

1-3 APRIL KINGS PARK, SEYMOUR







SEYMOUR
ALTERNATIVE FARMING
EXPO

2022 SPONSORSHIP PROSPECTUS

Reach, excite and engage with 400 exhibitors
and over 20,000 visitors across three days.

PRESENTED BY

   seymourexpo.com.au

 **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.

MMG EVENTS HAS BROAD EXPERTISE AND EXPERIENCE IN EVENTS ON EVERY SCALE; FROM CHARITY TO SPORTING EVENTS AND EXPOS OUR TEAM CAN DELIVER ENGAGING AND SUCCESSFUL EVENTS.





Seymour Alternative Farming Expo

**20,000+
attendance**

**400+
exhibits**

**Celebrating
31 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.

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



2021 results

Celebrating
31 years



20,000+
ATTENDANCE

400 EXHIBITORS
AND CATERERS



91% REPEAT
VISITORS

\$115,000+

IN ADVERTISING VALUE



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

MITCHELL SHIRE COUNCIL



\$6 MILLION+

IN ECONOMIC IMPACT
FOR MITCHELL SHIRE



**THREE DAY
PROGRAM**

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





Our visitors

The demographics derived from our annual survey indicate the following:

43% ATTENDED TO SEE
STALLHOLDER DISPLAYS
OR PURCHASE PRODUCTS

40% VISITORS
AGED 35 TO
55 YEARS

34% SPENT BETWEEN
\$150 – \$500

16% SPENT
\$500+



93% VISITORS HAD
AN ENJOYABLE
EXPERIENCE

“It’s a great day out for
the whole family, there
is literally something
for all ages to see.

– Kerry, Castlemaine



60% OWN OR
OPERATE
A FARM

91% REPEAT
VISITORS



51%

MALE



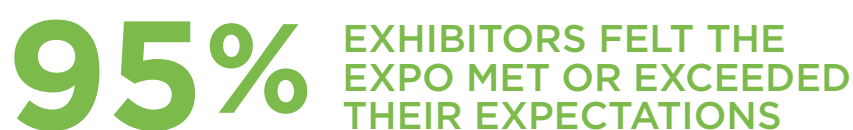
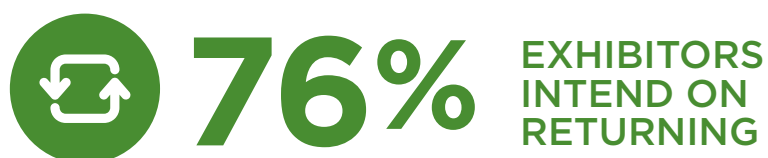
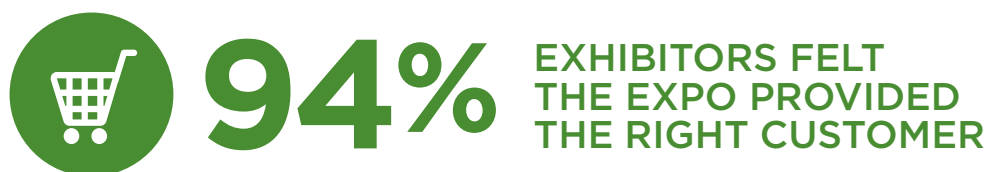
48%

FEMALE



Our exhibitors

The demographics derived from our annual survey indicate the following:





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.



REACHED

150,000

PEOPLE VIA SOCIAL AND DIGITAL DISPLAY

\$93k+

IN PRINT ADVERTISING VALUE



RADIO ADVERTISING VALUE

\$9k +

OVER 380,000 LISTENERS, 405 SPOTS

TV ADVERTISING VALUE

\$13.9k

OVER 1.2 MILLION VIEWERS, 1.3K SPOTS



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

Editorial featured across:

CountryNEWS **THE Telegraph**

103.9
Seymour FM

The WEEKLY TIMES

PRIME7

7flix

7mate

7TWO

hit96.9
Seymour FM

TRIPLE 95.3
GOULBURN VALLEY



Partnerships at a glance

There are several partnership opportunities available for the Seymour Alternative Farming Expo in 2022, 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 2022t				
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 2022
- 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





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

Jamie Gilbert
P: 03 5820 3184
M: 0419 522 844
E: jamie.gilbert@pulsehub.com.au

Connect with us!



seymourexpo.com.au