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# 86<sup>TH</sup> ANNUAL RYLSTONE-KANDOS SHOW

2025 SPONSORSHIP  
PROSPECTUS





# THE RYLSTONE-KANDOS REGION

A dirt road winds through a misty forest of tall trees. The scene is hazy and atmospheric, with sunlight filtering through the branches. The road is unpaved and leads into the distance, flanked by dense foliage and large trees.

# LIFE IS IN THE DETOUR.

Situated a short three-hour drive from Sydney, the Rylstone-Kandos region sits just west of the Blue Mountains and combines breathtaking scenery with a rich cultural heritage, thriving agriculture industry and impressive food and wine scene.

Next door to popular and better-known destinations of Mudgee, Lithgow and Bathurst, the Rylstone-Kandos region is the gateway to the World Heritage Listed Wollemi National Park and the Capertee Valley.

With its unique blend of productive primary industry, food and wine, arts and crafts and industry, the Rylstone-Kandos region enjoys a strong and vibrant community and is fast emerging as the place to be in regional New South Wales.



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# RYLSTONE-KANDOS SHOW

**FEBRUARY 2025**

The Rylstone-Kandos Show is a highlight on the New South Wales agricultural show calendar.

Held at the picturesque Rylstone Showground, a natural amphitheater on the banks of the Cudgegong River, the Show is an opportunity for the community to meet, enjoy and celebrate the excellent agricultural produce, talent, animal husbandry, cooking, crafts, and artistry skills that underpin the emerging & thriving Rylstone-Kandos community.

# BULL-A-RAMA

**APRIL 2025**

Bull-a-rama continues to be a major drawcard to the Rylstone-Kandos townships and a highlight on the regional event calendar; high energy and high excitement.

Also held at the picturesque showground, the natural amphitheater transforms into a cauldron of Man v Bull.

With great attendance the event provides an outstanding opportunity to promote your business and support the Rylstone-Kandos communities.

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## 2025 PROGRAM HIGHLIGHTS

The 2025 Rylstone-Kandos Show Program will see a combination of classic agricultural show favourites and exciting new items to delight showgoers, including:

### WOODCHOPPING

The woodchopping is one of the Show's most popular events, attracting the state's best woodchoppers who battle it out as they look to qualify for the Sydney Royal Easter Show.

### FIREWORKS

With fireworks supplied by Howard & Sons, the fireworks display is a showstopper. Testing different pyrotechnic techniques in preparation for their Sydney New Years' Eve fireworks, the display always far exceeds expectations.

### LOCAL PRODUCE

The region's delicious food and wine will be on offer across the showground, both as part of various produce classes and competitions, and as stalls for showgoers to visit, try and buy.



## **SPONSORSHIP PACKAGES**

The 2025 Rylstone Kandos Show presents an unrivalled opportunity for your organisation to partner with one of the most unique, spirited and genuine agricultural shows in New South Wales.



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# PLATINUM

## SPONSORSHIP - \$10,000

(EX. GST)

- ✓ Exclusive naming rights to the Rylstone-Kandos Show or Bull-A-Rama 2025 (max two partners).
- ✓ Prominent displays and signage in key areas throughout the show.
- ✓ Speaking and presentation opportunities catered to your business objectives.
- ✓ Full page advertisement in program.
- ✓ Full page message from your organisation in program.
- ✓ Prominent website presence.
- ✓ Regular recognition across all show promotional content (social & printed media, radio, PA announcements).
- ✓ Dedicated social media posts promoting your organization.
- ✓ Opportunity to letterbox drop the community announcing your sponsorship.
- ✓ Option to host a trade stall at the show.
- ✓ Opportunity to leverage sponsorship for give-aways.
- ✓ 10 x Complimentary Tickets





## GOLD

### SPONSORSHIP - \$5,000

(EX. GST)

- ✓ Recognition as Gold Sponsor at the 2025 Rylstone-Kandos Show or Bull-A-Rama
- ✓ Displays and signage in key areas throughout the show.
- ✓ Presentation opportunity catered to your business objectives.
- ✓ Half page advertisement in program.
- ✓ Prominent website presence.
- ✓ Regular recognition across all show promotional content (social & printed media, radio, PA announcements).
- ✓ Complimentary Tickets.
- ✓ Support to promote your involvement with your customers and suppliers.
- ✓ Option to host a trade stall at the show.







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# SILVER

## SPONSORSHIP - \$2,500

(EX. GST)

- ✓ Recognition as Silver Sponsor at the 2025 Rylstone-Kandos Show or Bull-A-Rama
- ✓ Signage in key areas throughout the show.
- ✓ Website presence and recognition in show program.
- ✓ Recognition throughout show promotional content.
- ✓ Recognition in show socials.
- ✓ Complimentary Tickets.
- ✓ Support to promote your involvement with your customers and suppliers.
- ✓ Option to host a trade stall at the show.





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## BRONZE

**SPONSORSHIP - \$1,000** (EX. GST)

- ✓ Recognition as Bronze Sponsor at the 2025 Rylstone-Kandos Show.
- ✓ Listing and logo in the official show program.
- ✓ Option to align sponsorship with a specific show class or specific show event.
- ✓ Listing on the new show website and show socials.
- ✓ Complimentary tickets.
- ✓ Support to promote your involvement with your customers and suppliers.
- ✓ Option to host a trade stall at the show.



## RYLSTONE-KANDOS SHOW SPONSORSHIP

# SUMMARY OF BENEFITS

	Platinum	Gold	Silver	Bronze
Naming Rights (Show, Show Class, or Event)	Entire Show	Event or Show class	Event or Show class	Specific Event
Promotional Displays and Signage throughout event	♥	♥	♥	
Speaking and/or Presentation Opportunities	Both	Presentation		
Print & Digital Show Program Advertisement	Full Page	Half Page		
Print & Digital Show Program Message	Full Page	Half Page		
Print & Digital Show Listing in Program	♥	♥	♥	♥
Website presence & click through to your website	♥	♥	♥	♥
Promotion via social media channels	Dedicated	Dedicated	Collective	Collective
Promotion via on-the-day announcements	♥	♥		
Complimentary Tickets	10	8	6	4
Complimentary Trade Stall	♥	♥	♥	♥
Support to promote your involvement	♥	♥	♥	♥

# THANK YOU

Formed in 1937, the Rylstone-Kandos Show Society is a not-for-profit, member-based organisation formed to promote the sustainable development of the Rylstone-Kandos community and celebrate the excellence in the region.

## CONTACT:

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Image credits throughout this prospectus to Bernadette J Edwards Photography, TPH Rural Marketing, and Rylstone Kandos Historical Society.

