



SPONSORSHIP OPPORTUNITIES

BAW BAW EQUESTRIAN
CENTRE Lardner, Victoria 3821

FARM WORLD EQUESTRIAN FESTIVAL

26th-28th MARCH 2026



For 6 incredible years, Farm World Equestrian Festival has brought horse lovers, families and thrill seekers together for an unforgettable celebration of equestrian excellence! From heart pounding competitions to family-friendly fun, delicious food and stunning horse displays, it's no wonder this event has become a beloved annual tradition!

Farm World is Victoria's premier agricultural field day and lifestyle event – attracting on average 50,000+ visitors annually. In 2026, the event will run from the 26th-28th March, opening to the general public at 8:30am and closing at 4pm on each day.

Farm World Equestrian Festival offers businesses the opportunity to expand into new markets, boost revenue, connect with a diverse range of customers, and significantly increase their brand awareness. The event offers invaluable brand exposure with publicity across television, radio, print, online and social media, reaching regional, state, and national audiences.



**Don't miss your chance to be part of the Farm
World Equestrian Festival 2026!**

Major Sponsor \$5000

Company logo placement on all event promo!

Opportunity to provide digital advertisement in event E-DM's mailed to database pre and post event.

PA Announcements throughout event to promote your business/product

Acknowledgment on Championship rugs and ribbons

(subject to printing deadlines)

Company logo placement on Event Flyers

Logo and acknowledgement on Event Draw

Sponsor supplied promotional signage displayed around event site in feature arenas

Extensive recognition of sponsorship via the Farm World Equestrian Facebook page

Networking and photo opportunities with committee, officials and competitors at presentations

Gold Sponsor \$3000

Business logo on promotional social media poster!

Logo on rug for the championship level ie. Novice

Opportunity to provide items for rider bags

Opportunity to have PA announcements (provided by sponsor)

Recognition of sponsorship via the Farm World Equestrian Facebook page

Silver Sponsor \$2000

Business logo on promotional social media poster!

Logo on rug for the championship level ie. Novice

Opportunity to have PA announcements (provided by sponsor)

Recognition of sponsorship via the Farm World Equestrian Facebook page



Contact:

Alissa Habgood | Phone 0408 511 490 | Email alissa@sorrentopark.com.au

Bronze Sponsor \$1500

Business logo on promotional social media poster
Logo on rug for the championship level ie. Novice
Opportunity to have PA announcements
(provided by sponsor)
Recognition of sponsorship via the
Farm World Equestrian Facebook page

Arena Sponsor \$500

We have 2 arena's up for grabs
to have your business name on it!

Class Sponsor \$300

Lots of classes up for grabs!
Champion rug with your business
name
Logo on draw

Equipment and Material Sponsor \$300

Do you have equipment to showcase??
Great opportunity to display your
product in the Farm World Equestrian
arena

Site Advertising Sponsor \$250

Would you like to have your business
signage situated in a prime location
for possibly over 50,000 people to
see??

Custom Sponsor

Have you got a special request?
Would you like to sponsor product?



Contact:

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Sponsorship Booking Form



Business Name

Contact Person

Address

Suburb

State

Postcode

Phone

Mobile

Email

Website

Facebook

Instagram

Promotional

Wording

For use on social media
& announcements

Sponsorship Booking (Please Tick)

☐

Major 5K

☐

Gold 3K

☐

Silver 2K

☐

Bronze \$1500

☐

Arena \$500

☐

Class \$300

☐

Site \$250

☐

Equipment

☐

Custom

Please send booking form to:

alissa@sorrentopark.com.au

Payment of sponsorship is due upon receiving invoice.

