



QUEENSLAND RURAL AMBASSADOR AWARDS SPONSORSHIP PROSPECTUS

PARTNER WITH QUEENSLAND'S PREMIER PROGRAMME FOR FUTURE RURAL LEADERS



You can sponsor Queensland's preeminent rural award

The Queensland Rural Ambassador Awards is the preeminent rural and agricultural leadership program for young men and women aged between 20 and 30. Run by Queensland Ag Shows since 2003, the Queensland Rural Ambassador Awards allows young people to promote Queensland, agriculture, rural communities and show societies, while providing an avenue for organisations like yours and ours to recognise, celebrate and develop future leaders.



Reach every region in Queensland

Finalists in the annual Queensland Rural Ambassador Awards represent every region in Queensland. The selection process requires entrants to have won a local competition followed by their regional competition (known as a sub-chamber) in order to qualify for the state program. Throughout each phase of the competition, there is ample publicity and exposure ensuring program sponsors are recognised regularly, locally, regionally and nationally.



Invest in the next generation of leaders

Entrants participate in a program that is designed to help them grow, network, develop their skills and hone their ambitions, giving them the confidence to return to their communities and industries and assume leadership positions. One attribute the finalists have in common is an enduring commitment to and involvement in their communities. Most have grown up with ag shows in their blood and are significant contributors to their local shows.

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Access a rich alumni of past entrants

Alumni over the last two decades have made significant contributions in agriculture, rural industries, community, and the show movement. While entrants represent a vast array of careers, skills, industries, towns and regions, they share a common attribute of ambition and commitment to community. Today, over 160 alumni of this program are key decision makers in their sectors, fields and communities as leaders and contributors.



Support 11 winners from 11 regions

The Queensland Rural Ambassador Awards bring together 11 sub-chambers and finalists annually who represent eleven regions across the state (Burnett, Central Highlands, Central North West, Central Queensland, Darling Downs, Near North Coast, North Queensland, South Burnett, South East Queensland, South West Queensland, and West Moreton & Brisbane Valley) for an unforgettable and formative experience at the Ekka (aka Royal Queensland Show).



Partner in a life-changing program

Over four days at the Royal Queensland Show, the 11 Queensland Rural Ambassador Awards finalists enjoy tours of Agforce, an abattoir, Ekka behind-the-scenes, and a dairy camel operation; dine with dignitaries and leaders from parliament, industry and the council of the royal show; meet with media and sponsors, and speak in the main ring in front of tens of thousands of people. The winner then competes in the National Rural Ambassador final.

Year round	May – June	August
Local shows appoint a local Rural Ambassador for 12 months	11 regions host regional [sub-chamber] competitions	Queensland Rural Ambassador Awards 11 sub-chamber winners

ANNUAL SPONSORSHIP OPPORTUNITIES FOR THE QUEENSLAND RURAL AMBASSADOR AWARDS

Level	Platinum \$7000 and above	Gold \$5000 – \$6999	Silver \$2000 – \$4999	Bronze \$1000 – \$1999	Supporter up to \$999
Packages available	1	3	6	8	Unlimited
Naming rights of Awards dinner	✓	✗	✗	✗	✗
Naming right to a prize e.g. Winners Bursary, South Australian Exchange, Voice Coaching	✓	✓	✗	✗	✗
Program Day Naming Right (Sponsor a day of State Final program)	✓	✓	✗	✗	✗
Address the entrants either at a function, workshop or conduct tour of facility, depending on location and timetable of state final	✓	✓	✓	✗	✗
Event tickets (Sponsors function and Awards dinner)	✓ 4 x awards 4 x sponsors	✓ 4 x awards 4 x sponsors	✓ 2 x awards 2 x sponsors	✗	✗
Logo on media wall	✓ Primary position alongside Qld Rural Ambassador Logo	✓	✓	✓	✗
Promotion through Queensland Ag Shows and Queensland Rural Ambassador Awards digital media channels	✓ 10+ Can include a monthly market report or cross promotion of sponsors of events, initiatives	✓ 6+	✓ 4+	✓ 2+	✓ 2+
Event slideshow	✓	✓	✓	✓	✓
Promotional material in event info packs to finalists	✓	✓	✓	✓	✓
Logo in Awards dinner booklet	✓	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓	✓
Logo in Information pack to all Queensland Ag Shows	✓	✓	✓	✓	✓
General marketing inclusion	✓	✓	✓	✓	✓



Queensland Ag Shows

Partner with the Queensland Rural Ambassador Awards in 2022

Confirm your interest with co-ordinators by the end of March 2022 to make the most of publicity and engagement throughout the sub-chamber competition phase, ahead of the state final at the Ekka.

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Queensland Ag Shows

GETTING THE MOST OUT OF YOUR PARTNERSHIP

Over the years, partners in the Queensland Rural Ambassador Awards have successfully activated their sponsorship through:

- Conducting tours of sponsors facilities
- Offering memberships to entrants
- Speaking at our events to entrants
- Presenting on panels to entrants
- Leveraging our social media channels
- Cross promoting their own competitions
- Attending our functions to meet entrants
- Creating content on their involvement

Queensland Chamber of Agricultural Societies Inc is open to all of these activities and more to ensure this partnership provides an excellent return on investment for your organisation.



MEET SOME OF THE 162 QUEENSLAND RURAL AMBASSADOR AWARDS ALUMNI

This competition celebrates the vast array of careers, skills, passions, interests that contribute to communities. Our entrants are:



Teachers



Business owners



Bankers



Veterinarians



Reporters



Consultants



Scientists



Nurses



Farmers



Producers



Growers



Pharmacists



Lawyers



Agtech entrepreneurs



Advocates

By sponsoring, you're shaping leaders across the length and breadth of Queensland, and in a wide range of careers and industries.



Owen Daley
Cairns Show Society | North Queensland Sub-chamber Ambassador

- Dairy Farmer • Cattle Exhibitor

"The opportunity to meet and connect with other young leaders in the agricultural community was an experience I couldn't pass up."

Melanie Groves
Longreach Show Society | Central and North West Sub-chamber Ambassador

- ABC Rural Reporter • Storyteller

"Having grown up on a farm and now working as a rural reporter, the passion of those who share their knowledge and support for growing our food and fibre is one worth championing."

Teri Sommerfield
Charleville Show Society | South West Sub-chamber Ambassador

- Beef Cattle Producer • Tourism Specialist

"I have a whole new level of self belief and confidence from the experience. I am incredibly grateful for the amount of belief and support put behind us every step of the way."

Brianna Hockey
Monto Show Society | Burnett Sub-chamber Ambassador

- Solicitor • Rural Young Professional

"I strongly believe in saying yes to opportunities and taking every chance to expand my networks. The reward always outweighs the risk."

Lawrence Sehmish-Lahey
Goondiwindi Show Society | Darling Downs Sub-chamber Ambassador

- Seedstock Specialist • Stud Cattle Steward

"The finalists I met in 2014 at The Ekka were genuinely inspiring people so I entered at my local show. I wanted to represent my home town and develop my networks through the Rural Ambassador program"

Angela Gee
Boonah Show Society | West Moreton and Brisbane Valley Sub-chamber Ambassador

- Head English Teacher • Equine Competitor

"As a Rural Ambassador I have been able to make connections which have allowed me to continue to support and promote our rural industries and shows across Queensland."

Jessamine Crawford
Emerald Show Society | Central Highlands Sub-chamber Ambassador

- Agribusiness Consultant • Emerald Show President

"I now have incredible mentors who have helped me develop both personally and professionally. It's priceless."

Kylie Hopkins
Rockhampton Show Society | Central Queensland Sub-chamber Ambassador

- Dairy Goat Advocate • Beef Producer

"I wanted to meet new people, learn new things and put myself outside of my comfort zone while being a strong advocate for the small dairy goat industry."

Justin Matthews
Nanango Show Society | South Burnett Sub-chamber Ambassador
National Rural Ambassador

- CSIRO • Show Announcer

"I want to educate everyone that the scope of opportunities in agriculture are limitless – beyond the postcard views of being a vet, dairy farmer or mustering cattle into the sunset."

Roisin Wilson (nee Dunne)
Beaudesert Show Society | SE Queensland Sub-chamber Ambassador

- Dance Teacher • Show Volunteer

"I did it to honour my late grandfather. He was a lifelong member of Beaudesert Show Society and was always so proud of his grandchildren being involved in the show movement."

Georgia Rodgers
Beaudesert Show Society | SE Queensland Sub-chamber Ambassador

- Agronomist • Show Volunteer

"The Rural Ambassador program has been a fantastic opportunity to improve my public speaking skills and develop my social and professional network."



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