



# COONAMBLE

*Ag field day*

Saturday 13<sup>th</sup> March 2021



### About the Coonamble Ag Field Day Inc.

Coonamble Ag Field Day Inc. was established in July 2017 in order to run the Coonamble Ag Field Day (CAFD) which had been previously run by the Coonamble Rural Transaction Centre. Following the closure of the Coonamble RTC the Coonamble Ag Field Day looked to be discontinued, but considering its early success, a group of community members including the original initiator Andrew Shearer, and former RTC Manager Sandra Harrison considered that it should continue to run and so formed a committee to run the day under the banner of a newly incorporated entity.

The new incorporation was established solely to run the field day and will return a share of its profits to the Coonamble Community. The remainder will be utilized for ongoing running costs as well as asset purchases to guarantee the future of the field day.

### What is the Coonamble Ag Field Day

The aim of the field day is to provide exhibition space for the latest in agricultural machinery, equipment and services to the farmers in the Coonamble Shire and surrounding areas. There will also be exhibition space for the arts, craft and food enthusiasts.

The field day is held at the Coonamble Showground which is located on the Castlereagh Highway on the southern outskirts of Coonamble. The Showground has all the amenities required to make the field day an enjoyable day out for both visitors and exhibitors.

With over 60 exhibitors in its first and second years and a growing visitor base, up approx. 50% from the first to second years, the committee of the CAFD are confident that it has plenty of potential to become a mainstay of the regions calendar and for growth of both exhibitors and visitors.

### Target Market

As the center of a large broadacre and irrigated cropping area there is a diverse range of towns within a 2 hour drive. They include Coonabarabran, Dubbo, Gilgandra, Gunnedah, Narrabri, Narromine, Nyngan, Walgett and Warren. Marketing for the field day though will concentrate on the closest shires of Coonamble and its three neighboring shires of Narrabri, Walgett and Warren.

These shires produced over \$703.8 million of agricultural products in 2011. While mainly a dry land cropping and grazing area there is also a large areas of irrigation in the Walgett, Warren and Narrabri shires. The main enterprises within this area consist of beef cattle, 327,000 head, sheep, 1.3 million head, cereal crops, 851,000 hectares, and 501,000 hectares of pulses and irrigated crops including cotton.

### What can we offer our sponsors

By supporting the Coonamble Ag Field day through sponsorship you will be helping to ensure the events success and secure its place on the community's annual calendar. In return for your support we will promote your business through media, print material, website and social media.

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### **Platinum Package- \$3,000**

- Naming rights to the Coonamble Ag Field Day
- Inclusion in all media and advertising as the major sponsor of the Coonamble Ag Field Day
- Display your banner and signage at the Coonamble Showground during the event
- Free site provided for a trade and exhibition stand in a prominent position at the Coonamble Ag Field Day (size depending on level of sponsorship)
- Opportunity to supply your company shirts/jackets and/or caps for CAFD Committee and Volunteers at the Coonamble Ag Field Day
- Acknowledgement over PA throughout the event
- Acknowledgement of your sponsorship on our website with link to your website and Facebook page

### **Gold Package- \$2,000**

- Free field day site (size depending on level of sponsorship)
- Signage throughout the field day site
- Your company name and logo in all promotional material in the lead up to field day.
- Acknowledgement over PA throughout the event
- Acknowledgement of your sponsorship on our website with link to your website and Facebook page

### **Silver Package - \$1,000**

- Free field day site (size depending on level of sponsorship)
- Your company name and logo in all promotional material in the lead up to field day.
- Acknowledgement over PA throughout the event
- Acknowledgement of your sponsorship on our website with link to your website and Facebook page

### **Bronze Package- \$500**

- Free field day site (size depending on level of sponsorship)
- Your company name and logo in all promotional material in the lead up to field day.
- Acknowledgement of your sponsorship on our website with link to your website and/or Facebook page

### **Brass Package- \$250**

- Free field day site (size depending on level of sponsorship)
- Acknowledgement of your sponsorship on our website with link to your website and/or Facebook page

\*Signage to be supplied by the sponsor.

The committee's aim is to provide an effective avenue for sponsors to promote their goods and services and are happy to discuss tailoring a package to your needs.

**All applications for Sponsorship will be considered, and accepted or otherwise, by the Coonamble Ag Field Day Committee.**

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# Sponsor's Expression of Interest

## Coonamble Ag Field Day

ABN: 19 305 315 624

**YES!**

I would like to participate in the "Coonamble Ag Field Day on 13<sup>th</sup> March 2021  
and offer the following sponsorship:

**Tick category of sponsorship**

Platinum Sponsor

Gold Sponsor

Silver Sponsor

Bronze Sponsor

Brass Sponsor

Company:.....

Contact Person:.....

Address for invoice: .....

.....Postcode.....

Signature:.....

Please return this form to:

Henry Moxham  
Coonamble Ag Field Day  
PO Box 52  
Coonamble NSW 2829  
[coonambleagfieldday@hotmail.com](mailto:coonambleagfieldday@hotmail.com)

**We welcome any enquiries regarding sponsorship**

The committee reserves the right to accept or refuse a sponsor

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