



**MELBOURNE
ROYAL**

ART, CRAFT & COOKERY
COMPETITION



2023 Supporter Opportunities

Support the *Best*

Gain access to around 500,000 consumers from around Victoria.



Become a valued supporter of the Melbourne Royal Art, Craft & Cookery Competition in 2023.

The Art, Craft & Cookery Competition and exhibition is one of the most popular attractions at the Melbourne Royal Show. It's more than just an extraordinary display of creativity for over 500,000 visitors; it's a respected and cherished competition with nearly 4,000 entries from 1,000 exhibitors.

Partner in this prestigious competition by supporting at any level from individual niche classes right through to entire categories or sections. Our partners can tailor make their sponsorship to enjoy a range of unique benefits in recognition of their generous contribution.

Support Homegrown *Talent*

Become a valued Best In Show Category Supporter of the 2023 Melbourne Royal Art, Craft & Cookery Competition

Best In Show Category Supporter

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

Example: (Company name) Best in Show Art

Best in Show: \$1,000

- Art
- Craft (Florence Monod Memorial Award)
- Photography
- Cookery
- Decorated Cakes
- Preserves

The Grand Culinary Award

- 1st \$1,000, 2nd \$750, 3rd \$250

Best in Show: \$500

- People With a Disability Hebe Ransford Memorial Award
- Vision Impaired Elsie Henderson Memorial Award
- Janice Gray Memorial Award for Most Successful School

Best Exhibit and Most Successful Exhibitor: \$250

- By category or section (e.g. Most Successful Craft, Best Exhibit Sewing)

Class Supporter: \$100 per class

- Example: Proudly supported by (Company name)

* All cash prizes are inclusive of GST

Over 100 Years of *Blue Ribbon* Competition



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Melbourne Royal Show
21 September – 1 October 2023

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 2023 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:
 Catherine Shelley | +61 3 9281 7444 | artcraftcookery@melbourneroyal.com.au



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 Partner (exclusive)

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

Tier 2 – Major Competition Sponsor (2 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.

Tier 3 – Competition Sponsor (3 opportunities available)

Choose one of the following assets:

Art Launch: Launching the 2023 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 2023 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.

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.

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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Melbourne Royal Show
21 September – 1 October 2023

The Audience

Connect your brand with 1,000 exhibitors and 500,000 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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Melbourne Royal is a member-based, not-for-profit organisation that has been proudly inspiring excellence in agriculture and food production since 1848, conducting a range of world-class events, awards and competitions each year.

Celebrating a remarkable 175 years in 2023, Melbourne Royal looks forward to celebrating agriculture, cultivating events and strengthening communities for many more generations to come.

For more information, visit melbourneroyal.com.au

Contact us

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