



Home & Garden Show

Bowral



homeandgardenshow.com.au

9th and 10th September 2017
Bong Bong Racecourse Bowral NSW











2017 Sponsor Packages

The perfect way to interact with
your customers in a friendly
and relaxed atmosphere



We are excited to announce the return of the award-winning Home and Garden Show in 2017 and will once again be held in beautiful Bowral in the Southern Highlands region of NSW.... with a whole new look!

It will be a wonderful showcase of the very best in home and garden and will include:

-  the region's leading home and garden authorities in a free presentation series
-  get inspiration for your home – inside and out
-  fabulous garden displays by nurseries and specialist growers
-  'how to' workshops across three stages covering many home and garden issues
-  dedicated zones to make shopping easier
-  introducing a dog-lovers zone – everything for your furry friend
-  fun for adults and kids in the cooking classes
-  learn the interior designers' best kept secrets
-  kids can discover their green thumbs and have fun learning
-  see the latest in new technologies, trends and products for home and garden

plus so much more!



A beautiful opportunity awaits you!

The Home and Garden Show in Bowral will be a huge two day event like never before seen in the Southern Highlands or surrounding regions.

In 2016 we had over 4,000 visitors over the two days and we are anticipating even more in 2017. Many visitors will once again be hot prospects and have a strong interest in their home, their garden, dogs or want to find out about sustainability and saving time or money.

They will be attending to look for inspiration, learn the tips of the trade and purchase products that will help them to achieve their dream.

The event provides a unique and invaluable opportunity to showcase your products direct to an audience who are committed to spending money on themselves and their homes. Here is a snapshot of who they are:

- 🦋 Passionate about improving their home and garden
- 🦋 Aged 25-65 years , AB Socio-demographic, predominately families and couples
- 🦋 90% own their own home or are long term renters in regional NSW
- 🦋 Planning to renovate, extend or landscape in the next 12 months
- 🦋 Interested in the latest trends and products for their home, garden, family and lifestyle
- 🦋 Looking for inspiration and to discover new ideas and tips for their home and garden
- 🦋 Visitors in project mode in the next 12 months – 78.9% are renovating, 73.2% are decorating and 82.4% are landscaping.

Our 2016 sponsors included















Become a part of this unique experience!

We are currently offering exclusive and limited sponsorship opportunities for this unique event to home and garden-related companies and consultancies like yours. There are three packages or we can tailor a package that suits your needs.

Package One – Ultimate Sponsor

\$10,000 incl GST

-  your logo featured prominently on all advertising, brochures, signage, website – generally anything that is promoting Home and Garden Show both prior and during the event
-  link to your website on the dedicated H&G Show site, including the programme of events, online map of exhibitors and wherever your logo is seen during our online promotion
-  promotion via our social media campaign with links to your site or Facebook, etc
-  a large undercover powered display area at the event – this will depend on what you require but can be up to 6 x 3m area
-  conduct your own demonstrations or discussions to inform and promote your products – all promoted online and included in the schedule of events given to all visitors
-  option to include promotional material / special offer in 2000+ samples bags
-  up to three live interviews during the two days with the H&G Show MC – another reminder to all visitors of your involvement
-  inclusion in all advertising promoting the event. This may include photos of your product being featured in the possible television and magazine advertising
-  editorial promotion in the monthly newsletter prior to the event plus a dedicated email announcing your sponsorship to the H&G Show database
-  twenty free tickets for you to give to your customers or use as a giveaway to promote your attendance at the Show



Package Two – Gold Sponsor

\$5,500 incl GST



your logo featured on all advertising, signage, website – generally anything that is promoting Bowral Home and Garden Show



link to your website on the dedicated H&G Show site, including the programme of events, online map of exhibitors and wherever your logo is seen during our online promotion



promotion via our social media campaign with links to your site or Facebook, etc



a medium display area at the event – this will depend on what you require but can be up to 6 x 3m area



conduct your own demonstrations or discussions to inform and promote your products – all promoted online and included in the handout given to all visitors



one live interview during the two days with the H&G Show MC – another reminder to all visitors of your involvement



option to include promotional material / special offer in 2000+ samples bags



logo inclusion in all advertising promoting the event



editorial promotion in the monthly newsletter prior to the event



Ten free tickets for you to give to your customers or use as a giveaway to promote your attendance at the Show



Package Three – Silver Sponsor

\$2,200 incl GST



your logo featured on the dedicated H&G Show website and selected signage



link to your website on the dedicated H&G Show site, including the online programme of events and online map of exhibitors.



promotion via our social media campaign



a small display area at the event – this will depend on what you require but can be up to 3 x 3m area



logo inclusion in selected advertising promoting the event



option to include promotional material / special offer in 2000+ samples bags



Four free tickets to the H&G Show

Media and Marketing

We will be promoting the event through all forms of traditional media including radio, television and print. This will be in addition to direct mail and letterbox drops within selected markets. Our footprint will be the Southern Highlands, Illawarra, South Coast, Canberra, the M5 corridor and surrounding regions.

An intensive online media campaign has already commenced including Facebook, Twitter, Instagram and Pinterest. Updates are being regularly posted and promoted.

As a sponsor, you will be encouraged to participate in these campaigns wherever possible. We will produce an email flyer that you could send to your database letting your customers know you will be attending the Show. We will also produce a small banner advert that you could add to your own website, again promoting your attendance and support of the event.

Upon confirming your sponsorship we will commence posting updates to our followers and this may include images of new products, developments or news you may wish to share.

This will be all part of your sponsorship package.

Exhibitor Packages

If sponsorship does not fit your needs, we also have three value-for-money exhibitor packages – whether you are looking for something impressive to wow visitors or have all your own display equipment, we have a package to suit your needs – or we can tailor something just for you.

Further Assistance

As a sponsor you will have a dedicated contact person throughout the event in case of any questions or need of assistance. Their contact details will be included in your sponsor kit.

For further information contact Elizabeth Newham Nichols on (02) 4861 7100, mobile 0414 566 419 or email elizabeth@homeandgardenshow.com.au or visit www.homeandgardenshow.com.au

We look forward to welcoming you to the Home and Garden family.

