

Partnership Opportunities

Celebrating 45 Years

FREDS PASS RURAL SHOW



Freds Pass
Rural Show

25-26 MAY 2024



NORTHERN
TERRITORY
GOVERNMENT



LITCHFIELD
COUNCIL



FREDS PASS
RESERVE

www.fredspassruralshow.org.au

Partner with us

THE ICONIC FRED'S PASS RURAL SHOW IS THE LARGEST ANNUAL COMMUNITY EVENT IN THE DARWIN RURAL AREA

2023 SNAPSHOT

72
OVERALL
SPONSORS

51
MAJOR
SPONSORS

9021
INSTAGRAM
REACH

134,291
FACEBOOK
REACH

1,678
COMPETITION
ENTRIES

23
COORDINATORS

244
VOLUNTEERS

92
SITE
HOLDERS

26
MAIN STAGE
ENTERTAINERS

**1.3 MILLION HITS TO
FPRS WEBSITE IN
2022**

**9,000+ ATTENDEES
OVER TWO DAYS**

**TV - RADIO
SOCIALS - ONSITE ADVERTISING**

Freds Pass Rural Show

The Freds Pass Rural Show is a family event in the heart of the Top End's rural area. Held over two days every May this agricultural show is a celebration of the community, by the community, for the community.

Celebrating
40+
years



SHOW HIGHLIGHTS

Paddock to plate
Main stage entertainment
Woodchopping
Fireworks!



7,600
attendees in 2023



ECONOMY

\$1.27m

total impact on
Litchfield Council
LGA economy

\$883k
direct impact

\$288k
indirect
intermediate
goods and
services impact

\$625k

increase on GRP in
the RDA Northern
Territory

\$103k
consumption impact

JOBS

6.2
annual local
jobs

6.3
indirect annual
local jobs

**0.6 annual local jobs on
consumption impacts of the
additional employment**

13
annual job
increase in the
RDA Northern
Territory



74 Stalls



119 Volunteers



1,678 Entries

CONTACT

Freds Pass Rural Show

PO Box 639, Coolalinga, NT 0839
Phone: 0488 588 202
Website: fredspassruralshow.com.au
Facebook: FredsPassRuralShow
Instagram: FredsPassRuralShow

LGA - Local Government Area GRP - Gross Regional Product RDA - Regional Development Australia These figures represent an estimated amount for economy and jobs and are based on 2023 events.

ENHANCE YOUR BUSINESS'S PROFILE AT THE RURAL AREA'S LARGEST EVENT
WE HAVE SPONSORSHIPS AND CUSTOM INTEGRATIONS TO SUIT YOUR MARKETING AGENDA

www.fredspassruralshow.org.au

About us

Our Vision

Freds Pass Rural Show will retain its position as the premier community event in the Darwin rural area

Our Mission

Continually develop and grow a popular and well organised event showcasing the agricultural, social and cultural elements of our diverse rural community

Help contribute to the cultural, social and economic well-being of our rural area

A partnership with the Freds Pass Rural Show is an effective way to innovate, expand your reach, showcase your business and products and make an even greater marketing and social responsibility impact

Our show is of the community, by the community, for the community

JOIN US AT OUR EXCITING NEW LOCATION ON THE WESTERN SIDE OF THE FREDSPASS RESERVE – BY THE LAKE

www.fredspassruralshow.org.au

Main stage Entertainment

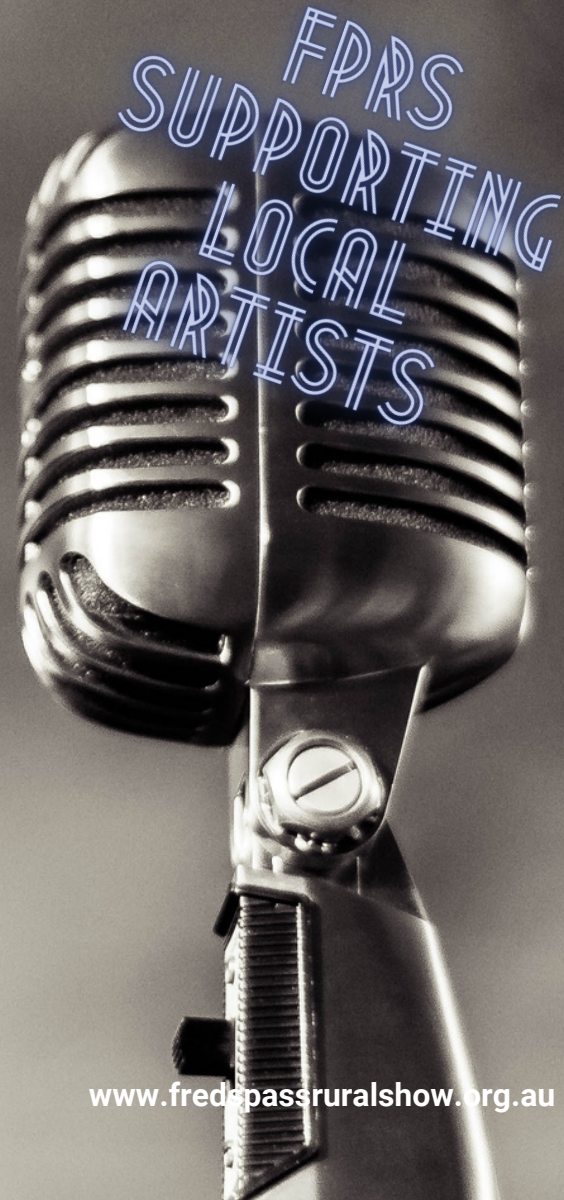
SATURDAY MAIN STAGE

2024 The Main Stage will be bursting with live entertainment - from live bands, duos and trios to dance displays and the Junior Talent Quest! With an array of talented local artists and performers entertaining our patrons over 2 days, its sure to be an extravaganza not to miss! The Main Stage includes exclusive options in our "Special Event Package"

SUNDAY MAIN STAGE

Spend Sunday in the natural Amphitheatre with the family while you listen to all your favourite tunes performed by our local musicians. We will also be showcasing our upcoming artists with the FPRS talent quest (senior section)

Bring a picnic blanket and settle in under the provided shade structures, for an enjoyable and relaxing afternoon of entertainment.



Paddock to Plate

The ***Paddock to Plate*** marquee is a dedicated space where we invite producers to offer tastings and talk about how their product is grown, harvested or presented. Chefs are invited to stage cooking demonstrations using the local produce on offer.

The ***Paddock to Plate*** marquee is one of the big drawcards of the Freds Pass Rural Show. Everyone loves free food tastings!

Watch this space for the amazing 2024 line-up!
Some of our hosting chefs for 2023 included:

- Paul Yoda Iskov - Fervor - kitchens around the world, including Vue De Monde, Amuse, D.O.M, COI, Pujol and Noma.
- Ben Tyler - Kakadu Kitchen an alternative to alcoholic drinks that infuse authentic kakadu native botanicals.
- Jasmine Jan - Cakescaping - Stunningly beautiful art design and cosmetics for cakes.

All sponsorship opportunity enquiries for Paddock to Plate please contact sponsorship@fredspassruralshow.org.au

www.fredspassruralshow.org.au



Ribbon Sponsors

As a ribbon sponsor you become a **valuable partner** in the 2024 Freds Pass Rural Show. Alternatively, the Special Event Package can be tailored to your needs, or talk to us about an individually crafted partnership arrangement.

Package benefits may include:

- Weekend Passes to the 2 day show
- Onsite presence at 2024 show
- Online exposure and opportunities for social media collaborations and promotions
- VIP treatment including members parking and invitations to special events
- Your branding on promotional materials including volunteer t-shirts
- Free site allocation for your business (location limits apply)

Ribbon Partnerships start at \$1,000

**Green Ribbon \$1000 +
Red Ribbon \$5000 +
Blue Ribbon \$10,000 +**

See options on next page

www.fredspassruralshow.org.au



GREEN RIBBON

- 1 x member carpark
- 1 x Family Weekend Pass (2 adults, 2 children)
- 1 x Adult Weekend Pass
- 1 x site allocation for business exhibit 4 x 4 mtr (Optional)
- Outback Track Stop (requires donation of 800 prizes) (Optional with site)
- Logo credits on printed show Program of Events.
- Inclusion as a sponsor on our website
- Acknowledgement of your sponsorship on our social media platforms.
- 1 x Display sign/banner *

\$1,000 +

**Size & location in consultation with show committee, business to supply to FPRS by 22/05/24*

RED RIBBON

- 2 x members carpark
- 2 x Family Weekend Passes (2 adults, 2 children)
- 2 x Adult Weekend Passes
- 1 x double VIP invitation to the Official Opening, Grand Parade and VIP Reception
- 1 x site allocation for business exhibit 6 x 6 mtr (Optional)
- Outback Track Stop (requires donation of 800 prizes) (Optional with site)
- Sponsor credits on TV advertising**
- Logo credits on T-shirts worn by volunteers and staff
- Business name displayed on sponsor signage board at front of Freds Pass Reserve
- Logo credits on printed show Program of Events
- Inclusion as a sponsor on our website with hot links to your business website
- Acknowledgement of your sponsorship on our social media platforms.
- Credits via PA system over two days of the show
- 1 x Display sign/banner*

\$5,000 +

**Size & location in consultation with show committee, business to supply to FPRS by 22/05/24
**finalised by end of February*

BLUE RIBBON

- 6 x Members carpark
- 6 x Family Weekend Passes (2 adults, 2 children)
- 2 x Adult Weekend Passes
- 2 x double VIP invitation to the Official Opening, Grand Parade and VIP Reception
- Prominent placement x 2 signage/banners*
- 1 x site allocation for business exhibit 12 x 6 mtr (Optional)
- Outback Track Stop (requires donation of 800 prizes) (Optional with site)
- Sponsor credits on TV advertising**
- Logo credits on T-shirts worn by volunteers and staff
- Business name displayed on sponsor signage board at front of Freds Pass Reserve
- Logo credits on printed show Program of Events
- Prominent placement on our website with hot links to your business website
- Acknowledgement of your sponsorship on our social media platforms.
- Credits via PA system over two days of the show

\$10,000 +

**Size & location in consultation with show committee, business to supply to FPRS by 22/05/24
**finalised by end of February*

SPECIAL EVENT PACKAGE

Sponsor opportunities for our special events:

- Main Stage - headline act
- Other entertainment & displays
- Children's entertainment
- Pavilion sponsoring
- Fireworks display
- Woodchop exhibition
- Paddock to Plate
- Music talent quest
- Classic car & bike show

*Talk to our friendly staff and we will work with you to tailor your special event sponsor package**

**In consultation with show committee*

HOW DO I GET INVOLVED?

SHOW SPONSORSHIPS

Traci Clifton - 0499993962

Email - sponsorship@fredspassruralshow.org.au

PO Box 639, Coolalinga NT 0839

20A Bees Creek Rd Bees Creek NT 0838

PH: 0488 588 202

ABN 72 509 676 718

www.fredspassruralshow.org.au

