

# SUPPORTER OPPORTUNITIES 2021

# ROYAL MELBOURNE SHOW

ALL BREEDS  
CHAMPIONSHIP  
SHOW



Conducted by



# RASV

# PRESENTING AUSTRALIA'S LEADING DOG SHOW

The Royal Melbourne Show All Breeds Championship Show, conducted by The Royal Agricultural Society of Victoria (RASV), is one of the largest of its kind in the southern hemisphere.

Held over nine days of the Royal Melbourne Show; the All Breeds Championship Show is not just compelling entertainment for around 450,000 visitors of the Show, it's a serious competition exceeding 5,000 classes with around 3,700 entries showcasing 200 breeds.

# SUPPORT THE BEST

Gain access to around 450,000  
consumers from around Victoria.

The RASV invites you to be a valued supporter of the 2021 Royal Melbourne Show All Breeds Championship Show, to be held from Thursday 23 September to Sunday 3 October at Melbourne Showgrounds.

Be part of this prestigious competition by supporting a Best in Show, Group or Breed; Brace or Puppy of the Day; Action Dogs - Agility, Obedience and Jumping; Sweepstakes Day or Junior Showmanship.

As recognition for supporting the RASV in the presentation of the world-class All Breeds Championship Show at the 2021 Royal Melbourne Show, you will enjoy a range of benefits and exposure to your target audience.



## Royal Melbourne Show

Conducted annually by the RASV, the Royal Melbourne Show is Victoria's largest and most iconic annual community event, celebrating and promoting excellence in Victorian agriculture.

Boasting an impressive line-up of blue ribbon all-stars, agricultural experiences, epicurean delights and thrilling attractions and performances, the Royal Melbourne Show attracts around 450,000 visitors over 11 spectacular days to enjoy a range of unique and memorable experiences. The stars of the Show are the thousands of magnificent animals and their handlers along with other talented exhibitors competing to win Best in Show and claim a coveted Royal Melbourne Show blue ribbon.



# ALIGN YOUR BRAND WITH AUSTRALIA'S LEADING DOG SHOW



ROYAL MELBOURNE SHOW  
ALL BREEDS CHAMPIONSHIP SHOW 23 SEPTEMBER - 3 OCTOBER 2021



# 2021 PROGRAM HIGHLIGHTS

Presenting a prestigious championship and a feature of the Royal Melbourne Show, the All Breeds Championship Show attracts entries from all over Australia, to be judged by a expert panel of national judges.

Seven days of Conformation judging culminates with the presentation of Best in Show, an event highlight.

The 2021 championship also features an extensive Action Dog program of Obedience, Jumping, Agility and Agility Games.

EXHIBITOR SNAPSHOT					
GENDER					
FEMALE			MALE		
87%			11%		
AGE					
17 & UNDER	18 - 34 YEARS	35 - 44 YEARS	45 - 54 YEARS	55 - 64 YEARS	65 + YEARS
1%	13%	10%	23%	35%	19%
RESIDENCE					
VICTORIA			INTERSTATE		
78%			22%		

SHOWCASE YOUR  
BRAND WITH ONE  
OF THE LARGEST  
COMPETITIONS  
IN THE SOUTHERN  
HEMISPHERE





# UNIQUE SUPPORTER OPPORTUNITIES

RASV is pleased to offer the following supporter opportunities in the 2021 Royal Melbourne Show All Breeds Championship Show.

## BEST IN GROUP SECTION SUPPORTER

**\$500 (PER GROUP, CASH\*\* OR VOUCHER)**

Acknowledgment as proudly supporting one of the Best in Group sections.

For example: Best in Toy Group proudly supported by (company name)

1. Group 1 - Toys	\$500
2. Group 2 - Terriers	\$500
3. Group 3 - Gundogs	\$500
4. Group 4 - Hounds	\$500
5. Group 5 - Working Dogs	\$500
6. Group 6 - Utility	\$500
7. Group 7 - Non Sporting	\$500

\* - Plus GST for cash prizes above \$1,000 and any combined sponsored prizes which exceed \$1,000

\*\* - Cash prizes \$1,000 and below are inclusive of GST



Support will be directed solely towards prize money/trophies for events selected by the supporter.

# UNIQUE SUPPORTER OPPORTUNITIES

## BEST PUPPY IN GROUP

**\$250\*\* (PER GROUP)**

For example: Best Puppy in the Toy Group proudly supported by (company name)

1. Group 1 - Toys	\$250
2. Group 2 - Terriers	\$250
3. Group 3 - Gundogs	\$250
4. Group 4 - Hounds	\$250
5. Group 5 - Working Dogs	\$250
6. Group 6 - Utility	\$250
7. Group 7 - Non Sporting	\$250

## BEST OF BREED CLASS SUPPORTER

**\$100\*\* PER BREED (CASH OR VOUCHER)**

For example: Best of Breed Golden Retriever proudly supported by (company name)

## BEST BRACE OF THE DAY

**\$700\*\* (\$100.00 PER BEST BRACE OF THE DAY X 7 DAYS)**

For example: Best Brace of the Day proudly supported by (company name)

## BEST BABY PUPPY OF THE DAY

**\$700\*\* (\$100.00 PER BEST BABY PUPPY OF THE DAY X 7 DAYS)**

For example: Best Baby Puppy of the Day proudly supported by (company name)

\* - Plus GST for cash prizes above \$1,000 and any combined sponsored prizes which exceed \$1,000

\*\* - Cash prizes \$1,000 and below are inclusive of GST

Support will be directed solely towards prize money/trophies for events selected by the supporter.



# UNIQUE SUPPORTER OPPORTUNITIES

## SWEEPSTAKES DAY SUPPORTER

PRIZES \$3,000\*

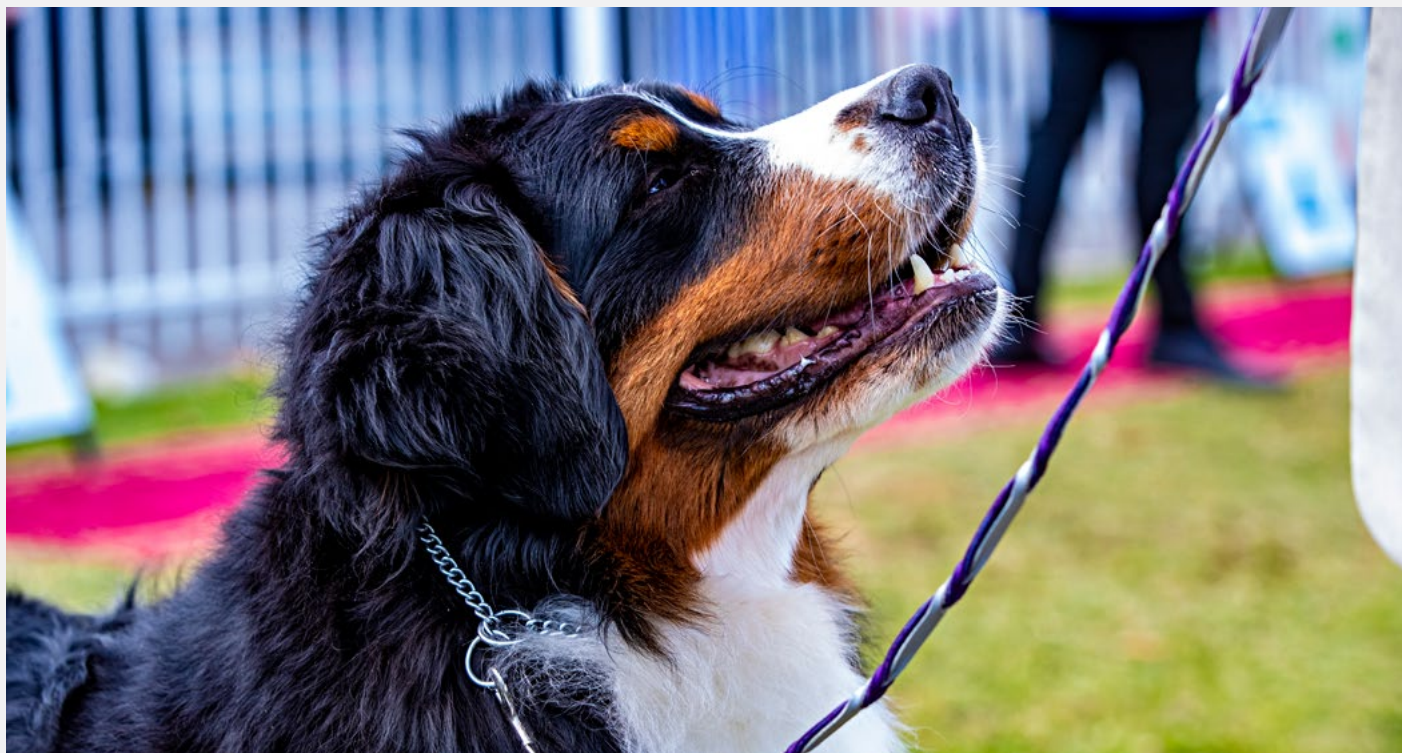
Acknowledgement as proudly supporting one of the Sweepstakes classes.

For example: Baby Puppy Sweepstakes proudly supported by (company name)

1. Baby Puppy Sweepstakes	1st \$300**	2nd \$200**	3rd \$100**
2. Puppy Sweepstakes	1st \$300**	2nd \$200**	3rd \$100**
3. Champion Sweepstakes	1st \$300**	2nd \$200**	3rd \$100**
4. Neutered Sweepstakes	1st \$300**	2nd \$200**	3rd \$100**
5. Veterans Sweepstakes	1st \$300**	2nd \$200**	3rd \$100**

\* - Plus GST for cash prizes above \$1,000 and any combined sponsored prizes which exceed \$1,000

\*\* - Cash prizes \$1,000 and below are inclusive of GST



Support will be directed solely towards prize money/trophies for events selected by the supporter.

# UNIQUE SUPPORTER OPPORTUNITIES

## ACTION DOG BEST IN TRIAL SUPPORTER

**\$500 (CASH\*\* OR VOUCHER)**

Acknowledgement as proudly supporting one of the Action Dog Best in Trial competitions or classes. For example: Best in Obedience Trial proudly supported by (company name)

- |                                 |           |
|---------------------------------|-----------|
| 1. Best in Obedience Trial..... | 1st \$500 |
| 2. Best in Agility Trial.....   | 1st \$500 |
| 3. Best in Jumping Trial.....   | 1st \$500 |

## ACTION DOGS CLASS SUPPORTER

**\$200\* - \$9,800\*\* (CASH OR VOUCHER)**

Acknowledgement as proudly supporting one or all of the Action Dog Classes.  
For example: JDX Open Jumping proudly supported by (company name)

- |                                      |             |            |            |
|--------------------------------------|-------------|------------|------------|
| 1. Class Supporter (38 classes)..... | 1st \$100   | 2nd \$60   | 3rd \$40   |
| 2. Strategic pairs (3 classes).....  | 1st \$100x2 | 2nd \$60x2 | 3rd \$40x2 |

\* - Plus GST for cash prizes above \$1,000 and any combined sponsored prizes which exceed \$1,000

\*\* - Cash prizes \$1,000 and below are inclusive of GST



Support will be directed solely towards prize money/trophies for events selected by the supporter.



# UNIQUE SUPPORTER OPPORTUNITIES

Support and encourage young exhibitors to experience the thrill of participating at the Royal Melbourne Show All Breeds Championship Show.

## JUNIOR SHOWMANSHIP GENERAL SPECIALS DAY (CASH OR VOUCHER)

Best Overall Junior Showman			\$2,500*
Junior Showman, 7 to under 10 years	1st \$200**	2nd \$100**	
Junior Showman, 10 to 12 years	1st \$200**	2nd \$100**	
Junior Showman, 13 to under 19 years	1st \$200**	2nd \$100**	

\* - Plus GST for cash prizes above \$1,000 and any combined sponsored prizes which exceed \$1,000

\*\* - Cash prizes \$1,000 and below are inclusive of GST



Support will be directed solely towards prize money/trophies for events selected by the supporter.

Supporter level benefit  Support a chosen category, section or class in the All Breeds Championship Show.	Supporter level/description						
	Best in Show Category Supporter	Best in Group Section Supporter	Best of Breed, Junior Showmanship & Sweepstakes Day Class Supporter	Action Dog Best in Trial Supporter	Action Dog Class Supporter	Sweepstakes Day Supporter	Best Overall Junior Showmanship
	\$1,000 +	\$500	\$100 - \$300	\$500	\$200	\$3,000	\$2,500
Name recognition in all advertising for the supported competition including media releases and website.	✓	✗	✗	✗	✗	✓	✓
Name adjacent to the supported class in the All Breeds Championship Show Catalogue and Results Catalogue (circulation 1,200).	✓	✓	✓	✓	✓	✓	✓
Name and logo on a banner within the live streaming during the supported competition.	✓	✓	✗	✗	✗	✗	✓
Name on the prize awarded (rosette, trophy) to the winners of the supported event (as supplied by supporter).	✓	✓	✓	✓	✓	✓	✓
Opportunity for a company representative to present the award to the winner of the supported feature event and mentioned by the MC along with promotional photographs during official presentations.	✓	✓	✗	✓	✗	✓	✓
RASV membership entitling you to enjoy a range of valuable and exclusive benefits to use at the Royal Melbourne Show, including complimentary admission to all 11 days for you and a guest (subject to availability), car parking at member rates, dining and hospitality privileges, and much more.	✓	✗	✗	✗	✗	✓	✓
Logo recognition on the All Breeds Championship Show supporter page of the RASV website.	✓	✓	✗	✓	✗	✓	✓
Acknowledgment in exhibitor email newsletters (distribution 3,600).	✓	✓	✗	✓	✗	✓	✓
Exclusive access to RASV Members Restaurant and Bar and a meal card valued at \$50 for use in the restaurant or at any other participating catering outlets.	✓	✗	✗	✗	✗	✓	✓
Complimentary admit one pass(es) to the 2021 Royal Melbourne Show (subject to availability).	4 - 16	2	1	2	1	10	8
Acknowledgment on supporters page in the All Breeds Championship Show Catalogue of Results.	✓	✓	✗	✓	✗	✓	✓
Sponsor acknowledgement on the digital screens in the pavilion.	✓	✓	✗	✓	✗	✓	✓

## FOR FURTHER INFORMATION ON ALL BREEDS CHAMPIONSHIP SHOW SUPPORTER OPPORTUNITIES PLEASE CONTACT:

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# ALL BREEDS CHAMPIONSHIP SPONSORSHIP OPPORTUNITIES

For your opportunity to reach, engage and connect with your target market, become an official All Breeds Championship Show sponsor.

Tailored benefits packages will be created to suit sponsor needs and objectives, with the below range of benefits available for inclusion.

## TIER 1 Presenting Competition Sponsor BlackHawk

Naming rights to the **Dogs Pavilion**

+ Official Royal Melbourne Show Sponsorship package

## TIER 2 Major Competition Sponsor (3 opportunities available)

Naming rights to one of the following assets:

**General Special:**  **Petplan**  
the pet insurance people

**Entertainment:** Sponsor some exciting entertainment and get your brand in front of thousands of visitors' and exhibitors' eyes. With Entertainment happening every lunch for an hour and across two full days of Show.

**Action Dogs:** The Action Dog competition showcases the diverse talents of Action Dogs across the country while they compete for various Obedience and Agility titles over three days of exciting competition.

**Meet the Breeds:** Educate the public on the different breeds that we have here in Australia. You will have 30 minutes in the lunch break each day to showcase breeds, share special facts, and engage with the public.

## TIER 3 Competition Sponsor (1 opportunity available)

**Sweepstakes:** Acknowledgement as the naming rights sponsor of Sweepstakes Day. Includes Baby Puppy, Puppy, Champion, Neutered, and Veterans Sweepstakes.

\*Competition Sponsors must contribute part of their investment to the competition prize pool.

## SPONSOR BENEFITS AVAILABLE

- Signage rights to the naming rights asset
- Brand ambassador at the activation
- Sampling rights at activation
- Complimentary tickets to RMS (subject to availability)
- Recognised in all promotional activity
- Editorial and advertising opportunities in eDM campaign
- Recognised on official competition webpage & publications
- Advertising on official competition webpage & publications
- Branding opportunities on staff uniforms and equipment
- Social media post on competition platforms

**FOR FURTHER INFORMATION, INCLUDING PRICING, PLEASE CONTACT:**

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For more than 160 years,  
the Royal Agricultural Society of Victoria  
(RASV) has been inspiring excellence  
in Victorian agriculture and food production.

In this pursuit for excellence the RASV  
conducts a range of world-class agricultural  
and leisure events throughout the year.

For more information visit [rasv.com.au](http://rasv.com.au)

#### Contact Us

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