tocal field days

May 1, 2 & 3 - 2026

Supporting agriculture and community engagement events

SPONSORSHIP PACKAGES

LOW AND SLOW AMERICAN BARBECUE
KCBS
THE KING of this Q

SES

3 DAYS IN MAY

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 in 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 370 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

2025

15,693 FOLLOWERS

Facebook went **crazy** during the live 2025 event period:
500,700 impressions (262% ↑)
29,399 post engagements (537% ↑)
46,532 video views (674% ↑)

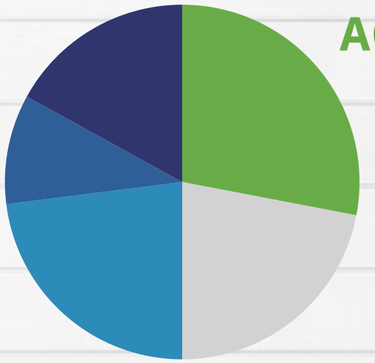
21,926 TICKET HOLDERS
372 BUSINESSES
474 SITES
3 DAYS

CESSNOCK 6%
MAITLAND 20%
NEWCASTLE 21%
SYDNEY/CENTRAL COAST 5%
INTERSTATE 2%

51,395 VIEWS IN MAY

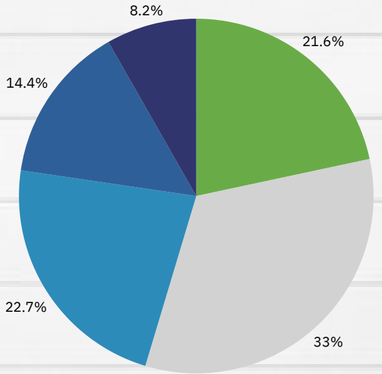
8,000 EMAIL DATABASE

AGE GROUPS



- 55+
- 40-54
- 18-39
- 12-17
- under 12

EXPENDITURE



- over $500
- $201-$500
- $101-$200
- $51-$100
- $0-$50

A MESSAGE FROM OUR EVENT MANAGER

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

Tocal 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 2026 Tocal Field Days on May 1, 2 & 3.

- Charise Foulstone - Tocal Field Days Manager

tocal field days

tocal field days

*All prices are subject to GST.

As a sponsor of the Tocal Field Days Association, you can enjoy Income Tax Benefits for Advertising and Promotion that are typically 100% deductible as a business expense. As TFD is registered for GST, your business can claim the GST credits for the cost of sponsorship.

By offering smart, flexible payment terms, we can structure a sponsorship agreement with staggered payment dates, allowing your business to spread costs across multiple quarters or financial years, align payments with internal budgeting cycles and improve cash flow management without compromising on exposure.

We offer multi-year sponsorship agreements, which can lock in rates and benefits, allow your business to accrue sponsorship costs over a few years for smoother financial forecasting and strengthen your business brand's ongoing presence at one of Australia's most trusted agricultural events.

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) 4092 8100 to discuss further.

Tocal 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 right area.

OUR PACKAGES

NAMING RIGHTS SPONSOR

BRANDING & VISIBILITY

- EVENT NAMING: “TOCAL FIELD DAYS PRESENTED BY [SPONSOR NAME]” USED ACROSS ALL PLATFORMS.
- LOGO PLACEMENT:
  - ON ALL EVENT SIGNAGE (ENTRY GATES, DIRECTIONAL SIGNS, STAGE BACKDROPS).
  - ON PRINTED MATERIALS (PROGRAMS, MAPS, FLYERS).
  - ON DIGITAL ASSETS (WEBSITE, SOCIAL MEDIA, EMAIL NEWSLETTERS).
- MEDIA MENTIONS: INCLUSION IN ALL PRESS RELEASES AND MEDIA INTERVIEWS.
- ADVERTISING: SPONSOR LOGO AND NAME IN ALL PAID ADVERTISING (RADIO, PRINT, DIGITAL).

ENGAGEMENT OPPORTUNITIES

- OPENING CEREMONY PARTICIPATION: SPONSOR REPRESENTATIVE INVITED TO SPEAK.
- EXCLUSIVE ACTIVATION SPACE: PREMIUM LOCATION FOR A LARGE BRANDED MARQUEE OR INTERACTIVE DISPLAY.
- PRODUCT DEMONSTRATIONS: PRIORITY SCHEDULING FOR LIVE DEMOS OR TALKS.

HOSPITALITY & ACCESS

- VIP PASSES: 20 COMPLIMENTARY VIP TICKETS WITH ACCESS TO HOSPITALITY AREAS.
- SPONSOR LOUNGE: BRANDED VIP AREA FOR NETWORKING AND HOSTING GUESTS.
- PARKING & SHUTTLE: RESERVED PARKING AND SHUTTLE SERVICE FOR SPONSOR GUESTS.

DIGITAL & SOCIAL MEDIA

- DEDICATED SOCIAL CAMPAIGNS: MONTHLY SPONSOR HIGHLIGHTS LEADING UP TO THE EVENT.
- WEBSITE FEATURE: DEDICATED SPONSOR PAGE WITH LINKS, VIDEOS, AND CONTACT INFO.
- EMAIL MARKETING: INCLUSION IN PRE-EVENT AND POST-EVENT EMAIL CAMPAIGNS.

MERCHANDISE & COLLATERAL

- CO-BRANDED MERCHANDISE: OPTION TO INCLUDE SPONSOR LOGO ON OFFICIAL EVENT MERCHANDISE (E.G., HATS, BAGS).
- INCLUSION IN SHOWBAGS: SPONSOR BROCHURES OR SAMPLES IN ATTENDEE SHOWBAGS.

REPORTING & ROI

- POST-EVENT REPORT: DETAILED ANALYTICS ON ATTENDANCE, ENGAGEMENT, AND BRAND EXPOSURE.
- SURVEY INSIGHTS: ACCESS TO ATTENDEE FEEDBACK AND SPONSOR IMPACT METRICS.

$50,000/YEAR

OUR PACKAGES

PLATINUM SPONSOR

- 40 X SINGLE ENTRY TICKETS ($1000 VALUE)
- YOUR COMPANY LOGO AND LINK ON OUR WEBSITE HOME PAGE (12 MONTHS)
- COMPANY PROFILE IN OUR VISITORS GUIDE
- 6 X FACEBOOK | 3 X INSTAGRAM POSTS 16,000 FOLLOWERS ACROSS BOTH
- COMPLIMENTARY 10 X 10 SITE ($1200 - VALUE)
- 1 X NAMING RIGHTS PACKAGE WORTH $10,000
- 3 X INCLUSIONS IN OUR EDM'S (7,000 DATABASE)
- YOUR COMPANY LOGO, SITE NUMBER, IMAGE ON THE EVENT SCREENS
- 3 X SITE WIDE PA MENTIONS PER DAY + COMPANY SIGNAGE AT ENTRY + EXIT POINTS

$15,000

OUR PACKAGES

GOLD SPONSOR

- 30 X SINGLE ENTRY TICKETS ($750 VALUE)
- YOUR COMPANY LOGO AND LINK ON OUR WEBSITE HOME PAGE (12 MONTHS)
- COMPANY PROFILE IN OUR VISITORS GUIDE
- 4 X FACEBOOK | 2 X INSTAGRAM POSTS 16,000 FOLLOWERS ACROSS BOTH
- COMPLIMENTARY 10 X 10 SITE ($1200 - VALUE)
- 1 X NAMING RIGHTS PACKAGE WORTH $10,000
- 2 X SITE WIDE PA MENTIONS PER DAY
- YOUR COMPANY LOGO, SITE NUMBER, IMAGE ON THE EVENT SCREENS
- 2 X INCLUSIONS IN OUR EDM'S (7,000 DATABASE)

$10,000

OUR PACKAGES

SILVER SPONSOR

- 20 X SINGLE ENTRY TICKETS ($500 VALUE)
- YOUR COMPANY LOGO AND LINK ON OUR WEBSITE HOME PAGE (12 MONTHS)
- COMPANY PROFILE IN OUR VISITORS GUIDE
- 2 X FACEBOOK | 1 X INSTAGRAM POSTS 16,000 FOLLOWERS ACROSS BOTH
- COMPLIMENTARY SITE
- 1 X NAMING RIGHTS PACKAGE WORTH $5000
- YOUR COMPANY LOGO, SITE NUMBER, IMAGE ON THE EVENT SCREENS
- 1 X SITE WIDE PA MENTIONS PER DAY

$6,500

OUR PACKAGES

BRONZE SPONSOR

- 10 X SINGLE ENTRY TICKETS ($250 VALUE)
- YOUR COMPANY LOGO AND LINK ON OUR WEBSITE HOME PAGE (12 MONTHS)
- COMPANY PROFILE IN OUR VISITORS GUIDE
- 1 X NAMING RIGHTS PACKAGE WORTH $2500
- YOUR COMPANY LOGO, SITE NUMBER, IMAGE ON THE EVENT SCREENS
- 1 X SITE WIDE PA MENTIONS PER DAY

$3,500

NAMING RIGHTS PACKAGE

NASHPARK STAGE

Located right off Eat Street, the Nash Park Stage hosts celebrities, artists, presentations, demonstrations and various other presentations and entertainment. It is also home to the biggest screen in operation during the event.

ALLOCATED

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

BUNDLE WITH PLATINUM OR GOLD PACKAGE

NAMING RIGHTS PACKAGE

LAND PLANTS & ENVIRONMENT

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

Contains the vibrant ‘From Paddocks to Patios’ demonstration and education space which showcases modern homesteading, regenerative living, and sustainable landscape design.

- Naming rights of Land, Plants & Environment precinct with signage around the area and acknowledgement on site map.
- Your business logo and profile on the Tocal Field Days website.
- Your company message over the PA.
- Acknowledgement on site big screens.
- 6m x 6m site within precinct .

BUNDLE WITH A PLATINUM PACKAGE

NAMING RIGHTS PACKAGE

CHILDREN'S PARK

ALLOCATED

In 2025 the Children's Park will offer entertainment aimed at little people and little people at heart. The Children's Park will host the popular pedal tractors, scarecrow decorating, and activations surrounding Ag Tech. This will be located at the western end of Centre Road near the livestock sites.

- Naming rights with signage in the area.
- Your business logo and profile on the Tocal Field Days website for 12 months
- Your company message over the PA.
- Acknowledgement on site big screens.

BUNDLE WITH SILVER SPONSOR PACKAGE

NAMING RIGHTS PACKAGE

GOOD FOOD & WINE

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

ALLOCATED

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

BUNDLE WITH SILVER SPONSOR PACKAGE

NAMING RIGHTS PACKAGE

PEOPLE MOVER

The people mover travels the ring road all day, every day of the event. This is an easy get on get off ‘Tractor ride’ style service stopping at Nash Park and the Animal Nursery on each loop.

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

BUNDLE WITH SILVER SPONSOR PACKAGE

NAMING RIGHTS PACKAGE

FUTURE FARM ZONE

A new zone for 2026 with an emphasis on Ag innovation and the future of farming. Live demos and hands on experiences are available. Located near to the Children's Park and Livestock sites with an exceptional large space for demos of everything from drones, to simulators and machinery.

ALLOCATED

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

BUNDLE WITH A SILVER SPONSOR PACKAGE

NAMING RIGHTS PACKAGE

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 profile on the Tocal Field Days website for 12 months.
- Acknowledgement on site big screens.
- 5m x 6m site across from the animal nursery and piglet races.

BUNDLE WITH SILVER SPONSOR PACKAGE

NAMING RIGHTS PACKAGE

CRAFT & LIFESTYLE

The Craft & Lifestyle precinct houses 50 sites for small businesses who offer handmade goods from unique jewelry and cozy knitwear to artisanal soaps and hand-painted ceramics, each item tells a story. With the opportunity to meet the talented artisans, enjoy live demonstrations, find one-of-a-kind treasures and conveniently located next to the Good Food & Wine precinct, Craft and Lifestyle is one of the most visited areas during the 3 day event.

BUNDLE WITH BRONZE SPONSOR PACKAGE

SPONSOR A PIG!

Join the excitement of our daily piglet races and sponsor a pig! Crowds flock to the piglet races which happen 4 times a day during the event. Enjoy the thrill of cheering on your sponsored piglet, which will be wearing your business logo and your business will receive recognition throughout the race. Be part of a beloved Tocal tradition. Sponsor one, sponsor them all!

- Announcements on the Pig Race PA
- Your business logo on their race vests
- Signage on the raceway fencing

$600 PER PIG, FOR 3 DAYS

APPAREL

SPONSOR

The Tocal Field Days team spend hours upon hours in the week leading up to the event out on site getting final preparations ready and 370+ exhibitors bumped in.

They are on the ground 12 hours a day, from the moment gates open to exhibitors at 6am until the site office is closed at 6pm.

During the event, our management team will often be front and centre schmoozing with delegates, celebrities, media and visitors, whilst other staff can be seen throughout the site busily taking care of the day-to-day operations that come with an event of this size. They are long days. And we put our shoulder to the wheel. But we still like to look and feel good about ourselves while we get it done.

We are seeking an apparel sponsor to deck out our small operations team with merchandise branded with your business or label, the event Naming Rights Sponsor logo and the Tocal Field Days logo.

PRIZE PACKAGE SPONSOR

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. The prize you provide should have broad appeal and be valued to a minimum of $500 and up to $1000

- 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 screen.

SURVEY PRIZE

700 surveys are administered digitally and in print 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 the prize you provide should be around $500.

- 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 screen.

THANK YOU TO OUR 2025 SPONSORS

RMC
Reliance Motor Company Est 1947

Taylor's
OUTDOOR POWER EQUIPMENT

CIVCON
WATER SERVICES PTY LTD

Ausgrid

bread and brewery

JC
ENTERTAINMENT AND EVENTS

pace
FARM

THANK YOU TO OUR 2025 PARTNERS

YACY

Women's Shed Branxton

Kirkwoods
THE FARM & PET FOOD PEOPLE

Kiwanis
EAST MAITLAND

Rotary International Maitland

Legacy

Rotary East Maitland

mccs
MAITLAND COMMUNITY CARE SERVICES

Slow Food
HUNTER VALLEY

THE WOODYARD
HEDDON GRETA

NSW GOVERNMENT | Local Land Services Hunter

tocal field days

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