long lunch in the August sun, with plenty of umbrellas around and a beautifully decorated table. Live music and raffles form part of the day where up to 2,000 people attend. Many locals eagerly look forward to this event as their own key social event of the year! *Limited sponsorship opportunities are available. Enquire for more details.*



## Melbourne Cup Luncheon

Melbourne Cup Luncheon is set to be the talk of the town in 2024. With top nosh, raffles, sweeps and even Fashions on the Field, it's a memorable day out for locals keen to frock up and watch the horses at their favourite Bar. Estimation of attendance is 100 patrons and presents a highly targeted platform to reach an engaged audience. Receive two tickets to the event and place your corflute / banner around the Bar area for the big day. Also, receive recognition via our social media, welcome remarks from the President, logo placement on the menus and opportunity to place a flyer at each seat.



**\$1,000**

## Bar Events : End of term & Halloween

Brookfield Bar is now known as the key venue to celebrate the end of school term amongst local families. Estimation of attendance is between 500 - 1,000 and presents an ideal environment to reach families in the community. End of term 1 is usually a movie night on the oval, whilst term 2 and 3 is entertainment such as a fire breather / circus performer. Halloween has now become a popular event, complete with entertainment and markets. Place your 2 corflutes / banner around the Bar area for the evening. Also, receive recognition via our social media and opportunity to place flyers at the Bar.



**\$750**  
Per Event

Excl. GST.

Bespoke collaborations available.



# Reaching your audience

*Estimation of audience potentially achieved with Brookfield Show Society, as of November 2023.*

## Owned media assets



60,000 unique visitors per calendar year across [brookfieldshow.com.au](http://brookfieldshow.com.au) and [brookfieldshowgrounds.com.au](http://brookfieldshowgrounds.com.au)



1,800 subscribers. Approximately 18 e-newsletters (eDM) sent out each calendar year.



5,400 followers. Further, we sometimes promote our posts across 20 local Facebook groups with a total of 164,000 followers. Plus, people/businesses 'share' our posts further extending our message.



1,600 followers



**Public Relations** - indirect benefit to sponsors as PR assists to promote our events, bringing more patrons to our media assets seeking further information and increasing event attendance.

1 million+ audience. Across school newsletters & socials, local media, local business, politician's newsletters & socials, placement of flyers, posters and banners, Brisbane City Council's "Living in Brisbane" hard copy newsletter distributed to 500K households in council catchment.



**Paid Media** - indirect benefit to sponsors as paid media placement assists to promote our events, bringing more patrons to our media assets seeking further information and increasing event attendance.





1 million+ audience. A frugal yet cost efficient media budget of \$6K for the Show allows for a comprehensive marketing schedule across Brisbane Kids, Must Do Brisbane, The Local Bulletin, Facebook Boosts, video creation, photography, creation of flyers, posters and banners. Often outdoor media/space and radio occurs free of charge.





# Contact Details

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## Thank you to our 2023 Sponsors



Creating a safer place\*

**BRISBANE**  
REAL ESTATE



**Kenmore**



*Dedicated to a better Brisbane*





# Why collaborate with us?

## Connect with the community

Our well established roots in the Brookfield and district community has ensured our Society is both well known and highly regarded. Our Society began in 1910 and spearheaded the promotion of the area's agricultural riches in the district via the first Show and the many that have since followed. Events and activities have evolved over time where we now offer four major community events each year, including the Brookfield Show with an average attendance of over 18,000. Regular Friday Bar nights ensure a weekly connection point for locals.

Align your business with our grass-roots activity to initiate, build and maintain a brand image of community connection and engagement. The benefit of this is improved loyalty: When customers feel connected to brands, more than half (57%) will increase their spending with that brand and 76% will buy from them over a competitor.<sup>^</sup>

## Boost brand trust & loyalty

Brand trust is paramount for any business to succeed - consumers will buy more often from a business they trust (88%), but fewer than half (47%) automatically trust businesses.\* Trust is important as it translates through to a positive customer journey with your brand.

Trust takes time to earn and for our Society, this follows decades of being a not for profit organisation dedicated to ensuring members, visitors and the broader community have a truly unique place to meet. Tap into the love that locals have for the Society and enjoy the benefits of 'trust transfer'. The Society partners with strong, credible and ethical brands that share our common values.

## Reach your audience

We reach close to 2,000 members each month in our e-newsletter and 7,000 followers on our social media handles (up from 5,000 last year). Many of our communications are also widely shared by community groups, media, schools, local businesses, politicians and Facebook groups which further extends our message.

It's not just the numbers though, it's the quality of our audience.

The demographic in Brookfield and surrounds (Brookfield - Kenmore - Moggill) is one where you can reach people who typically are high net worth. The average individual income is \$89,057, 22% higher than that of the Brisbane average \$72,788~. Locals are seeking new experiences, premium services and quality products to enhance their life.

Your brand can leverage off the community we have fostered, delivering you access to potential customers and the ability to nurture current customer relationships.

<sup>^</sup>"Creating Connections - What Consumers want from brands in an Increasingly Divided Society", Sprout Social, November 2018, N=1,013, USA. \*"The Importance of Brand Trust", Morning Consult, May 2021, N=30,000, Global; ~ABS, Census 2021.