



2020 PARTNERSHIP PROSPECTUS

Reach, excite and engage with 500 exhibitors
and over 20,000 visitors across three days.



seymourexpo.com.au

PRESENTED BY



McPherson
Media Group



Who are we?

Unparalleled in the Goulburn Valley region

McPherson Media Group (MMG) is an independent, family-owned media group located in the Goulburn Valley. With over 130 years of media expertise, we have dedicated resources in newspaper and online publishing, design and printing, production and digital content and event management.

Situated in the heart of one of the largest agriculture production areas in Victoria, we regularly engage with agricultural communities. We choose to work, deliver and invest locally.

**ADVERTISE ACROSS
ONE OR MORE MMG
PUBLICATIONS BY
PHONING (03) 5820 3150
TO FIND OUT MORE**





Seymour Alternative Farming Expo

20,000+
attendance

500+
exhibits

Celebrating
28 years



Seymour Alternative Farming Expo was established in 1991 and is now recognised as one of the most successful alternative farming expos in the Southern Hemisphere.

Stamping its presence on north east Victoria, the Expo is delivered annually at Kings Park, Seymour across three days on the third weekend in February.


The park is an idyllic setting to showcase your business and the town is conveniently based only one short hour from Melbourne with a regular V-Line train service to Seymour.

Featuring over 500 diverse exhibitors, an extensive workshop and learning series, food and produce, livestock, entertainment and family activities, the Expo has something for everyone.



2019 results

 Celebrating
28 years

 **91%**
REPEAT VISITORS

20,000+ ATTENDANCE

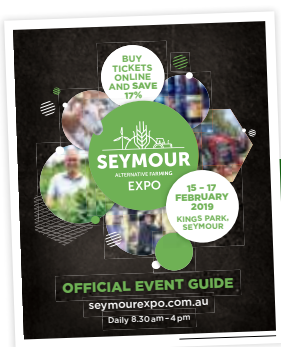
500 EXHIBITORS AND
CATERERS

**FUNDRAISING OPPORTUNITIES
FOR 12+ LOCAL COMMUNITY
AND SPORTS GROUPS**

\$133,000+
IN ADVERTISING VALUE

**THREE DAY
PROGRAM** 

\$6 MILLION+
IN ECONOMIC IMPACT
FOR MITCHELL SHIRE

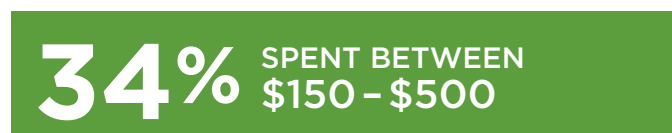


250,000 potential readers through
25 local newspapers and at the gate



Our visitors

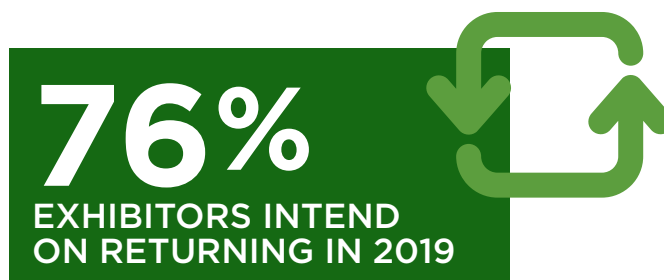
The demographics derived from our annual survey indicate the following:





Our exhibitors

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Marketing reach

By sponsoring the Seymour Alternative Farming Expo your business will be associated with small to medium acreage farming, alternative agricultural and horticultural practices, sustainability and innovation.

The Expo enjoys solid marketing reach across country Victoria and southern New South Wales.

\$93k+

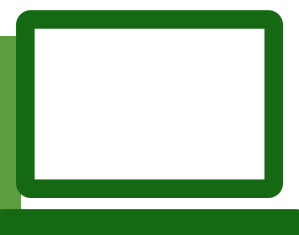
IN PRINT ADVERTISING VALUE



REACHED

150,000

PEOPLE VIA SOCIAL AND DIGITAL DISPLAY



250,000 potential readers through 25 local newspapers and at the gate

RADIO ADVERTISING VALUE

\$4k+

OVER 380,000 LISTENERS, 129 SPOTS



TV ADVERTISING VALUE

\$25k+

OVER 1.2 MILLION VIEWERS, 554 SPOTS



Editorial featured across:

CountryNEWS

THE Telegraph

103.9
Seymour FM

the WEEKLY TIMES

PRIME7

7flix

7mate

7TWO

hit96.9
GOULBURN VALLEY

TRIPLE 95.3
GOULBURN VALLEY



Partnerships at a glance

There are several partnership opportunities available for the Seymour Alternative Farming Expo in 2019, and we can tailor a partnership package as required.

As a guide and depending on investment, the rights and benefits you can expect as a partner are broken down into the following categories:

	Principal Partner	Major Partner	Official Partner	Support Partner
Presenting rights to Seymour Expo 2019				
Presenting rights to an event element				
Supporting rights to an event element				
Brand recognition on all event collateral				
Brand recognition on selected collateral				
Category exclusivity in the Partner Hierarchy				
Logo in Partner Hierarchy				
Advertisement in the event guide	Full	Half	Half	Quarter
Exhibitor site				
Speaking opportunity or demonstration (if appropriate)				
Networking drinks for key customers				
Inclusion of partner question in research				
Dedicated promotion to audience				
Database building opportunity				
Visitor tickets	30	24	18	12



Partnership opportunities

Principal Partner \$25,000 (1 available)

- Presenting rights to Seymour Alternative Farming Expo 2019
- Supporting rights to an event element
- Highest level of brand recognition across marketing, advertising, PR, collateral and signage
- Full page advertisement in the event guide plus editorial feature
- Prominent exhibitor site up to 12x12 metres plus passes
- Speaking opportunity or demonstration (if appropriate)
- Networking drinks for up to 20 customers
- Inclusion of partner question in Seymour Expo research
- Consumer and exhibitor promotion opportunity to build database
- Visitor tickets up to 30 single entry
- Dedicated promotion of involvement in Seymour Expo to audience through all digital channels
- Category exclusivity in the Partner Hierarchy
- Logo in Partner Hierarchy

Major Partner \$15,000 (4 available)

- Presenting rights to an event element
- Supporting rights to an event element
- High level of brand recognition across marketing, advertising, collateral and signage
- Half page advertisement in the event guide plus editorial feature
- Prominent exhibitor site up to 12x6 metres plus passes
- Speaking opportunity or demonstration (if appropriate)
- Visitor tickets up to 24 single entry
- Category exclusivity in the Partner Hierarchy
- Logo in Partner Hierarchy



Official Partner \$10,000 (8 available)

- Supporting rights to an event element
- Brand recognition across marketing, advertising, collateral and signage where relevant
- Half page advertisement in the event guide
- Prominent exhibitor site up to 6x6 metres plus passes
- Visitor tickets up to 18 single entry
- Category exclusivity in the Partner Hierarchy
- Logo in Partner Hierarchy

Support Partner \$5,000 (10 available)

- Brand recognition across marketing, advertising, collateral and signage where relevant
- Quarter page advertisement in the event guide
- Exhibitor site up to 6x3 metres plus passes
- Visitor tickets up to 12 single entry
- Logo in Partner Hierarchy

Exhibit at the 2020 Seymour Expo

- Exhibitor site for three days
- Access to over 22,000 customers
- Exhibitor and car park passes
- Listing in the event guide and on the website
- Opportunity to advertise in the event

Keen to exhibit?

Request an exhibitor prospectus from admin@seymourexpo.com



SEYMOUR
ALTERNATIVE FARMING
EXPO

**More questions?
Get in touch with
the team today.**

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Connect with us!



seymourexpo.com.au