



MELBOURNE  
ROYAL  
SHEEP COMPETITION



**2024 Supporter Opportunities**

# Presenting the Best in the *Sheep and Fleece* Industries

The Melbourne Royal Show Sheep & Fleece Competitions offer exhibitors the opportunity to take home a prestigious trophy or blue ribbon, receive invaluable feedback from industry experts and be part of Victoria's most loved and iconic annual community event, the Melbourne Royal Show.

The Melbourne Royal Show celebrates the best of the Sheep and Fleece industries. The Melbourne Royal Sheep Competition plays host to more than 400 sheep from 23 breeds. Culminating in the All-Breeds Sheep Interbreed, judges award the prestigious titles of Champion Ram and Ewe who compete side by side to determine the Supreme Exhibit.

Additionally, the Melbourne Royal Show Fleece Competition showcases sheep from across southeast Australia, and incorporates the District Fleece Competition, which celebrates Champion fleeces from across Victorian agricultural shows. The competition is judged pre-Show to ensure a stunning display of fleeces can be curated, on show to the public for the full 11 days of Show.

# Support the *Best*

Enjoy the benefits as a valued supporter.



Melbourne Royal invites you to be a valued supporter of the 2024 Melbourne Royal Show Sheep and Fleece Competitions, to be held over 11 days from 26 September – 6 October 2024 at Melbourne Showgrounds.

Support the best Ram and Ewe of a feature competition, section or class. As recognition for supporting Melbourne Royal in the presentation of a world-class sheep competition program at the 2024 Melbourne Royal Show, you will enjoy a range of benefits and exposure to your target audience.



# Support the *Best*

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



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 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 magnificent animals and their handlers, along with other talented exhibitors competing to win Best in Show and claim a coveted Melbourne Royal Show blue ribbon.



# Showcase Your Brand with Victoria's Best *Sheep and Fleece* Competitions



# Blue Ribbon *Supporter*

Align your business or brand with one of the Melbourne Royal Sheep Competition premium livestock feature events.

## Supporter level benefit

Naming rights to one of the following premium Sheep & Fleece feature events

- ASSBA Breeds Interbreed
- All Breeds Sheep Interbreed
- 2024 Southdown Feature Show
- Heritage Sheep Display (full 11 days)
- Melbourne Royal Fleece Competition.

Recognition in all publications and communications including:

- Social media accounts
- Melbourne Royal website
- Competition catalogues
- Judging ring announcements
- On trophies, ribbons or awards (where applicable).

The right to display two company signs in the judging ring as agreed with Melbourne Royal.

Name and logo recognition in the schedule and catalogues.

Opportunity for a company representative to present the award to the winner of the sponsored event and be interviewed by the MC including promotional photographs during official presentations.

Opportunity for a company representative to attend any functions at the culmination of the supported event.

Full page mono advertisement in Competition publications.

Logo display on pavilion screens, minimum 10 per day.

Acknowledgement (logo with website hyperlink) in targeted exhibitor email newsletters (distribution 1000).

15 admit one day admission tickets to the Melbourne Royal Show (subject to availability).

**\$4,000 + GST**

# Red Ribbon *Supporter*

Showcase your business or brand name alongside the Sheep Competition major awards. Support will be directed towards prize money and/or prizes for the major awards selected by the supporter.

## Supporter level benefit

Naming rights to one of the following major awards

- Supreme Exhibit from a breed of your choosing
- Grand Champion Ewe and Ram from a breed of your choosing
- Champion classes from a breed of your choosing
- Sheep Schools' and Youth Competition Champion Awards
- Victorian District Fleece Championship
- Australasian Lambs' Wool Championship
- Exhibitor BBQ.

Recognition in all publications and communications including

- Social media accounts
- Melbourne Royal Show and Melbourne Royal websites
- Competition catalogues
- Judging ring announcements
- On trophies, ribbons or awards (where applicable).

Name adjacent to the supported awards in the Schedule and Catalogue.

Full page mono advertisement in Competition Catalogue.

Logo with website hyperlink displayed on the competition website.

Opportunity for a company representative to present prizes to the winner of the sponsored awards and be interviewed by the MC, including promotional photographs during official presentations.

The right to place one sign within the judging ring on the day of competition.

10 admit one admission tickets to the Melbourne Royal Show (subject to availability).

**\$2,000 + GST**



# White Ribbon *Supporter*

Showcase your business or brand name alongside the Sheep Competition classes. Support will be directed towards prize money and/or prizes for the classes selected by the supporter.

## Supporter level benefit

Naming rights to one of the following:

- Reserve Champion classes from a breed of your choosing
- Any Ordinary Classes from a breed of your choosing
- Sheep Schools' and Youth Competition Best in Heat Awards
- Any Ordinary Classes from the Fleece Competition of your choosing.

Name adjacent to the supported classes in the Schedule and Catalogue.

Logo with website hyperlink displayed on the Melbourne Royal website.

Opportunity for a company representative to present the award to the winner of the sponsored class and offered an opportunity to have a photograph taken with the winner.

The right to place one sign within the judging ring on the day of competition.

Acknowledgement of support by ring announcer.

5 admit one tickets to the Melbourne Royal Show (subject to availability).

**\$1,000 + GST**

For further information on any of the Melbourne Royal Show Livestock Competition supporter opportunities, or to discuss your individual requirements or preferences please contact: Sophie Blough | Show Competitions Manager, Livestock | Email: [sheep@melbourneroyal.com.au](mailto:sheep@melbourneroyal.com.au)



# Donations

**Donating a cash prize or trophy to the Melbourne Royal Show Sheep and Fleece Competitions is the best way for organisations or individuals to support at an entry level.**



From as little as \$100, there is option for everyone to get involved. As well as joining a highly regarded tradition, contributors will receive recognition and the opportunity to present the prize or trophy to the winning recipient.

Whether it be prize money, product, sashes or trophies, contributors have the option to indicate preferences for the class and category of the award, and in consultation with Melbourne Royal, assist with determining the criteria or conditions of the award judging.

For further information, including pricing, please contact:

Sophie Blough | Show Competitions Manager, Livestock | Email: [sheep@melbourneroyal.com.au](mailto:sheep@melbourneroyal.com.au)



# MELBOURNE ROYAL SHEEP COMPETITION



For more than 175 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](http://melbourneroyal.com.au)

## Contact us

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