



**MELBOURNE
ROYAL**

ART, CRAFT & COOKERY
COMPETITION



**Supporter
Opportunities 2022**

Showcasing The Best Of *Home Grown* Talent

The Art, Craft & Cookery Competition and exhibition conducted by Melbourne Royal® is one of the most popular attractions at the Melbourne Royal Show. It's more than just an extraordinary display for Show visitors; it's a serious competition with more than \$46,000 in trophies, prizes and prize money.

The Art, Craft & Cookery Competition showcases the best of home grown talent from around Australia, who enter each year for their chance to take home a prestigious blue ribbon.

Exceeding 4,000 entries and 1,000 exhibitors, the Art, Craft and Cookery Competition is a culmination of crowd favourites such as art, craft, photography and decorated cakes.

Showcasing diversity in creativity, the Art, Craft & Cookery Competition and exhibition provides an inspiring display for more than 450,000 Show visitors.



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Melbourne Royal Show
22 September – 2 October 2022

Support The *Best*

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



Melbourne Royal invites you to be a valued supporter of the 2022 Melbourne Royal Show Art, Craft & Cookery Competition and exhibition, to be held from Thursday 22 September to Sunday 2 October at Melbourne Showgrounds.

You can be part of this prestigious competition by becoming a valued supporter of a program, category, section or class. As a supporter you can enjoy a range of unique benefits in recognition of your generous contribution.

Support The *Best*

The Melbourne Royal Show, Victoria's largest community event.



Conducted annually by Melbourne Royal, the Melbourne Royal 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 Melbourne Royal Show attracts more than 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 talented exhibitors along with the magnificent animals and their handlers competing to win Best in Show and claim a coveted Melbourne Royal Show blue ribbon.

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2022 Program *Highlights*

With new exciting classes on offer, as well as returning crowd favourites, the Art, Craft & Cookery Competition showcases diversity in creativity and provides an awe-inspiring exhibition for more than 450,000 Show visitors.

Consumer Market Segments

The three core consumer market segments that attend the Melbourne Royal Show primarily to enjoy a fun day out with family and friends are:

Families	Adults	Teenagers
Aged 25 – 44 years with young children aged 13 years and under	Aged 45 – 59 years with non-dependant or no children	Aged 14 – 18

Exhibitor Profile

Gender

Female	Male
85%	15%

Age

17 & Under	18 – 34 Years	35 – 44 Years	45 – 54 Years	55 – 64 Years	65+ Years
8%	13%	12%	24%	21%	23%

Residence

Victoria	Interstate
95%	5%



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Over 100 Years Of *Blue Ribbon* Competition



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Showcase Your Brand In The Limited Edition Art, Craft & Cookery Showbag



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Showcase *Your Brand*

**Become a valued supporter of the Melbourne Royal Show
Art, Craft & Cookery 2022 Limited Edition Showbag.**



1,200 Units (in kind product)

The limited edition Art, Craft & Cookery Showbag showcases the creativity of the RMIT students who create the design of the bag, as well as offering a selection of products kindly donated by supporters.

The limited edition Art, Craft & Cookery Showbag is only on offer in the Spotlight Makers Pavilion, while stocks last, during the Melbourne Royal Show. All proceeds from the sale of the showbag contribute to the continual improvement of the Art, Craft & Cookery Competition and exhibition.

The bag itself is a quality canvas tote with rounded handles, printed in two colour options. The edition is limited to 1200 units.

Each bag is individually numbered by hand and available for purchase for only \$25 per unit during the 11 days of the Show (or until stocks sell out).

Support Homegrown *Talent*

Become a valued supporter of the 2022 Melbourne Royal Show
Art, Craft & Cookery Competition and exhibition.



Best In Show Category Supporter \$1,000 (Cash* Or Voucher)

Naming rights to one of the Art, Craft & Cookery Best in Show awards.

Example: (Company name) Best in Show Art

Best in Show Art	\$1,000
Best in Show Craft Florence Monod Memorial Award	\$1,000
Best in Show Photography	\$1,000
The Grand Culinary Award	1st \$1,000
	2nd \$750
	3rd \$250
Best in Show Cookery	\$1,000
Best in Show Decorated Cakes	\$1,000
Best in Show Preserves	\$1,000

* All cash prizes are inclusive of GST

Support Homegrown *Talent*

**Become a valued supporter of the 2022 Melbourne Royal Show
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Prestigious Award Supporter (Cash* Or Voucher)

Best in Show People With a Disability Hebe Ransford Memorial Award \$500

For example: Best in Show People With a Disability Hebe Ransford Memorial Award supported by (Company Name)

Best in Show Vision Impaired Elsie Henderson Memorial Award \$500

For example: Best in Show Vision Impaired Elsie Henderson Memorial Award supported by (Company Name)

Best Exhibit [by category] (e.g. Sewing) \$500

For example: Best Exhibit Sewing supported by (Company Name)

Janice Gray Memorial Award for Most Successful School \$500

For example: Janice Gray Memorial Award for Most Successful School supported by (Company Name)

Most Successful Exhibitor [by section] (e.g. Craft) \$250 (trophy / prize)

For example: Most Successful Exhibitor Art supported by (Company Name)

Class Supporter \$100 per class (Cash* Or Voucher)

Example: Proudly supported by (Company name)

* All cash prizes are inclusive of GST



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Supporter level benefit Support a chosen category, section or class in the Art, Craft & Cookery Competition.	Supporter level/description			
	Best in Show Category Supporter	Prestigious Awards Supporter	Class Supporter	Limited Edition Showbag Supporter
	\$1,000	\$250 – 500	\$100	In Kind product
Name or logo adjacent to the winning exhibits of the supported section in the Spotlight Makers Pavilion for the duration of the Show.	✓	✓	✗	✗
Name and logo adjacent to the supported section in the Art, Craft & Cookery Competition Schedule and Results Catalogue (circulation 1,200).	✓	✓	✗	✗
Name adjacent to the supported class in the Art, Craft & Cookery Competition Schedule and Results Catalogue (circulation 1,200).	✗	✗	✓	✗
Name on the prize awarded (rosette or trophy) to the winners of the supported event.	✓	✓	✗	✗
Opportunity for company representative to present the award to the winner of the supported feature event and be interviewed by the MC along with promotional photographs during official presentations.	✓	✗	✗	✗
2 x 11 Day VIP passes offering complimentary admission for you and a guest and dining privileges in member facilities (subject to availability).	✓	✗	✗	✓
Acknowledgment on the Art, Craft & Cookery Competition Supporters page on the Melbourne Royal website.	✓	✓	✓	✓
Acknowledgment in exhibitor email newsletters (distribution 3,600).	✓	✓	✗	✓
Complimentary admit one pass(es) to the 2022 Melbourne Royal Show (subject to availability).	4	2	1	1 – 10
Provision of meal card valued at \$50 for use in the Melbourne Royal Members Restaurant and Bar or throughout the Melbourne Royal Show (where applicable).	2	✗	✗	✗
Acknowledgment on Supporters board in the Spotlight Makers Pavilion at the Melbourne Royal Show.	✓	✓	✗	✗
Acknowledgment on Supporters page in the Art, Craft & Cookery Competition Schedule and Results Catalogue.	✓	✓	✓	✗
Inclusion of 1,200 units within the Limited Edition Show Bag.	✗	✗	✗	✓
Company/product name included in the product list at the showbag stand within the Spotlight Makers Pavilion.	✗	✗	✗	✓
Company/product name included in the product list included on the Art, Craft and Cookery Showbag page on the Melbourne Royal website.	✗	✗	✗	✓

Further information, including pricing, please contact:

Cathy Lombardo | +61 3 9281 7444 | artcraftcooking@melbourneroyal.com.au



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Sponsorship Opportunities

For your opportunity to reach, engage and connect with your target market, become an official Art, Craft & Cookery Competition 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

Naming rights to the Art, Craft & Cookery Pavilion
Official Melbourne Royal Show Sponsorship package

Tier 2 – Major Competition Sponsor (3 opportunities available)

Naming rights to one of the following assets:

Open Bench: Hosting a schedule of educational and insightful workshops and demonstrations over 11 days, Open Bench is the perfect opportunity to sit down with a craft professional, learning tips and tricks from the best.

Artist in Residence: Creating an opportunity for regional artists to display their skills, workshop their ideas and be a living part of the exhibition.

Live Judging: Exploring and demystifying the judging process, judges from the Victoria Sandwich, Apple Pie, and Millinery classes will give critique to a live audience of exhibitors and the public during Show.

Tier 3 – Competition Sponsor (1 opportunity available)

Choose one of the following assets:

Art Launch: Launching the 2022 Melbourne Royal Show Art, Craft & Cookery exhibition, the Art Show/Launch is an exclusive event offering exhibitors the chance to promote and sell their works, network with fellow exhibitors and join in celebrating with guests prior to the opening of the 2022 Melbourne Royal Show.

Junior Competition: The Junior Competition inspires and develops the next generation of emerging artists. This competition opens the imagination of young people from photography to felting at skill levels, and is directly linked to Victorian schools' curriculum.

Sponsor benefits available

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

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

Further information, including pricing, please contact:

Nicole Blandthorn, Sponsorship & Partnerships Coordinator | 0481 769 317 | nicole.blandthorn@melbourneroyal.com.au



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For more than 170 years, Melbourne Royal has been inspiring excellence in agriculture and food production.

In this pursuit of excellence, Melbourne Royal conducts a range of world-class agricultural and leisure events throughout the year.

For more information, visit melbourneroyal.com.au

Contact us

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