



# SPONSORSHIP OPPORTUNITIES

BAW BAW EQUESTRIAN  
CENTRE Lardner, Victoria 3821

## 2024 LEADER EQUINE FARM WORLD EQUESTRIAN FESTIVAL

22nd-24th MARCH 2024



The Leader Equine Farm World Equestrian Festival runs in conjunction with Farm World and has done for 4 years now. With equestrian events on every day, it's a must see event for horse lovers (and who doesn't love horses!).

Farm World is Victoria's premier agricultural field day and lifestyle event - attracting on average 50,000+ visitors annually. In 2024, the event will run from the 22-24 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 2024!

## 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](mailto:alissa@sorrentopark.com.au)**

## Bronze Sponsor \$1000

- 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:

Alissa Habgood | Phone 0408 511 490 | Email [alissa@sorrentopark.com.au](mailto:alissa@sorrentopark.com.au)

# 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 1K

Arena \$500

Class \$300

Site \$250

Equipment

Custom



Please send booking form to:

[alissa@sorrentopark.com.au](mailto:alissa@sorrentopark.com.au)

Payment of sponsorship is due upon receiving invoice.

