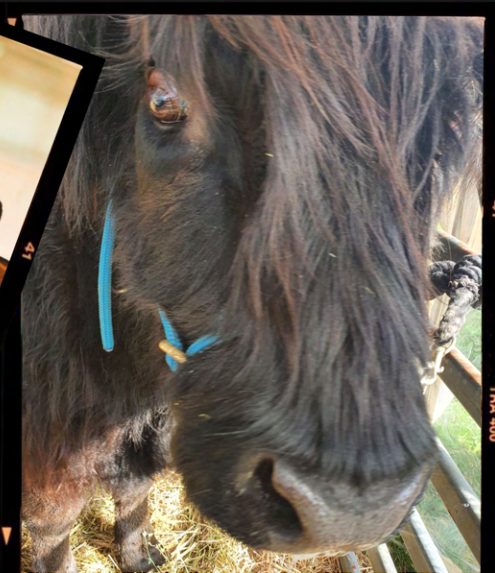




total field days

May 3, 4 & 5 2024





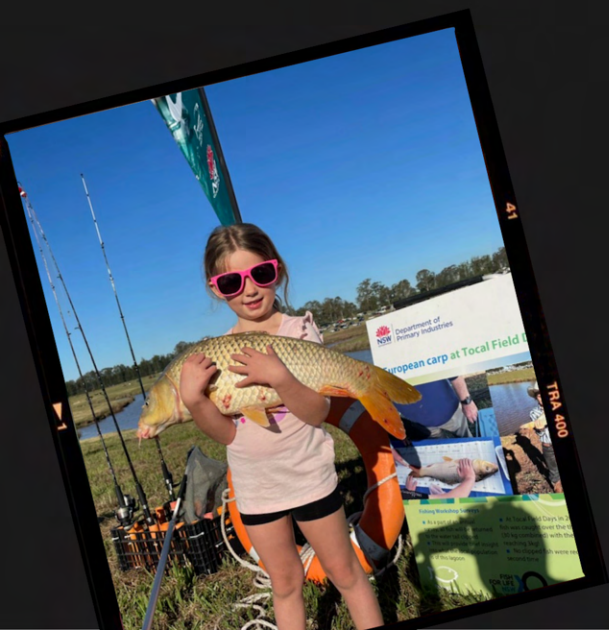
3 Days In May

**tocal
field days**
celebrating
40
years

Since 1984, the not-for-profit Tocal Field Days has provided an annual community platform for thousands of locals, visitors and businesses to buy, sell, educate, demonstrate, innovate and celebrate everything agriculture.

The first event in 1984 attracted 72 exhibitors and 6600 visitors over two days. Since then, it has steadily grown to be the premier agricultural event in the Hunter Region, with over 340 exhibitors and an average of 25,000 visitors over three days.

The event strives to deliver education, offer opportunities for engagement and to entertain.



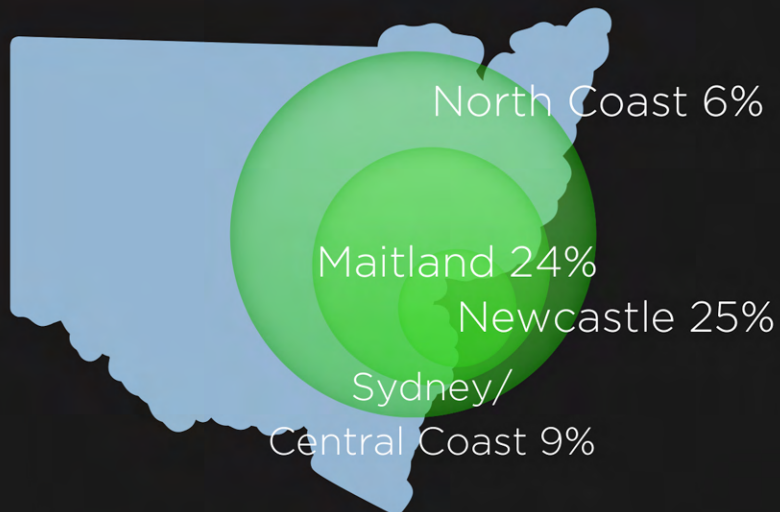
Our Audience



13,953 followers
(1300 new)

The Facebook reach for the 6 month period prior to and during the event was 205,555 with a total of 37,000 page visits.

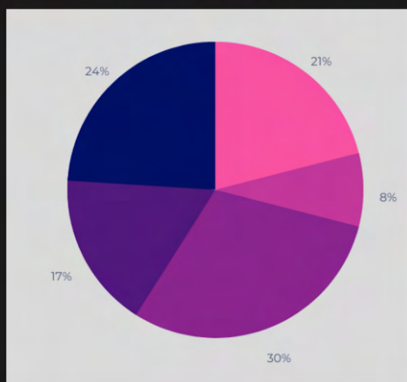
102,00
web site views



6,500
email database



AGE GROUPS



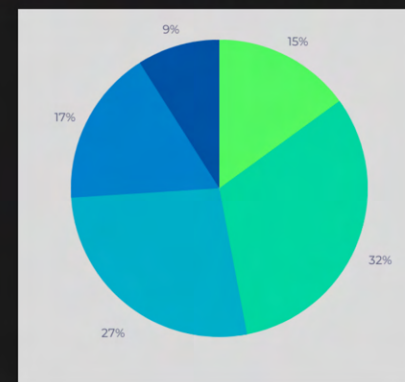
- 55+ Years
- 40-54 years
- 18-39 Years
- 12-17 Years
- Under 12 Years



25,000 attendees
346 businesses
3 days



EXPENDITURE



- Over \$500
- \$201-\$500
- \$101-\$200
- \$51-\$100
- \$0-\$50

Our Packages

PLATINUM SPONSOR



50 x single entry tickets
(\$1000- value)



Complimentary 10 x 10 site
(\$1200- value)



Your company logo and links on the home
page of our web site 12 months



1 x Naming rights package worth \$10,000



Your company profile on the inside front
page of our visitor guide



Exclusive use of Demonstration Area
(\$5000- value)



6 x Facebook posts
3 x Instagram posts
(15,000 followers across both platforms)



10 x single passes to the VIP tent for the
Total Axe Championships with drinks
package



x 3 Inclusions in EDM's
(6,000 database)



Naming Rights to a Championship Woodchop
title



Your company logo, site number, imagery
and blurb on looped content on 3 x big
screens located within event



4 x P.A. mentions per day



Company signage at visitor entry/exit



\$15,000

Our Packages

GOLD SPONSOR



40 x single entry tickets
(\$800- value)



Complimentary 10 x 10 site
(\$1200- value)



Your company logo and links on the home
page of our web site 12 months



1 x Naming rights package worth \$10,000



Your company logo on the back page of our
visitor guide



Naming Rights to a Championship Woodchop
Title



4 x Facebook posts
2 x Instagram posts
(15,000 followers across both platforms)



6 x single passes to the VIP tent for the Total
Axe Championships with drinks package



x 2 Inclusions in EDM's
(6,000 database)



3 x P.A. mentions per day



Your company logo and site number on
looped content on 3 x big screens located
within event



\$10,000

Our Packages

SILVER SPONSOR



30 x single entry tickets
(\$600- value)



Complimentary 10 x 10 site
(\$1200- value)



Your company logo and links on the home
page of our web site 12 months



1 x Naming rights package worth \$5,000



Your company logo on the back page of our
visitor guide



Your company logo and site number on
looped content on 3 x big screens located
within event



2 x Facebook posts
1 x Instagram posts
(15,000 followers across both platforms)



2 x P.A. mention per day



\$6,000

Our Packages

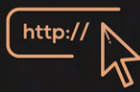
BRONZE SPONSOR



15 x single entry tickets
(\$300- value)



1 x P.A. mention per day



Your company logo and links on the home
page of our web site 12 months



1 x Naming rights package worth \$2,500
inclusive of complimentary site



Your company logo on the back page of our
visitor guide



Your company logo and site number on
looped content on 3 x big screens located
within event



\$3,000

Naming Rights Packages



\$10,000

Listed are just some of the benefits we can offer with sponsorship.

"After years of Tocal Field Days supporting us and seeing our business through some leaner periods, it was a no brainer to get on board as a sponsor.

It's great to give back. Particularly to the community that the Field Days has been such an important part of for so long."

WOODCHOP



A long held tradition for Agricultural Field Days and Shows the competition woodchop originated in Tasmania in 1870. Always a great spectacle drawing crowds from all walks of life. Multiple classes will be contested during the event.

- Naming rights of the arena with signage around the area.
- Your business logo and profile on the Tocal Field Days website.
- Your company message over the P.A.
- Acknowledgement on site big screens
- Your business acknowledged by the naming of the main title chop.
- Acknowledgements of your business from the arena M.C.
- 10m x 10m commercial site

Naming Rights Packages



\$10,000

NASH PARK STAGE



Located right off Eat Street the Nash park Stage hosts celebrities, artists, presentations, demonstrations and various other acts. It is also home to one of the three big screens in operation during the event.

- Naming rights with signage on the stage and in the area.
- Your business logo, profile and link on the Tocal Field Days website for 12 months.
- Your company message over the P.A.
- Acknowledgement on site big screens
- 10m x 10m commercial site in prime position across from stage. (Site 17)

CENTRE ROAD



Centre Road has always provided the life blood to commercial exhibitors providing visitors with an important point of reference and easy thoroughfare to access all areas of the event. A site on Centre Road is considered by many exhibitors to be hot property.

- Naming rights of Centre Road with signage around the area and acknowledgement on site map.
- Your business logo and profile on the Tocal Field Days website for 12 months.
- Your company message over the P.A.
- Acknowledgement on site big screens
- 10m x 10m commercial site

Naming Rights Packages



\$5,000



CHILDREN'S PARK

In 2024 the Children's Park and Skills Arena will combine to create a single hub of entertainment and education aimed at little people and students. The Children's Park will host the popular pedal tractors, Rev It Up Racing horsemanship, working dogs and plenty more.

- Naming rights with signage in the area.
- Your business logo and link on the Tocal Field Days website for 12 months.
- Your company message over the P.A.
- Acknowledgement on site big screens
- 10m x 10m commercial site.



HOP & GO SHUTTLE

Our Hop & Go Shuttle was introduced for ease of access in and around the event for Seniors and those with mobility issues. A minimum of 4 buggies travelling a continuous loop of the Ring Road on all days of the event.

- Naming rights with signage on each buggy and pick up points.
- Your business logo and profile on the Tocal Field Days website for 12 months.
- Your company message over the P.A.
- Acknowledgement on site big screens
- 10m x 10m commercial site

Naming Rights Packages



\$5,000



GOOD FOOD & WINE

The Good Food & Wine area grows in popularity year after year. A great hub for foodies and those that love to indulge. Wineries, breweries, distillers, caterers, artisans, sweets and savoury with fantastic live entertainment thrown in. A genuine festival vibe.

- Naming rights with signage placed around the precinct.
- Your business logo and link on the Tocal Field Days website for 12 months
- Acknowledgement on site big screens
- Opportunity to get involved on the GF&W Stage
- 6m x 6m site

LAND PLANTS & ENVIRONMENT



The first area all our visitors walk through on arrival. With a focus on education, sustainability, land management, permaculture and horticulture.

- Naming rights with signage in the precinct.
- Your business logo and link on the Tocal Field Days website for 12 months.
- Your company message over the P.A.
- Acknowledgement on site big screens
- 10m x 10m site within the precinct

Naming Rights Packages



\$2,500

ANIMAL NURSERY



Home to the ever popular Piglet Races, this is the place that every patron visits during field days. The Animal Nursery offers families a chance to interact with farm animals, including cuddles with a baby duck or kissing a Llama.

- Naming rights with signage placed around the precinct.
- Your business logo and link on the Tocal Field Days website for 12 months
- Acknowledgement on site big screens
- 3m x 3m site

PEOPLE MOVER



The People Mover travels the Ring Road all day, everyday of the event. This is an easy get on get of 'tractor ride' style service that can carry up to 20 people stopping at Nash Park and the Animal Nursery on each loop.

- Naming rights with signage on the trailer.
- Your business logo and link on the Tocal Field Days website for 12 months.
- Acknowledgement on site big screens
- 3m x 3m site

Naming Rights Packages



\$2,500

DAIRY DISPLAY



In 2024 the Children's Park and Skills Arena will combine to create a single hub of entertainment and education. The Dairy Display will include the popular Milking Barn where visitors of all ages can learn to milk a real cow, feed a poddy calf, pat a donkey and see Farmers of the future showing off their skills and knowledge.

- Naming rights with signage in the area.
- Your business logo and link on the Tocal Field Days website for 12 months.
- Your company message over the P.A.
- Acknowledgement on site big screens
- 3m x 3m commercial site.

Prize Packages



\$500

GATE PRIZE



The Gate Prize is open to all visitors who pre-purchase their tickets online prior to the event. This is heavily promoted on our website to encourage visitors to secure tickets early. The sponsor of the Gate Prize is acknowledged in all instances. The value of the prize varies. This should have broad appeal and be valued to a minimum of \$500.00 up to \$1000.00

- Advertising on our social media channels in the lead up to and during ticket sales.
- Your business logo and link on the Tocal Field Days website for 12 months.
- Acknowledgement on site big screens

SURVEY PRIZE



700 survey cards are printed and visitors are invited to complete a survey with a chance to win the sponsored prize.

The survey card has a photo of the prize, the logo of the sponsor and their site number. The retail value of this prize should be around \$500.00

- Advertising on our social media channels in the lead up to and during ticket sales.
- Your business logo and link on the Tocal Field Days website for 12 months.
- Acknowledgement on site big screens

A Message from our Event Manager

Total Field Days has been a part of the Maitland, Dungog and wider Hunter Region for 40 years. We want to ensure the event is growing and evolving alongside our very important agriculture industry for years to come.

It's more than just an agricultural show. It is a chance for the community, farmers and industry experts to connect and share knowledge to support on-farm innovation, productivity and profitability.

Total Field Days provides a platform to showcase your brand or business to the Newcastle, Hunter, Central Coast and Mid-North Coast Regions. It also brings together our local farming, agricultural, tourism and hospitality communities to bridge the gap between country and city.

Please enquire for more details on our sponsorship and partnership packages.

I look forward to seeing you at the 2024 Total Field Days on May 3, 4 & 5.

Charise Foulstone - Total Field Days Manager

Thank you to all of our 2023 Sponsors



Thank you to all of our 2023 Partners



total
field days

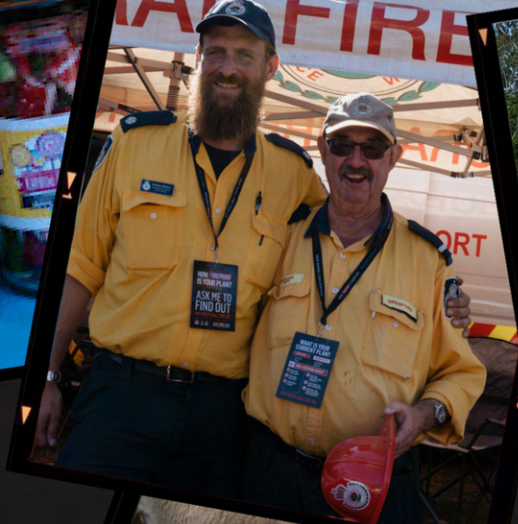


celebrating
40
years

*All prices are subject to GST

Total Field Days Association reserves the right to decline an offer of sponsorship if it is deemed the business or brand is not suitable or inappropriate to the event or naming rights area.

If you would like to sponsor any aspect of the event and these packages are not considered suitable to your business, please reach out to us by phoning (02) 4939 8820 to discuss further.



Total Field Days
www.tocalfielddays.com
fielddays@tocal.com
(02) 4939 8820

