

HAWKESBURY MODEL & HOBBY SHOW Inc.

Western Sydney's Premier Hobby Exhibition

SPONSORSHIP PACKAGES

The Hobby Show

The Hawkesbury Model & Hobby Show started in 2006 as a promotional event organised by the Tourist Railway Association Kurrajong Inc. Earlier this year TRAK decided to separate the Hobby Show from the rest of the Association and allow it to function as an independent Incorporated Association. The aims of the new association are to support the community by running the Hobby Show and using all profits from the show to support community projects and charities.

The Hobby Show has made small donations each year to groups such as St John Ambulance and CF NSW and the changes are seen as the natural development of the event.

The organising group is drawn from the community with a strong representation of the previous organisers and you are invited to be part of this group whether or not you choose to sponsor the event at this time.

Attendance

The organisers have been pleased with the growth of the show over the few years it has run. There have been an average growth in visitor numbers of around 20% each year. Although exact numbers are difficult to establish due to group / family tickets, estimated attendance in 2008 was around 2500. A copy of the show guide is given to each group and in excess of 1000 were distributed in 2008. A minimum of 1250 will be printed in 2009.

The majority of visitors came from the surrounding areas with smaller numbers from other parts of Sydney and surrounding districts. The event is promoted in national magazines but the bulk of our advertising is targeted at the Hawkesbury, Nepean and Hills districts.

THE PACKAGES

Premium Event Sponsor

There will be a single Premium Event Sponsor who will be shown as such in advertisements, flyers and the exhibition guide.

Benefits include – inclusion of logo and name in advertisements, flyers and the exhibition guide.

Listing on the event website with logo, contact details / product info and a link. This will be on the main page and on the sponsors page.

Full page advertisement in the guide. (*Value \$50*)

Display of promotional material within the hall.

A display stand to promote yourself, in the hall or the grounds, your choice.

2 Family passes to use as you please, bring your own family, use for customer or employee competition – you decide. (*Value \$50*) *Passes include access to the exhibitor marquee where complimentary tea and coffee will be available throughout the event.*

All this for \$1500.

Display Sponsor

Sponsors are sought to cover the cost of some displays, typically Model Railways. The number of these packages will vary depending on the displays selected for the show.

Benefits include – inclusion in the exhibition guide listing.

Listing on the event website with logo, contact details and a link. This will be on the sponsors page with a link from the exhibitors page.

Half page advertisement in the guide. (*Value \$35*)

Display of promotional material on the sponsored stand.

A Family pass to use as you please, bring your own family, use for customer or employee competition – you decide. (*Value \$25*) *Pass includes access to the exhibitor marquee where complimentary tea and coffee will be available throughout the event.*

All this for only \$250

Exhibition Guide Sponsor

Sponsors are sought to help defray the cost of printing the guide. There will be a maximum of two Guide Sponsors.

Benefits include – inclusion in the exhibition guide.

Listing on the event website with logo, contact details and a link. This will be on the sponsors page.

Half page advertisement in the guide. (*Value \$35*)

A Family pass to use as you please, bring your own family, use for customer or employee competition – you decide. (*Value \$25*) *Pass includes access to the exhibitor marquee where complimentary tea and coffee will be available throughout the event.*

All this for only \$250

EXHIBITION GUIDE ADVERTISEMENT

You may also support the Hobby Show by placing an advertisement in the exhibition guide. The guide is distributed to visitors to the show. A minimum of 1250 A5 guides will be printed in 2009.

Full A5 page - \$50, Half A5 Page - \$35, Quarter A5 page - \$25.

OTHER OPTIONS

We would be happy to discuss any variations or other ideas you may have to support this popular event. Options we would consider include provision of goods or services rather than monetary sponsorship. Please feel free to contact us to discuss your options.

Show Dinner

Sponsors and advertisers are welcome to join the organisers and exhibitors for an informal dinner on the Saturday evening of the Hobby Show (your expense but very reasonably priced). The location will be announced closer to the event, last year we visited the Richmond Golf Club which proved very popular.