



QUEENSLAND RURAL AMBASSADOR AWARDS SPONSORSHIP PROSPECTUS



WE INVITE YOU TO PARTNER WITH THE QUEENSLAND RURAL AMBASSADOR AWARDS

The Queensland Rural Ambassador Awards is a rural and agricultural leadership program for young people aged between 20 and 30. Queensland Ag Shows is very excited to celebrate the 20th Anniversary of the Queensland Rural Ambassador Awards in 2023. The Queensland Rural Ambassador Awards identifies and celebrates young rural leaders, providing professional development opportunities and exposure to new networks. This platform enables participants to become more involved with their local Agricultural Show, advocate for agriculture and represent rural communities, while providing an avenue for organisations like yours to recognise and connect with Queensland's future leaders.

Why partner?



Reach every region in Queensland

Finalists in the annual Queensland Rural Ambassador Awards represent every region in Queensland. The selection process requires participants to have won a local competition followed by their regional competition (known as a Sub Chamber) in order to qualify for the state program for an unforgettable and formative experience at the Royal Queensland Show ("the Ekka"). Throughout each phase of the competition, there is ample publicity and exposure ensuring program sponsors are recognised regularly, both locally and at a state level.



Build relationships with the next generation of agricultural leaders

Rural Ambassadors 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.



WE INVITE YOU TO PARTNER WITH THE QUEENSLAND RURAL AMBASSADOR AWARDS

Why partner?



Access a rich alumni of past participants

Alumni over the last two decades have made significant contributions in agriculture, rural industries, community, and the show movement. While Rural Ambassadors represent a vast array of careers, skills, industries, towns and regions, they share a common attribute of ambition and commitment to community. Today, over 170 alumni of this program are key decision makers in their sectors, fields and communities as leaders and contributors.



Partner in a life-changing program

Commencing on Ekka's most significant day, People's Day, the program is focused on creating ambassadors who have skills, knowledge, networks and confidence to return to their communities and industries and assume leadership positions. We achieve this through our diverse program over five days at the Ekka. Commencing with the Grand Parade, the program features dinners with dignitaries, Ag Tours, an immersive side show experience and professional development workshop, culminating in a once in a lifetime Ekka experience. The Queensland Rural Ambassador finalists are privileged to network with leaders from parliament, industry and the council of the RNA; meet with media and sponsors, and speak in the main ring in front of tens of thousands of Queenslanders. The winner of the Awards will then represent Queensland at the National Rural Ambassador Award final.

Year round

Local shows appoint a local Rural Ambassador for 12 months

September – June

Up to 11 regions host regional (Sub Chamber) competitions

August

Queensland Rural Ambassador Awards State Final for Sub Chamber representatives



ANNUAL SPONSORSHIP OPPORTUNITIES

Level	Awards Naming Rights* \$25,000 + GST	Gold \$5,000 + GST	Silver \$3,000 + GST	Bronze \$1,500 + GST	Supporter up to \$1,000 + GST
Packages available	1	5	6	10	Unlimited
Naming rights of Queensland Rural Ambassador Awards (eg “The ... Queensland Rural Ambassador Awards”)	✓	✗	✗	✗	✗
Naming rights of Awards Dinner (incl. acknowledgement during speeches and participate in the Awards announcement and presentation)	✓	✗	✗	✗	✗
Program Day Naming Right (Sponsor a day of State Final program: eg. People’s Day, Ag Industry Tours)	✗	✓	✗	✗	✗
Naming right to a Winner’s prize (Your choice of Winners Bursary, South Australian Exchange, Voice Coaching or other)	✓	✓	✓	✗	✗
Professional Development Naming Rights (“Finding your voice with Sally Prosser presented by ...”)	✓	✗	✗	✗	✗
Address the state finalists either at a function, workshop or conduct tour of facility, depending on location and timetable of state final	✓	✓	✓	✗	✗

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Level	Awards Naming Rights* \$25,000 + GST	Gold \$5,000 + GST	Silver \$3,000 + GST	Bronze \$1,500 + GST	Supporter up to \$1,000 + GST
Event tickets (Sponsors function and Awards dinner)	✓ 6 x awards 6 x sponsors	✓ 4 x awards 4 x sponsors	✓ 2 x awards 2 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 (eg monthly market report, events, initiatives, products)	✓10+	✓5+	✓3+	✓2+	✓2+
Logo featured in Awards collateral documents	✓	✓	✓	✓	✓
Full page feature in Awards Dinner booklet	✓	✗	✗	✗	✗
Half page feature in Awards Dinner booklet	✗	✓	✗	✗	✗
Logo on website	✓	✓	✓	✓	✓
Brand Presence at National Rural Ambassador Awards presented by Agricultural Shows of Australia	✓	✗	✗	✗	✗
Promotion and acknowledgement of Sponsorship at each sub chamber final by way of provision of a sponsored sub chamber prize	✓	✗	✗	✗	✗

*Minimum 3 year commitment for Awards Naming Rights Sponsor eg \$75,000.



Other partnership opportunities

We are motivated to build partnerships with likeminded business to explore mutually beneficial opportunities to grow our Awards and your business.

- Uniform Partner
- Hospitality Partner
- Travel Partner
- Social Media Content and Marketing Partner
- Radio Partner
- Print Media Partner

Next steps

For more information including discussion of in-kind collateral, or to confirm your partnership, please contact:

Brianna Hockey

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0409 491 657

Kerri Robertson

banaba@outlook.com
0407 651 022



GETTING THE MOST OUT OF YOUR PARTNERSHIP

Examples of how our partners have successfully activated their sponsorship:

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

We are driven to ensure your partnership provides an excellent return on investment for your organisation.





MEET SOME OF THE 172 QUEENSLAND RURAL AMBASSADOR AWARDS ALUMNI

This competition celebrates the vast array of careers, skills, passions, interests that contribute to communities. Queensland Rural Ambassadors are:

- | | | |
|-------------------------|----------------------|---------------------------------|
| Beef extension officers | Farmers | Medical administration managers |
| Business owners | Producers | Animal health experts |
| Bankers | Growers | Red Meat Ambassadors |
| Veterinarians | Pharmacists | Livestock transport operators |
| Reporters | Lawyers | Finance consultants |
| Consultants | Agtech entrepreneurs | Tradespersons |
| Scientists | Teachers | Parts interpreters |
| Nurses | Advocates | + many other careers |



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

- 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

- 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

- 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

- 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

- 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

- 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

- 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

- Dairy Goat Advocate • Beef Extension Officer

"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
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 | South East Queensland Sub Chamber

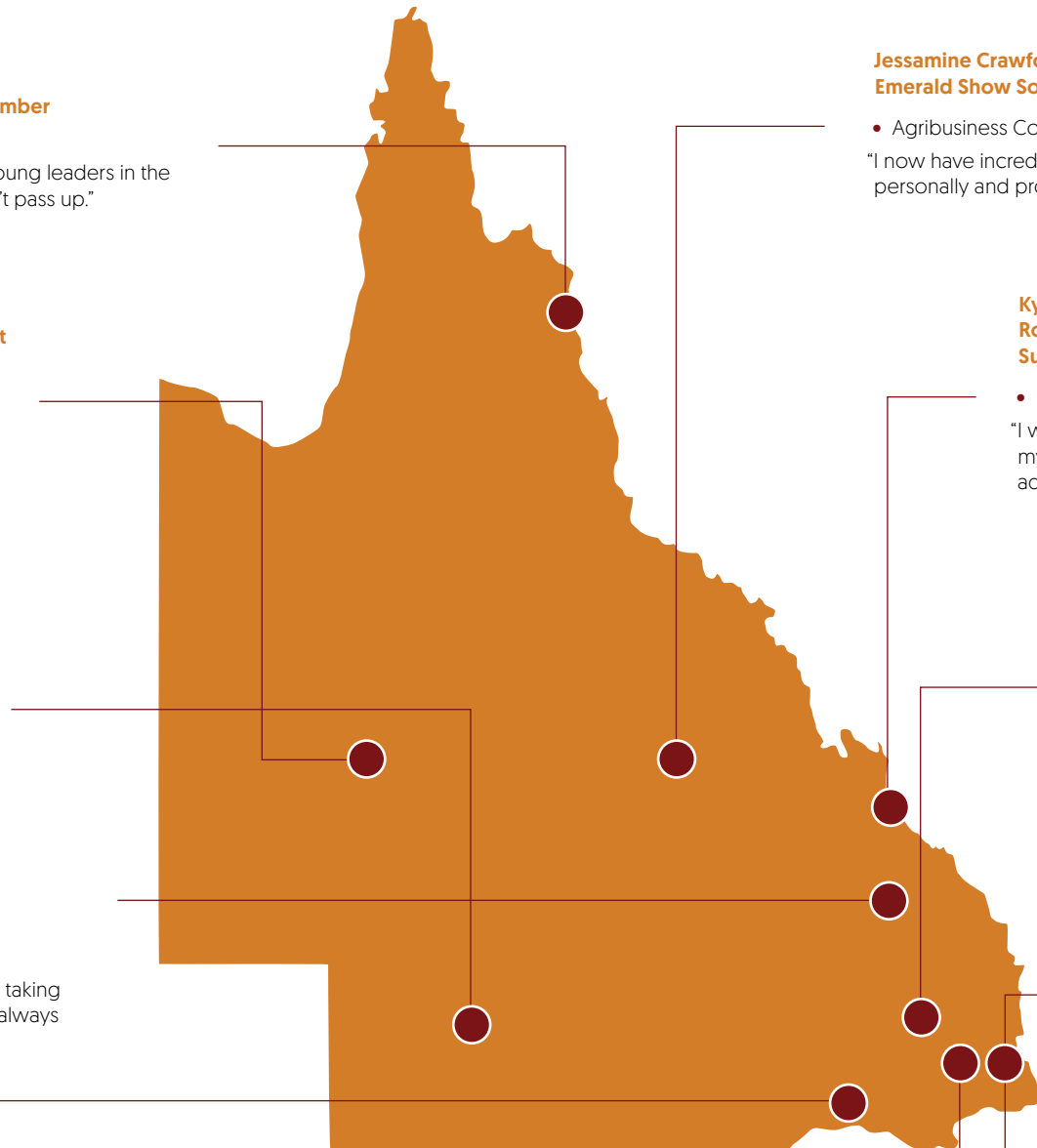
- Dance Teacher • Show Volunteer

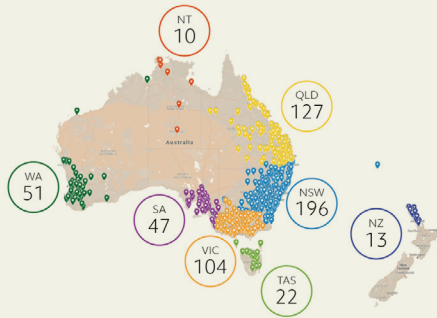
"I did it to honour my late grandfather. He was a lifelong member of Beaudesert Show Society and was always so proud of his grandchildren being involved in the show movement."

Georgia Rodgers
Beaudesert Show Society | South East Queensland Sub Chamber

- 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."





About Agricultural Shows

Agricultural Shows are significant in the history and future of Australian culture. Shows are the glue that holds rural communities together and one of very few activities which straddle all demographics. Shows provide outstanding education particularly for our young and new Australians. Shows touch and engage up to one-quarter of the entire population annually and provide a vital link between our city and country communities. Agricultural Shows are the curators of Australia's cultural legacy.

Agricultural Shows across Australia provide invaluable opportunities to promote agriculture to the wider public. With in-excess of 580 agricultural shows held each year, the combined economic value of these events is \$965m with the largest volunteer base in the country. Queensland Ag Shows runs a number of state wide agricultural competitions and leadership programs and has a vision for a strong and vibrant network of Agricultural Shows working together to engage, influence and promote the essential value of Australian agriculture.

About Queensland Ag Shows

Queensland Ag Shows is the State Affiliation body representing Queensland's 128 Agricultural Shows. Queensland Ag Shows purpose is to promote, protect, support and help develop the general interest of our affiliated members.

The Board of Queensland Ag Shows is made up of Directors from across the state of Queensland and each Director plays a vital role in the good governance and future of the state organisation, tasked with monitoring and making decisions about strategic direction for Queensland Ag Shows.

In addition, Directors chair a number of sub committees established to support the objects of Queensland Ag Shows, including; State Competitions, Group Scheme Insurance, Livestock and Biosecurity, Finance and Risk Management.

Queensland Ag Shows work closely with key stakeholders to deliver best practise and support to our members, this includes maintaining and continuing to develop the relationship with the Department of Infrastructure Planning and Local Government, Showmen's Guild of Australasia and the Queensland Ag Shows Next Generation Committee.

About the National ASA Rural Ambassador Award

The National Rural Ambassador Program underpins Agricultural Shows of Australia's [ASA] emphasis on promoting the essential value of agriculture. The Rural Ambassador Award is a National Competition that highlights and celebrates young people who have a genuine interest in rural and regional Australia and New Zealand. The Award aims to provide an opportunity for these young people to promote rural communities and industries, as well as to be involved in promoting the importance of agriculture and food production. The Award will identify and recognise the next generation of leaders who have a strong commitment to agricultural industries and an involvement and or a genuine interest for the Agricultural Show movement either at the Local, State or National level. The winners from each State come together for the National Finals at a State Royal Show each year. These dedicated individuals symbolise the rural spirit and represent the future of Australian Agriculture. Finalists are evaluated on various criteria and judged by a panel of agricultural, community and show movement leaders via a series of interviews. The winner is announced at a Gala Dinner at the host Royal Show each year.

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