

Partnership Opportunities



GAWLER A H & F SOCIETY INC
est 1854

Bringing Communities Together

SA's Largest Regional Show

29 & 30 August 2026



Contact

Phone (08) 8523 1477
Website www.gawlershow.org.au
Email marketing@gawlershow.org.au
Address Nixon Terrace, Gawler



Introduction

The Gawler Show is South Australia's Largest Regional Show and Gawler's key tourism event and was established in 1854. The Gawler Show is planned, managed and coordinated by a not-for-profit organisation and is almost exclusively run by volunteers.



Vision

- to be the Region's premier Agricultural Show
- bringing Communities Together

The Show is held annually on the last weekend in August, at the Show Grounds on Nixon Terrace. We see crowd numbers of around 25,000 people attend the event. Sponsoring a prize, a competition or becoming a partner is not only a great way to become involved in South Australia's Largest Regional Show, but also a way to ensure its future growth.



Mission

- focus on the continued growth and success of the Gawler Show
- continually develop the Gawler Show as a world-class Agriculture and entertainment show every year

Advertising opportunities are available in the full colour Show Magazine, with a total distribution of 11,000 copies. In addition there is a full colour A5 flyer letterbox distributed which includes a QR code taking families direct to a landing page on our website. The Show Magazine and A5 flyer will also be supported with radio, social media and press advertising.

Contents



TOPICS OF THE PROPOSAL

02. INTRODUCTION

04. ABOUT US

05. VENUE - SHOWGROUNDS

06. ABOUT THE EVENT

07. BENEFITS FOR SPONSOR

08. PARTNERSHIP TESTIMONIALS

09. 2026 EVENTS & PRESIDENTS MESSAGE

10. - 18. SPONSORSHIP PACKAGES

19. 2025 SPONSOR ACKNOWLEDGEMENTS

20. CONTACT DETAILS

About Us

Gawler has a population of over 25,000 people, is the oldest country town in SA and located just outside the northern suburbs of Adelaide. It has an old world charm with its main street aligned with beautiful historic buildings. Nestled in the foothills of the Barossa it is the ideal place to visit. Gawler is approximately a 45 minute drive or train ride from Adelaide.

The Gawler A, H & F Society was first established in 1854, as the central point of a large agricultural district where the townspeople sought the opportunity to meet, celebrate and trade. The first Show highlighted the crop, sheep and other pastoral strengths associated with the region. The inaugural committee were highly regarded people in Gawler; several were local councillors and could see the merit of bringing a large festival to this region. Since this time the Gawler Show has grown in size and popularity.

The key aim was to host a community event; this is still the paramount aim today. As a volunteer not for profit Society, we are blessed with the good nature of hundreds of people from around the district who donate their time, ability and passion to assist with hosting South Australia's largest regional show. To enable this success we recruit many local organisations and clubs to assist us in the lead up to and running of the event. These organisations benefit in return from a variety of incentives such as: financial remuneration by donation, marketing opportunities by being seen as being involved and in the overall good spirit that is shared by so many. Over the past 5 years the Gawler Show has re-invested over \$75k back in to the community.



Venue



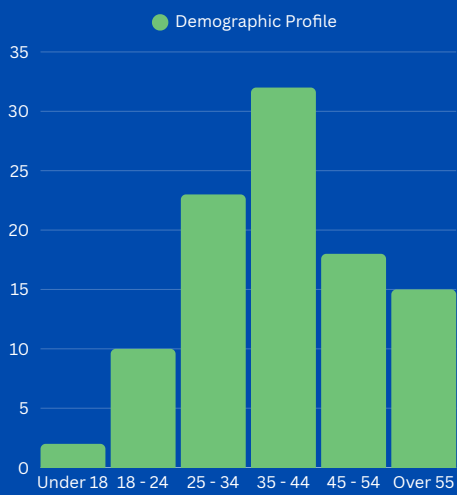
22 acres (8.9 hectares)
located between Nixon Terrace,
Gawler River and the Gawler train line

Gawler Showgrounds is the home of the Gawler Show,
Gawler Central Cricket/Football/Netball Clubs,
Greyhound Racing SA, Gawler & Districts Racing Pigeon Club
plus many other sporting & community groups.

Branding opportunities may be available including naming rights
of permanent structures and locations within the grounds.

About The Event

| | |
|--|--|
|  <p>Over 25,000 visitors</p> |  <p>11,000 Show Magazines distributed</p> |
|  <p>18K+ followers 288.2K reach 1.4M views 59.9K visits</p> |  <p>20 Competition Sections</p> |
|  <p>1.5K+ followers 830 content interaction 4.2K reach 84.3K views 1.9K visits</p> |  <p>Over 3,000 Competition entries</p> |



*data updated after each show



Event Highlights

Engaging patrons through learning opportunities in our **Agriculture Learning Centre**

FREE - **Nixon's Animal Adventures** – Meet All the Animals!

Embark on a **Treasure Trail** adventure – all for just \$5!

Discover the fresh, local flavours of SA in our **Farm Fresh** area.

Benefits for Sponsor



The success of the Gawler Show would not be possible without the ongoing support of our valued partners. Sponsorships contribute towards continuing the celebration and support of the Agricultural industry.

Brand Exposure

Logo placement on event sponsor signage, official guide and PA advertisements broadcasted throughout the event.



Onsite Activation

Showcase your products/services through demonstrations, and interactive activities from your own site at the Gawler Show

Digital Presence

Recognition on the event website and social media platforms



Partnership Testimonials



Kylie & James Burgess, Owners



"Being part of the Gawler Show since 2021 has been an incredibly rewarding experience for us at Solares Electrical & Solar Systems. The Show brings our local community together in such a unique way, and we're proud to play a small part in supporting that. It's given us the opportunity to connect with people face-to-face, showcase our business, and build lasting relationships within the region. We share the same values of community spirit and regional pride that the Gawler Show represents, and we look forward to continuing our involvement for many years to come."

Chloe Taverna, Marketing Coordinator



Peter Kittle Toyota

"Since 2019 Peter Kittle Toyota has developed a strong partnership with the Gawler Show. Their dedication to bringing local communities together is evident in all aspects of their non-for-profit annual show. We appreciate the Gawler Show team, as well as all the countless volunteers affiliated with the Show and we thank them for their commitment to our partnership, and for providing SA with our largest regional Show!"

Claire Forgie, General Manager



"We have been a long term community sponsor, and we chose to sponsor the Gawler Show not only to preserve it's history and legacy to Gawler - but to give the community a good time. Memories to create with their families, to enjoy life to it's fullest. As that is our philosophy as a company and we believe that the Gawler Show does this for the community. The hard work of the society gives our sponsorship partnership excellent brand recognition by association."

Tony Swan, Manager



"As one of South Australia's oldest publications, it seemed only natural for our Gawler based business to join in a major sponsorship deal with such an iconic event such as the Gawler Show. Due to the great interest in the show I feel that The Bunyip benefits tremendously from the exposure we receive and look forward to a continuation of this mutually beneficial arrangement."

2026 Events

This is a list of events we are looking at organising/participating this year.

We will aim to release the date and venue for each event, 1 month before the event, unless already indicated below

- Grand Lottery Launch (Major Fundraiser) – TBC
- AGM – 25 February
- Long Table Dinner – April
- Beer Brewing Workshop – TBC
- Show Baking Workshop – TBC
- Gawler Show – 29 & 30 August
 - Official Opening (Community Stage) – 29 Aug @ 11.00
 - Livestock Parade – 29 Aug @ 4.00
 - Fireworks – 29 Aug @ 8.15
 - Grand Parade – 30 Aug @ 3.00
 - Grand Lottery Draw – 30 Aug @ 3.15
- Villawood Gawler Christmas Parade – TBC

Introducing

Gawler Show President

"Our Show is a cherished celebration of the regions vibrant agricultural roots, local talent and strong community spirit. It is more than just an event - it is a gathering of generations, a showcase of rural excellence and a place where tradition meets innovation. What truly makes the Show special is the strong collaboration between the Society and the incredible businesses and organisations that continue to support it."



Braden Turner

President

Sponsorship Package



Diamond

1 package available
3 year deal

Dual Presenting Partner

Main Entrance Gate
Naming Rights

2 min presentation at
Official Opening

Feature Article & Discounted
Advertising in Show Magazine

VIP Experience
incl onsite carpark, ride tickets,
invitation to VIP lunch
(up to 4 people)

40 Admission Tickets
1 x Business Membership
Complimentary Trade Space

POA*



Platinum

1 package available
3 year deal

Fireworks Naming Rights

Logo on Fence Wrap and Print Ads

Discounted advertising in Show Magazine

Logo/Static Advert displayed on a
LED Screen

20 Admission Tickets
1 x Business Membership
Complimentary Trade Space

\$10,000*
payable each year

*not including GST
2% credit card fee will apply
monthly payment terms available

Sponsorship Package



GOLD

5 packages available
3 year deal

Ag Learning Centre, Community Stage,
Farm Fresh, Main Arena, Main Stage

Naming Rights signage at location

Part of Nixon's Animal Adventures
Trail - colouring in page (ALC only)

Discounted advertising in Show Magazine

Logo/Static Advert
displayed on a LED Screen

15 Admission Tickets
1 x Business Membership
Complimentary Trade Space

\$5,000*
payable each year



SILVER

5 packages available
1, 2 or 3 year deal

Market Stall Hall (1)
Exhibition Halls (4)

Signage in Halls

Logo on Print Ads and website

Discounted advertising in Show Magazine

Logo/Static Advert
displayed on a LED Screen

10 Admission Tickets
1 x Business Membership
Complimentary Trade Site Space

\$3,000*
payable each year

*not including GST
2% credit card fee will apply
monthly payment terms available

Sponsorship Package



BRONZE

Multiple Packages available
1, 2 or 3 year deal

Live Entertainment
FREE activities

Branding logo at event

Branding logo on
Entertainment Program

Acknowledgement at event
and on social media

Logo on print ads & website

6 Admission Tickets
1 x Business Membership

\$1,500*
payable each year



ADVERTISING Fence wrap

Multiple package available
3 year deal

Logo on fence wrap around
perimeter of showgrounds

COMING
SOON

4 Admission Tickets
1 x Business Membership

POA*

* not incl GST

2% credit card fees will apply
monthly payment terms available

Sponsorship Package



Rural Ambassador Program

Multiple packages available
1, 2 & 3 year deal

A National Competition that helps develop and celebrates the next generation of leaders in the Ag sector to support our rural communities

Logo on website

Opportunity to be involved in the interview process

Present Award at Official Opening

Invitation to Presentation Dinners

4 Admission Tickets

\$500*
payable each year



Young Farmers Challenge

Multiple packages available
1, 2 or 3 year deal

A fun team of 4 who compete in a series of challenges

Logo on website

Naming Rights of a particular challenge/round

Present an Award at the event

Logo on Giant Cheque

4 Admission Tickets

\$500*
payable each year

*not incl GST
2% credit card fees will apply

Sponsorship Package



Competition Naming Rights

20 packages available
1, 2 or 3 year deal

Support one of our competitions and become part of Gawler Shows continued history

Logo on Competition Schedule

Logo on website

Acknowledgement in Exhibit Hall

\$500*
payable each year



Advertising Treasure Trail

Multiple packages available
1 year deal

Unable to have a physical presence at the show, then this is the package for you

Place an advertising item in 1500 Treasure Trail bags

\$500*
payable each year

*not incl GST
2% credit card fees will apply

Sponsorship Package



Competition Ribbon Sponsor

Multiple packages available
1, 2 or 3 year deal

Contribute to the award ribbons for all the prize winners

Logo/Name on signage in the exhibition halls

Logo/Name in Competition Schedule

\$250*
payable each year



Competition Prize Donor

Multiple packages available
1, 2 or 3 year deal

Can be a donation of cash, voucher, trophy/medallion or product/gift

Name on A3 signage board in exhibition halls

Recognition on our competition schedules

From \$5

*not incl GST
2% credit card fees will apply

2025 Sponsors





Are you interested in building a strong partnership with us?

For more information, please contact our sponsorship team:



Tanya Veldkamp
Event Coordinator



Sondra Taylor
Event Coordinator

Contact

Phone (08) 8523 1477

Website www.gawlershow.org.au

Email marketing@gawlershow.org.au

Address Nixon Terrace, Gawler