Picton Show Society

SPONSORSHIP PACKAGES

SPONSORSHIP IS GST INCLUSIVE

GRAND CHAMPION	**PLATINUM SPONSORSHIP LEVEL** ULTIMATE BRANDING AT EVENT	$10,000 Plus
CHAMPION	**GOLD SPONSORSHIP LEVEL** PREMIUM BRANDING AT EVENT	Up to $10,000
RESERVE CHAMPION	**SILVER SPONSORSHIP LEVEL** STRONG BRANDING AT EVENT	Up to $5,000
BEST IN CLASS	**STANDARD SPONSORSHIP LEVEL** NOTABLE BRANDING AT EVENT	Up to $3,000
HONORARY	**COMMUNITY RECOGNITION LEVEL** HEARTFELT THANKS AND VISABILITY AT EVENT	Up to $1,000
DONATION	**PERSONAL CONTRIBUTION LEVEL** SIMPLE RECOGNITION AT EVENT	Up to $500
SHOW SUPPORTER	**SPONSORSHIP THROUGH GOODS AND SERVICES**	
CONTACT	***office@pictonshowsociety.com.au***	***(02) 4677 2485***

About Us!

The Picton Show Society hosts the beloved annual event of the Picton Show that brings our vibrant community together for a weekend of fun, tradition, and unforgettable moments. Celebrating everything from agriculture to entertainment, it’s a showcase of local talent, rural heritage, and family-friendly activities that delight visitors of all ages. Whether you're here for the charm of the animals, the excitement of the Bull Ride, or the friendly competition in the Pavilion, the Picton Show truly offers something for everyone.

Our roots run deep. The Picton A.H. & I. Society traces its heritage back to the early 1880s, with several predecessor organisations working to promote agriculture and community spirit in the region. The modern Society formed in 1934, and the first affiliated Picton Show was held in 1936.

The Picton Show is more than just an event—it’s a celebration of our shared identity. From the spectacular Friday night fireworks to the heartfelt contributions of exhibitors, performers, and volunteers, every moment reflects the passion and pride of our local community.

We can’t wait to welcome you and your family to experience the magic for yourselves.

Why Sponsor Us?

Sponsorship at the Picton Show offers a unique opportunity to support the local Wollondilly community, promote your business, and enhance the success of the event. By becoming a Picton Show sponsor, you help fund vital activities and attractions that benefit local residents, from educational programs to exciting entertainment. Your support enables the Picton Show to remain affordable and accessible for families and ensures its continued success as a key community gathering.

How Sponsorship Benefits You!

For your business, sponsorship at the Picton Show provides valuable exposure, allowing you to showcase your brand to a broad audience through event signage, social media, Verbal and Physical recognition along with other promotional opportunities. It’s an effective way to build positive brand recognition while demonstrating your commitment to supporting the local community.

Overall, sponsorship creates a win-win scenario: the community enjoys a memorable and well-run event, your business gains meaningful visibility, and the show thrives, enriching everyone involved.

Want to sponsor a specific event, arena or activity?

Check these 2026 options out!

Horse Events Run Saturday & Sunday in Main Arena Victoria Park

Recognition in Horse Schedule, Main Arena Fencing and Social Media

Ribbon Sponsors, Gifts & Overall Event Sponsors Welcome

Poultry Exhibition & Competition Run in Poultry Shed Sunday

Recognition in Poultry Schedule, in Poultry Shed and Social Media

Champion Ribbons, Prize Money, Overall Sponsors, & Prize Donations Welcome

Ute Show and Shine Run Sunday on Showground Oval

Recognition in Ute Schedule, At the Event and Social Media

Overall Sponsors and Prize Donations

Donations to Booze Raffle and Free Showbags Welcome

Pavilion Runs Saturday & Sunday in Show Hall

Recognition in Pavilion Schedule, In & Outside of Show Hall and Social Media

Prize Money, Ribbons, Section, Class & Overall Event Sponsors Welcome

Rodeo Runs Saturday Night on Showgrounds Oval

Recognition in Rodeo Schedule, In & Outside of Rodeo Arena, VMS Board Time, Print and Social Media Exposure

Shoot Sponsors and Overall Event Sponsors Required

Entertainment Stages - Located: Bar, Office & Cafe Corner

Name Rights to stage (Limited Availability): The Round Up Night Stage, The Community Day Stage, The Acoustic Corner plus print and media coverage.

Overall Sponsor for 2026 - Naming Rights to Event or Activity

Fireworks, Wood Chop, Sheep Shearing, Muster Dogs, Snakes, Petting Zoo, Whip Cracking, Mechanical Bull, Milking Demonstrations, Paws in the Park Dog Show, Chicken Washing, Passport Hunt, Colouring-In and Scarecrow Competition.

Package Details

Grand Champion - $10,000 and above

Platinum Sponsorship Level – Premium Branding at the Event

Presenting the Heart-Pounding Highlights of the Picton Show

As a **Grand Champion Platinum Sponsor**, your support brings to life the two most iconic and crowd-drawing attractions of the Picton Show—our **spectacular Fireworks Display** and the **thrilling Bull Ride**. Held during the highly attended Saturday night session, these standout events are what many visitors look forward to most—and your business will be front and centre.

The fireworks and rodeo are not only highlights of the show but defining moments that set the Picton Show apart. Your sponsorship directly funds these premium attractions and includes **prime brand exposure** with **on-site signage, verbal acknowledgments,** and the opportunity to be associated with the excitement and energy that make these events unforgettable. Staging the rodeo and fireworks is a significant financial commitment, and as a not-for-profit organisation, we rely on the support of generous sponsors like you to make it all possible. Your contribution helps us cover rising operational costs, expand seating capacity, and add more **intermission entertainment**, ensuring a richer, more enjoyable experience for the entire community.

By partnering with us at this top tier, your business becomes a key part of something truly special—**memorable moments, strong community engagement, and lasting brand visibility.**

In recognition of your invaluable support, you will receive the following benefits:

- **Extensive media coverage - including TV commercials**
- **Prominent recognition at the event**
- **Dominant branding on bull arena and street fencing**
- **Extended screen time on VMS boards**
- **Complimentary large trade stall/display space in prime location**
- **Exclusive social media highlights**
- **Advertisement in event schedules**
- **Complimentary show tickets**
- **Reserved seating at the Rodeo Ring**

Join us in making this year's event unforgettable while showcasing your brand to a broad audience!

Champion - $5,000 to $9,999

Gold Level Sponsorship – Significant Branding at the Event

Supporting the Fun That Brings Our Community Together

As a **Champion Gold Sponsor**, your generous support powers the rides and entertainment that make the **Picton Show** an unforgettable experience for all ages. These attractions are the heart of the fun—creating lasting memories for families, children, and visitors from all walks of life.

With rising costs, particularly in insurance and logistics, delivering high-quality entertainment is a growing challenge. Your sponsorship helps us meet these demands, ensuring that the Show remains vibrant, inclusive, and accessible. From **thrilling rides** to **live performances**, your contribution directly funds the moments that bring people back year after year.

By partnering with us, you're not just supporting the event—you're helping us offer **affordable or even free entertainment**, so that everyone in the community can join in the fun, regardless of their budget. It's your support that keeps the **Picton Show** a truly family-friendly celebration—and gives your business a meaningful presence at one of the region's most cherished events.

In recognition of your sponsorship, you will receive the following benefits:

- **Prominent acknowledgment at the event**
- **Signage on arenas and event fencing**
- **Screen time on VMS boards**
- **Complimentary medium-sized stall/display space**
- **Substantial social media exposure**
- **Medium-sized advertisement in event schedules**
- **10 Complimentary show tickets and 2 Family Passes**

Your support will make a lasting impact on the event, ensuring that it remains an affordable, family-friendly experience for all to enjoy.

Reserve Champion - $3000 to $4,999

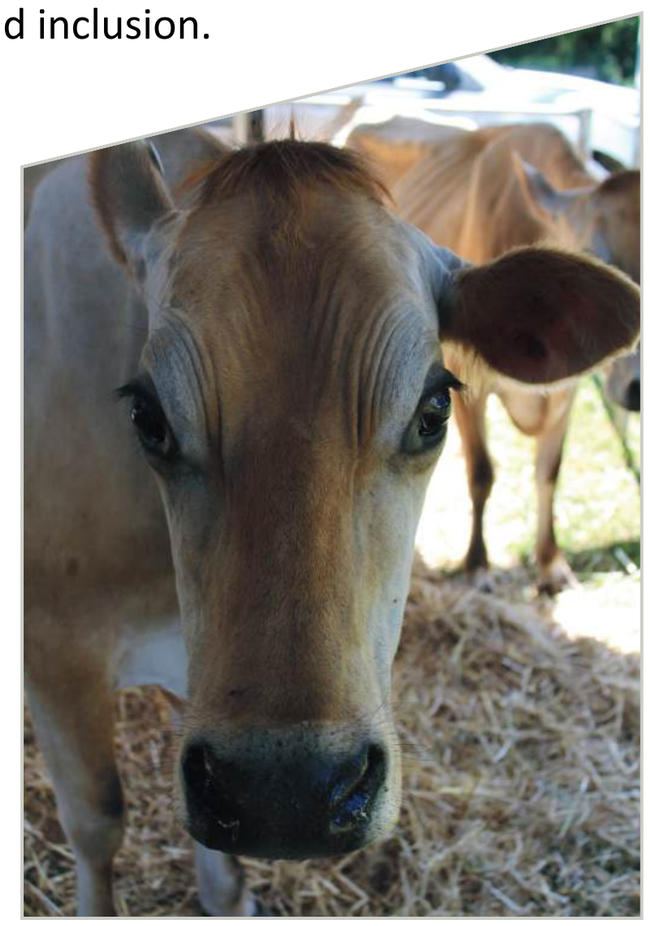
Silver Supporter - Strong Branding at the Event

Valued Community Partner

As a **Silver Supporter**, your generous contribution will go directly toward supporting key aspects of the **Picton Show**, such as smaller-scale attractions, local entertainers, and interactive activities that bring the community together. These elements help create the vibrant, welcoming atmosphere our visitors know and love—especially families, schools, and community groups. Your sponsorship ensures these important additions remain **accessible and affordable**, enriching the experience for thousands of attendees and helping us promote our mission of rural education, entertainment, and inclusion.

Silver Supporters will receive:

- **Acknowledgment as a Silver Sponsor at the event**
- **Medium signage placement across the event grounds**
- **Shared screen time on VMS boards**
- **Complimentary small-to-medium stall/display space**
- **Targeted social media exposure**
- **Small advertisement in the official event schedule**
- **8 Complimentary show tickets or 2 Family Passes**



This sponsorship level offers great visibility and community connection while helping to keep our event engaging, inclusive, and fun for everyone.

Best in Class - $1,000 to $2,999

Standard Level Sponsorship – Notable Branding at the Event

Championing Education, Heritage, and Community Engagement

As a **Best in Class Sponsor,** your support helps bring to life the **educational displays and side shows** that are central to the Picton Show's mission—**inspiring the next generation** to connect with rural life, agriculture, and local traditions.

These interactive exhibits and performances, which range in cost from $1,000 to $3,000, offer meaningful, hands-on learning experiences for children and families. From animal handling and farming demonstrations to heritage crafts and sustainability talks, your sponsorship plays a direct role in keeping rural education alive and accessible.

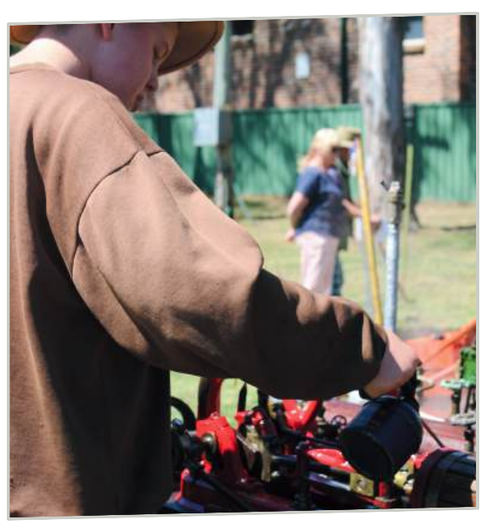
As a not-for-profit organisation dedicated to serving the **Wollondilly community**, we rely on generous sponsors like you to deliver these important features of the show. Your contribution not only **educates and entertains,** but also helps foster a deeper appreciation for our region's rich agricultural roots.

In return, you'll receive notable branding opportunities across the event, including signage, social media exposure, and program recognition—positioning your business as a valued supporter of both **community learning and local heritage.**

In recognition of your sponsorship, you will receive the following benefits:

- **Prominent acknowledgment at the event**
- **Notable signage throughout the event grounds**
- **Shared Screen time on VMS boards**
- **Complimentary small trade stall/display space**
- **Significant exposure on our social media channels**
- **6 Complimentary show tickets or 1 family pass and 2 extra adult tickets**

Your support will help enrich the event experience while fostering education and connection with the community.



Honorary - $500 - $999

Community Recognition – Heartfelt Thanks and Visibility

Local Support, Lasting Appreciation

Our Honorary Sponsors play a vital role in supporting the heart and soul of the Picton Show. This level is perfect for local businesses, individuals, or families who want to show their support and be recognised as part of a proud tradition. Your sponsorship helps fund the many behind-the-scenes elements that keep the Show running smoothly—like volunteer support, materials, signage, and community engagement initiatives.

Though smaller in value, this level is big in impact, and we are proud to honour our Honorary Sponsors with visible thanks throughout the event.

Honorary Sponsors will receive:

- **Public acknowledgment on our website and official social media pages**
- **Name listed on the official event signage and schedules**
- **Thank-you post on social media with optional business tag**
- **Complimentary family pass to the Show (2 adults, 2 children)**
- **Invitation to the Show's opening ceremony or sponsor recognition gathering**
- **Thank you certificate for your business/shopfront**

This is a meaningful way to contribute, be recognised, and proudly stand with others who value community spirit, rural heritage, and the ongoing success of the Picton Show.

Donation - $25 to $499

Introductory Sponsor - Simple recognition at event

Meaningful Support, Simple Recognition

Every bit of support makes a difference! As an **Introductory Sponsor**, your contribution—starting from as little as **$25**—helps fund some of the most cherished elements of the Picton Show. Whether it's sponsoring a **Pavilion class,** contributing to the **Ute Show**, or supporting ribbons and prize money for our **Cattle, Horse, and Poultry** competitions, your donation helps us honour excellence and tradition across all categories.

Your generosity directly supports prize offerings, ribbons, and trophies, ensuring that every class maintains the **quality and prestige** that exhibitors and attendees have come to expect. This is a perfect option for individuals, families, or small businesses who want to be part of the event in a simple yet meaningful way.

In recognition of your sponsorship, you will receive the following benefits:

- **Audible acknowledgment at the event**
- **Simple signage at the event or section you sponsor**
- **Exposure on our social media platforms**
- **A formal recognition letter, and more!**

All Introductory Sponsors receive recognition at the event as a valued contributor to its ongoing success.

Our Show Supporters

Sponsorship in Kind – Goods and Services for the Event

Bring the Show to Life

Are you a local business, tradesperson, or entertainment provider with goods or services to offer? Your **in-kind support**—whether through discounted rates or donated services—can make a meaningful impact on the success of the **Picton Show.**

From staging, signage, and sound equipment to entertainment acts, printing, fencing, and logistics, we rely on a wide range of skills and resources to bring the Show together safely and smoothly. By contributing your expertise or materials, you're not only supporting a much-loved community event—you're also gaining valuable exposure and recognition for your business.
If you'd like to be part of the behind-the-scenes magic that makes the Picton Show possible, **we'd love to hear from you!**

In recognition of your sponsorship, you will receive the same level of recognition as our monetary sponsors, based on the value of the goods or services you provide. This includes:

- **Acknowledgment at the event**
- **Exposure on our social media channels**
- **Signage at the event**
- **Exposure on the VMS board**
- **Recognition letter**
- **Complimentary passes and trade stands, and more!**

Your generous contribution will be vital in bringing the event to life, and we are deeply grateful for your support.

Sponsorship Application

Thank you for your interest in becoming a sponsor of the **Picton Show**—a much-loved community event that brings together people of all ages to celebrate our rural traditions, local talent, and vibrant community spirit.

Your support helps us provide quality entertainment, educational experiences, and family-friendly fun, all while keeping the event accessible to the public. To assist us in processing your sponsorship efficiently, please complete all sections of this form. All fields are required unless stated otherwise.

If applicable, please provide our Media Team with:

- High-resolution digital logos (for promotional use)
- Any physical banners/flags you would like displayed during the event

1. Sponsor Information

- Name of Organization / Individual: _____
- Contact Person: _____
- Position / Title (if applicable): _____
- Email Address: _____
- Phone Number: _____
- Website (if applicable): _____
- Social Media (if applicable): _____
- Postal Address: _____

2. Sponsorship Commitment

- Sponsorship Level Pledged (e.g., Honorary, Best in Class, Silver Supporter, Champion Gold): _____
- Amount Pledged: _____
- Preferred Area of Sponsorship (optional) (e.g., Pavilion, Rides, Entertainment, Ute Show, General Expenses)

  _____
- Would you like your contribution to be GST inclusive? ☐Yes ☐No

3. Our Commitment to You as a Sponsor

As a valued sponsor of the Picton Show, we proudly commit to the following:

- Your contribution will be used as outlined in this application or, if changes arise, we will consult with you and keep you informed.
- You will receive the full benefits listed for your sponsorship level, as outlined in our sponsorship package.
- Your name, brand, or business will be publicly acknowledged and promoted through agreed channels (e.g., signage, social media, event programs, VMS boards).
- We will respectfully display and utilise any promotional materials or digital assets you provide.
- Your support will be handled with professionalism, transparency, and gratitude—reflecting the essential role sponsors play in the success of the Show.

Please return this form to:

Email: office@pictonshowsociety.com.au
Mail: Picton A.H. & I. Society, PO Box: 34, Picton, NSW, 2571
Phone (enquiries): (02) 4677 2485
ABN: 61 613 759 719

Thank you for supporting the Picton Show Society and helping us deliver a fun, inclusive, and memorable event for the whole community!