



Penrith AH & I Society Ltd

2026

SPONSORSHIP PROPOSAL



www.clubpacewaypenrith.com/penrithshow



02 4721 2375



penrithshow@clubpaceway.com



Penrith District AH & I Society

We have a long tradition of supporting the community through many activities, one of which is the running of the Annual Penrith Show.

The Penrith Show provides an opportunity for the young people of our community to grow and develop their skills through the many different competitions such as School Agriculture, School Subjects and the Young Woman Competition.

Our Mission Statement

We are committed to creating a respectful and vibrant organisation through the delivery of quality services that encourage and promote engagement and participation.

Our Core Values

TRUSTWORTHY – Make ethical and honest decisions for the benefit of the society and members.

RESPECTFUL – We are respectful and considerate in our dealing with staff, members, guests, participants and the community.

COMMITTED – We will provide quality outcomes for our community in everything we do.

PROGRESSIVE – We will be progressive to ensure we are sustainable while keeping true to our history and traditions



A Message from the CEO – Partner with us for 181 Years of Community Connection

As we prepare for the 2026 Penrith Annual Show, I invite you to be part of a tradition that has now spanned 181 years – a remarkable milestone that continues to reflect the strength, resilience, and spirit of our community.

The Penrith Show is more than just an event. It is a place where generations gather, where our region's agricultural roots are proudly showcased, and where local talent, creativity, and community pride take centre stage. From competitions and exhibits to entertainment, education, and family experiences, the Show continues to evolve while honouring the legacy it was built on.

None of this happens without the support of our sponsors.

As a volunteer-led Society, sponsorship is essential in allowing us to deliver a safe, inclusive, and high-quality event each year. It supports vital areas such as infrastructure, entertainment, prize programs, youth engagement, and the many behind-the-scenes services that bring the Show to life.

In return, we offer our partners meaningful community connection, strong brand visibility across multiple platforms, and the opportunity to engage with a broad and loyal audience. Whether you are a local business or a larger organisation, our sponsorship opportunities are flexible, accessible, and designed to create genuine value.

If you're looking to give back, grow your brand, or be part of something deeply embedded in the fabric of our region, I warmly invite you to join us as a partner for the 2026 Penrith Annual Show.

With gratitude and anticipation

T. Greentree

Tash Greentree
Penrith A H & I Society Chief Executive



Penrith Show Sponsorship 2026

Class of Sponsor	Platinum \$10,000	Supreme \$5,000	Champion \$2,500	Blue \$1,000	Red \$ 500	White \$ 200
Entitlements						
Complimentary Penrith Show Passes	15	10	5	2	1	
Webpage advertising w/logo & link	✓	✓	✓			
Name on Web Page with link				✓	✓	✓
PA Announcements 15 Sec Ad	16	8	4	2		
Schedule Full Page Add	✓	✓				
Schedule Half Page Add			✓			
Schedule Quarter Page Add				✓		
Schedule Eighth Page Add					✓	
Name in Schedule as Sponsor	✓	✓	✓	✓	✓	✓
Naming Rights to ONE Major Event	✓	✓	✓			
Naming Rights to ONE Other Event				✓		
Naming Rights for ONE Class	✓	✓			✓	✓
Site at the Show 6mt x 3mts	✓					
Site at the Show 3mt x 3mts		✓	✓			
Display Signage at Show	✓	✓	✓	✓	✓	✓
Social Media Acknowledgements	✓	✓	✓	✓	✓	✓

Schedule Advertising - Schedules are distributed at the gates during show weekend, printed in full colour at A5 booklet size.

Naming Rights to ONE Major Event – eg: School Ag - Fireworks – Performance Stage – Horse Events - Saturday Night Band - Woodchop - Talent Quest etc

Naming Rights to ONE Other Event – eg: Hawkesbury Working Dogs – Cowgirls with Wings – Animal Nursery – Woodchop – Roving entertainers etc.

Naming Rights for Competition Class – You will have naming rights for one Competition Class.

Display Signage at Show - Banners provided by you can be displayed around the showground during show weekend..

Print & Social Media Acknowledgements – We will advertise your business on our social media, inhouse TV advertising, our What's On guide booklet for Club Paceway. Our reach is substantial, with our diverse social media following, across the Club Paceway, Penrith Showground, Penrith Paceway Markets, Racing at Penrith Paceway & Penrith Show Socials (combined followers 19,082 and unique monthly visitors to our website average 2,900)

Partner Sponsor is available, where a Business supplies Goods or Services Valued at \$1,500, or more. The Penrith Show Committee must approve partner sponsors and their entitlements.

These packages are only a guideline and we can tailor package to suit.

All prices included in this schedule are exclusive of GST.



PLATINUM – Official/Major Sponsor of Penrith Show

Cost \$10,000

- ▶ Naming rights on promotional material Eg. The 2026 Penrith Show proudly brought to you by 'Your Business Name'.
- ▶ Primary Stage Naming Rights, includes MC recognition of sponsorship throughout event.
- ▶ Platinum Sponsor recognition of your business included in the 2026 Penrith Show promotional material, digital marketing, social media and website.
- ▶ Public acknowledgement of your business as the Platinum Sponsor at the 2026 Centre Ring Official Opening & Grand Parade.
- ▶ Invitation for two (2) to attend as a VIP the Official Opening & Grand Parade at the 2026 Penrith Show.
- ▶ One (1) complimentary double business stall space at the 2026 Penrith Show site size 6m x 3m.
- ▶ Sixteen (16) public address announcements across 2026 Penrith Show
- ▶ Fifteen (15) complimentary entry passes to the 2026 Penrith Show.
- ▶ Full page advertisement in our 2026 Penrith Show Schedule
- ▶ Webpage advertising with logo and back link to your website.
- ▶ Name in Schedule as a sponsor.
- ▶ Naming rights to ONE Major Event – eg: School Ag - Fireworks – Performance Stage – Horse Events - Saturday Night Band - Woodchop - Talent Quest etc
- ▶ Naming Rights to ONE Competition Class
- ▶ Ability to show your business signage at the 2026 Penrith Show over show weekend.
- ▶ Social Media acknowledgements across all our socials.

SUPREME

Cost \$5,000

- ▶ Supreme Sponsor recognition of your business included in the 2026 Penrith Show promotional material, digital marketing, social media and website.
- ▶ Public acknowledgement of your business as a Supreme Sponsor at the 2026 Centre Ring Official Opening & Grand Parade.
- ▶ Invitation for two (2) to attend as a VIP the Official Opening & Grand Parade at the 2026 Penrith Show.
- ▶ One (1) complimentary business stall space at the 2026 Penrith Show site size 3m x 3m.
- ▶ Eight (8) public address announcements across 2026 Penrith Show
- ▶ Ten (10) complimentary entry passes to the 2026 Penrith Show.
- ▶ Full page advertisement in our 2026 Penrith Show Schedule
- ▶ Webpage advertising with logo and back link to your website.
- ▶ Name in Schedule as a sponsor.
- ▶ Naming rights to ONE Major Event – eg: School Ag - Fireworks – Performance Stage – Horse Events - Saturday Night Band - Woodchop - Talent Quest etc
- ▶ Naming Rights to ONE Competition Class
- ▶ Ability to show your business signage at the 2026 Penrith Show over show weekend.
- ▶ Social Media acknowledgements across all our socials.



CHAMPION

Cost \$2,500

- ▶ Champion Sponsor recognition of your business included in the 2026 Penrith Show promotional material, digital marketing, social media and website.
- ▶ Public acknowledgement of your business as a Sponsor at the 2026 Centre Ring Official Opening & Grand Parade.
- ▶ Invitation for two (2) to attend as a VIP the Official Opening & Grand Parade at the 2026 Penrith Show.
- ▶ One (1) complimentary business stall space at the 2026 Penrith Show site size 3m x 3m.
- ▶ Four (4) public address announcements across 2026 Penrith Show
- ▶ Five (5) complimentary entry passes to the 2026 Penrith Show.
- ▶ Half page advertisement in our 2026 Penrith Show Schedule
- ▶ Webpage advertising with logo and back link to your website
- ▶ Name in Schedule as a sponsor.
- ▶ Naming rights to ONE Major Event – eg: School Ag - Fireworks – Performance Stage – Horse Events - Saturday Night Band - Woodchop - Talent Quest etc
- ▶ Ability to show your business signage at the 2026 Penrith Show over show weekend.
- ▶ Social Media acknowledgements across all our socials.

BLUE

Cost \$1,000

- ▶ Two (2) public address announcements across 2026 Penrith Show
- ▶ Two (2) complimentary entry passes to the 2026 Penrith Show.
- ▶ Quarter page advertisement in our 2026 Penrith Show Schedule
- ▶ Business name on our website and back link to your business website
- ▶ Name in Schedule as a sponsor.
- ▶ Naming rights to ONE Other Event – eg: Hawkesbury Working Dogs – Cowgirls with Wings – Animal Nursery – Woodchop – Roving entertainers etc.
- ▶ Ability to show your business signage at the 2026 Penrith Show over show weekend.
- ▶ Social Media acknowledgements across all our socials.

RED

Cost \$500

- ▶ One (1) complimentary entry pass to the 2026 Penrith Show.
- ▶ 1/8th page advertisement in our 2026 Penrith Show Schedule
- ▶ Business name on our website and back link to your business website
- ▶ Name in Schedule as a sponsor.
- ▶ Naming Rights for ONE (1) Competition Class
- ▶ Ability to show your business signage at the 2026 Penrith Show over show weekend.
- ▶ Social Media acknowledgements across all our socials.



WHITE

Cost \$200

- ▶ Business name on our website and back link to your business website
- ▶ Name in Schedule as a sponsor.
- ▶ Naming Rights for ONE (1) Competition Class
- ▶ Ability to show your business signage at the 2026 Penrith Show over show weekend.
- ▶ Social Media acknowledgements across all our socials.

We appreciate and thank you for your time and consideration of our sponsorship proposal.

Should you wish to discuss the matter further please do not hesitate to contact me on 02 4721 2375 or via email penrithshow@clubpaceway.com

The Penrith Show Team

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Chief Executive
Tash Greentree