

# 2023 Charters Towers Show

**\*\*Sponsorship Prospectus\*\***



ABN: 71 614 128 827

President – Kenneth Coleman 0428 740 865

Vice President – David Coleman 0427 077 156

Secretary – Danine Rollinson 0438 759 152

Treasurer – Bryce Reid

Sponsorship Coordinators – Helen Coleman-Berry 0488 212136

Joanne Coleman – 0438 417 830

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To Whom It May Concern,

Charters Towers started life as a gold mining camp - by 1880 it had become a thriving city of some 30,000 souls. Goods in the shops here were sourced from all over - and the city became known as "The World". If one couldn't find the item here - it was not available anywhere in Australia.

The men who planned the meeting to form a committee for an annual Exhibition were, in the main, gold mine owners - many of whom are remembered by street names in the Towers. Lissner- Stublely -Mills -Rutherford -Deane and Clarke come to mind. The title for the Association was decided " Towers Pastoral Agricultural & Mining Association. The first "Exhibition" was held on Tuesday and Wednesday the 7th and 8th of June, 1881.

In 2023, The Charters Towers Show will run from 8am Sunday 30<sup>th</sup> July to Tuesday 1<sup>st</sup> August at the Charters Towers Showgrounds. In order for us to successfully and proficiently host this event and to enable us to continue in the coming years, we require the financial assistance of our wonderful sponsors.

We would greatly appreciate it if your business or personally, would consider sponsoring the Charters Towers Show for the year of 2023. By coming on board as a sponsor, you will be enabling our committee to host a standout event on the local social calendar and provide our community with a spectacular 3 days of entertainment.

In return for your generous sponsorship, your business will gain exposure and promotion at our event. Attached are our sponsorship packages, which details the four tiers of sponsorship opportunities and also our proposed full program for this year. Your commitment to the Charters Towers Show would ensure your business received the recognition, advertising exposure and appreciation as proposed.

We would like to thank you for taking the time to read this letter and hope that you will consider our request.

Kind Regards,

President  
Kenneth Coleman

Secretary  
Danine Rollinson

Sponsorship Coordinators  
Helen Coleman-Berry/Joanne Coleman

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### **Platinum Sponsorship \$5000 Plus**

Sponsorship support and acknowledgement at ALL 2023 Charters Towers Show events.

This will include:

- **Naming Rights for Event**
- Banner Display (Banner Supplied by Company)
- Logo display at events throughout the facilities
- Announced Advertising throughout the show
- Option to have 3m x 3m Trade or Promotional Site
- Option to supply promotional items for distribution (e.g. stubby coolers at bar)
- Advertising in printed media, social media for the show
- Official advertising in the event programs and promotional posters
- VIP Platinum Packages – Each package includes 10 Guest passes to the show for the 3 days, 6 meal tickets and \$100 beverage tickets

### **Gold Sponsorship \$1000 Plus**

Sponsorship support and acknowledgement at ALL 2023 Charters Towers Show events. This

will include:

- Banner Display (Banner Supplied by Company)
- Logo display at events throughout the facilities
- Announced Advertising throughout the show
- 20% discount on 3m x 3m Trade or Promotional Site
- Advertising in printed media, social media for the show
- Official advertising in the event programs and promotional posters
- VIP Gold Packages – Each package includes 6 Guest passes to the show for 3 days, 4 meal tickets and \$50 beverage tickets for the show

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### **Silver Sponsorship \$500 Plus**

Sponsorship support and acknowledgement at ALL 2023 Charters Towers Show events. This will include:

- Banner Display (Banner Supplied by Company)
- Logo display at events throughout the facilities
- Announced Advertising throughout the show
- Advertising in printed media, social media for the show
- Official advertising in the event programs and promotional posters
- VIP Silver Packages – Each package includes 4 Guest Passes to the show for 3 days

### **Bronze Sponsorship \$100 - \$500**

Sponsorship support and acknowledgement at ALL 2023 Charters Towers Show events. This will include:

- **Banner Display (Banner Supplied by Company)**
- **Logo display at events throughout the facilities**
- **Announced Advertising throughout the show**
- **Advertising in printed media, social media for the show**
- **Official advertising in the event programs and promotional posters**
- **VIP Bronze Packages – Each package includes 2 Guest passes to the show for 3 days**

#### **Note to all Sponsors:**

Please feel free to contact us at anytime to discuss sponsorship packages and to finalise which one will suit your business best.

If there isn't a package being offered that suits your business, the Charters Towers Show Committee are more than happy to work in with you to provide a package to suit your business.

#### **How to finalise sponsorship:**

Once you have decided on our sponsorship package, please email us on: [mail@ctshow.com.au](mailto:mail@ctshow.com.au) or [helen@dbsgld.com.au](mailto:helen@dbsgld.com.au) or [jo@dbsgld.com.au](mailto:jo@dbsgld.com.au) or we will be in contact with you with regard to providing your invoice and having your business logo emailed to us in high resolution for advertising.

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## List Of Events

YOUR ANNUAL SHOW  
PROVIDES COMPETITION IN  
THESE SECTIONS  
**EQUESTRIAN RING**  
**STUD CATTLE (LED & PENNED)**  
**COMMERCIAL CATTLE**  
**DAIRY GOATS**  
**COMMERCIAL/MEAT GOATS**  
**POULTRY**

The **Wallace James Pavilion** and the **Sallatina Hall** provide areas for Fruit & Vegetables, Plants, Home Brew, Handcrafts, Pottery, Photos, Woodturning and Leatherwork and Cooking. There are Sections for Children's School Work as well.

**Centre Ring** and Strolling Entertainers provide interest, and the huge Fireworks display on Monday & Tuesday night is the highlight for all, especially the little ones.