



Sponsorship Programme



Best by Nature - Our People

A&P SHOW GISBORNE 2011
OCTOBER 14-15



Established in 1875....

...before the Borough of Gisborne or the Cook County Council, the Poverty Bay Agricultural & Pastoral Association is one of the oldest organisations surviving in our district today. This is due in no small measure to the voluntary input of its founders and subsequent committees involved since the establishment not far from its present home in a field behind Steggall's hotel on the road to Ormond (SH2), 136 years ago.

After moving from there to Waerenga-a-hika, to Patutahi, to the Makaraka race course and then to the Park Racecourse in 1930, the generosity of the Show's first Patron, Henry J Tucker, in donating over 36 acres of his land to the Association, enabled the Show to move to its present one hundred acre site now so widely recognised as Showgrounds Park.

Ever since, that generosity has been the catalyst for the ongoing support of a large number of sponsors in cash, or in kind as the days of "donations" are over! Built on its success from 2005 and recognising that today sponsors need "value for money," the Association now presents its 2011 – 2013 Sponsorship Programme that does enable our sponsors to gain maximum exposure for their dollars contributed. 2011 signals the Show as an "icon event" in the middle of Rugby World Cup and as such is included in their website.

Our theme for the next three years, "Best by Nature" provides everyone – exhibitors, competitors, and our public – with opportunities to present all that is so notable about our Tairāwhiti District.

Our People, Our Produce, Our Places

We intend to celebrate our successes, our heroes and more importantly ensure that we show everyone the excellence that Gisborne has to offer. We can demonstrate this with the use in our branding of the rosette – so symbolic of A&P Shows.

The making of ribbon rosettes dates back to the 8th/9th century, where many examples have been found. A rosette is usually worn as a badge of distinction and can be defined as an award or decoration made in coloured ribbon to resemble the form of a rose or a rose shaped ornament on a wall.

The annual Poverty Bay Spring Show has been an iconic link for over 135 years between the district's primary agricultural and pastoral productive sector, the secondary industries within the city that responded to the demand for processing and subsequent export of produce, and the urban servicing base to both sectors. Aspects have changed as land use has changed. The Poverty Bay Association has survived the vagaries of climate and markets, by not only keeping pace with change, but in many instances, leading the way forward. This is why our trade exhibitor sections are hailed by those who exhibit nationwide as "the Best Show in the country!" Already, since Show 2010, dozens of first time exhibitors have applied to be amongst over 200 trade sites now available.

Consistent attendance over the two days in recent years – 22,000+ – equates to half of the city and district's population. This is what others have to say: - ***"The Gisborne Show is setting a benchmark as an A&P Show maintaining its traditional past while overcoming the problems of the present and is something of which all involved can be proud."***

Fenton Wilson - former chairman, Eastern Districts Council, Royal Agricultural Society of NZ



President's Message

"Thrilled to have such strong support from our sponsors and exhibitors through 2010 and at 2011 Supporter's Night. I'm looking forward to the same support in 2011 already exhibited this year by LeaderBrand's and F&D Briant's commitment to seeing Poynter's Trade Park relevelled and resown. They really are the "Best by Nature – our People".

A handwritten signature in blue ink, appearing to read "Geordie Witters". The signature is stylized and written over a white background.

Geordie Witters – President,
Poverty Bay Agricultural & Pastoral Association

Mission statement

- To pursue excellence in every activity undertaken
- To bring town and country together and deliver value to our members
- To promote the land and marine-based industries of Poverty Bay with a focus on education
- To respect and celebrate our heritage and tradition

Sponsorship opportunities

“Value for Money”

Generous sponsorship provided by businesses and trades within our community as well as from national organisations are a vital link in the Poverty Bay A&P Show’s chain of success. This is because each year this family event, the biggest in the District’s calendar, provides exceptional “value for money” promotional opportunities and brand exposure for them. Naming rights range from class awards and prizes through specific events and activities to the prominent featured areas throughout Showgrounds Park as outlined in the following overview:-



Poynter's Trade Park

Over three hectares of trade exhibits of interest to town and country from the latest tractors, utes and cars to home improvements, garden furniture, leisure equipment, chainsaws and mowers, kitset buildings and educational opportunities – and the traders in tinkers alley.

Sponsorship Opportunities

- Naming rights to the Park – prominent signage opportunities
- Naming rights to the centrally-sited Demonstration arena



Forestry Expo

Each year the Eastland Wood Council, the biggest employer in the District, coordinates an interesting and informative display for the public to visit where a wide variety of forestry service suppliers and associated agencies ensure it is a must-see venue.

Sponsorship Opportunities

- Competition prizes – e.g. guess the weight of logs on a truck, etc.



The Show Place Marquee

A collection of carefully selected high quality jewellery, clothing, luggage, craft and exclusive gift artisans that always present a range of their products not otherwise available in Gisborne. In its central location beneath the trees facing the main arena, it is always a drawcard for the ladies.

Sponsorship Opportunities

- Naming Rights to the Show Place Marquee – taken up by Martins Party Hire



The Trade & Home industries Hall

Home Industries are the grass roots tradition of every A&P Show – jams, sand saucers, photography, school art, embroidery, preserves, knitting, woodturning and a myriad of other homecraft and youth skills on display. The Trade section features over 40 domestic and commercial stands that always have new products, delicacies or services better suited to the indoor protection but high traffic volume of the 1200m² Farmers Air Showgrounds Event Centre incorporating the Coach Stop café.

Sponsorship Opportunities

- Naming Rights to Trade & Home Industries Hall – available
- The Coach Stop café entertainer e.g. Gordon Gregory’s electronic violin



The Event Centre Entertainment Stage

The More FM stage is the hub of the Show, provides local, and at times international artists the chance to perform for passers-by and those who just need some time-out with a coffee, a Real Fruit ice cream or a venison burger.

Sponsorship Opportunities

- Naming rights to the Stage – taken up by Mediaworks
- Individual musicians/artists – available



The Gums' Trade Park

To the south of the Farmers Air Event Centre, this trade display space between Henry Tucker Avenue and the busy pedestrian Graham Lane has become the favourite mainly for visiting "European" motor vehicle dealers, though the extra large sites do attract others with lots of appealing "outdoor" products to sell.

Sponsorship Opportunities

- Naming rights to the entire display area – available.



The Farmyard

One of the most popular sites at the Show, the Farmyard array of animals, birds, and fish, always attracts a constant stream of visitors of all ages – a wonderful educational opportunity for the kids to get up close with kune kune pigs, lambs and goats as well as the larger llama, alpaca, and miniature horses amongst the cats, dogs, rabbits and turtles.

Sponsorship Opportunities

- Naming Rights to the Farmyard Pavilion – taken up by *The Gisborne Herald*
- Food for the animals – available
- Sections of the Farmyard – available



The Shearing Pavilion

You have to be early on Saturday to view the intense and exciting competition in this historic building on the A & P Showgrounds. It attracts a litany of Golden Shears and other national title-holders in both shearing and wool handling from all over the North Island with speed shearing on Friday held outdoors.

Sponsorship Opportunities

- Naming rights to the Pavilion – taken up by *PGGWrightson Ltd*
- Naming rights to a number of championship classes – available
- Naming rights to each of the 4 stands – available



Sheep Pavilion

Times have changed since 90-odd pens were filled with all types of breeds vying for ribbons, but still the lifestylers' black and coloured sheep exhibits bring in the public to this historic building that is also now home to the industry-related businesses, the best stock of a number of breeders, and the Wicked Koffee Kafé.

Sponsorship Opportunities

- Naming Rights to the Pavilion – taken up by *PGGWrightson Ltd*
- Naming rights to the Wicked Koffee Kafé – *PGGWrightson Ltd*



The Lawson Field

Once the scene of judging cattle entries for the prestigious Meat & Wool Cup, this open area between the pavilions is now focused on the display of animal handling equipment and other rural-associated service businesses, as well as competition sites for the Young Farmers' Challenge.

Sponsorship Opportunities

- Naming Rights – taken up by *Ovation New Zealand Ltd*
- Naming rights to the Young Farmers Challenge - available



Wine & Food Pavilion

The first of the cattle pavilions to be converted now provides 30 stalls well sought after by the wine and food artisans from our district as well as those that travel in for a part of this very popular centre of the fruit of the vine accompanied by scrumptious delicacies, cool live music, and convivial company

Sponsorship Opportunities

- Naming rights to the Wine & Food Expo – taken up by *Corson Grain Ltd*
- Naming rights to the Entertainers' Stage – hosted by *Radio Hauraki* and *ZM*





Farming Futures Pavilion



A diverse programme of both informative and humorous entertainment – rural v. urban debates, town v. country cooking contests, celebrity speakers, the pet lamb and scarecrow competitions, the Steak of the Station contest etc. can be enjoyed by both the public as well as those who have rented one of a number of car boots that provide the key holders with a secure hospitality centre for their guests – with or without food and beverages supplied.

Sponsorship Opportunities

- Naming rights to Farming Futures – taken up by *Farmers Air*
- Entertainment Stage – hosted by *Newstalk ZB* and *Classic Hits Radio*, in the A&P Marquee – taken up by *Beef+Lamb NZ*
MC – sponsored by *Ballance Agri-Nutirents*
- Rural/Urban Debate – available
- Town v. Country Cook-Off – promoted by *Beef+Lamb NZ Ltd*
- Steak of the Station – presented by *Silver Fern Farms Ltd*
- Pet Lamb and Calf competition – sponsored by *Graham & Dobson Ltd*
- Scarecrow competition – sponsored by *Nolans*
- Devon Dairy - available



National Dancing Stage



There's no Show without national dancing – the sword dance, the Irish jig, and the sailor's hornpipe! The picturesque setting is nonetheless very prominent and an ideal location for signage that can be seen all over the grounds.

Sponsorship Opportunities

- Naming rights to the dance stage - available
- Travel costs of judge and piper - acknowledged on the site
- Class Prizes – available



The Play Pen



Free entertainment for the littlies and a place for frazzled parents to chill out alongside the Wine & Food pavilion while they watch BJ Bear, and Nigel Kennedy's Magic, or bounce in the castle, have their faces painted or ride the rides, in a safe spot – for free.

Sponsorship Opportunities

- The Tautliner stage – provided by *Muir and Bayliss Transport Ltd*
- Entertainers – available
- The Bouncy Castle – provided by *Mahons Amusements Ltd*
- Kreative Kidz Face painting – available
- Pedal-Go-Round – available



Chopping & Chainsawing Arena



Synonymous with A&P Shows long before the petrol engine was heard in the forests, this popular arena draws crowds of family and followers over the two days – chainsawing and forestry skills on Friday, the underhand and standing choppers and cross-cut sawing exponents from Hawke's Bay and other NI centres on Saturday.

Sponsorship Opportunities

- Naming rights to the chopping arena – available
- Naming of competition classes – includes *Fenns*, *Richardson's Sawmill*, and *The Tyre General* – others available



Tux Dog Trials Arena



"The best on the circuit" is how trialists that come to Gisborne from all over the North Island describe the Tux New Zealand Yarding Challenge course at the Poverty Bay Show. The sheep, the atmosphere and the way our competing "guests" are hosted in this restful setting also make it a must to visit.

Sponsorship Opportunities

- Dog trial arena (with banners) – taken up by *Nestlé Purina Tux*
- Judges Hut (visible signage) - available
- Prize list – partially covered by *Bay Waste Services*

Aerial view of the "Best by Nature"





The Gisborne Equestrian Centre covered Arena



Used throughout the year by Gisborne Riding for Disabled, the Gisborne Equestrian Centre's covered arena is ideal at Showtime for all Show Hunter riding classes on Thursday and Friday as well as the Gisborne Shepherd's Challenge Bullarama section on the Friday evening.

Sponsorship Opportunities

- Naming rights to the Arena – available
- Naming rights to the Shepherd's Challenge Bullarama – taken up by *Mokairau Hereford Stud*



The Main Arena



This focal point of the Poverty Bay A&P Show and what makes ours unique – the raised mound providing reserved parking for members overlooking all equestrian and entertainment presented over the three days of competition.

Sponsorship Opportunities

- Naming Rights to Arena – taken up by *Bayquip Agricultural*
- Naming Rights to Showjumping Arena 1 – taken up by *Farmers Transport Ltd*
- Naming Rights to Showjumping Arena 2 - available
- Naming of Showjumping Jumps – a number already taken up by *Aitkens Concrete, Fertco Ltd, Hain Herefords Shorthorns and Romneys, LeaderBrand Produce Ltd and The Gisborne Herald*



Show Entertainment



A significant cost of staging the Show is the wide range of entertainment and entertainers presented throughout Showgrounds Park. Prominent acknowledgement is available in many different sites as well as the roving entertainers that are always very popular with the crowds.

Sponsorship Opportunities

- The Gisborne Youth Concert Band – presented by *Weatherell Transport Ltd*
- The Shepherd's Challenge – taken up by *Eastland Group and Dominion Breweries Ltd*

- Hawke's Bay's Twin City Stompers Trad Jazz Band – available
- Main Arena feature acts – available
- Walkabout entertainers – available
- Kiwanis Train - currently sponsored by BDO



Other Activities



Other essential activities associated with the Show also provide promotional opportunities for sponsors:

St Johns Service – available
 Show Bus – a Free service currently partly sponsored by *Red Bus Co*
 Parking/Security Vests – currently sponsored by *Bay Trade Ltd*
 Police Suzuki Quad Bikes – currently sponsored by *Bayquip Agricultural*
 Security Honda Quad Bikes – currently sponsored by *Gisborne Honda Administration*
 Quad truck – currently sponsored by *Bayleys*
 Show Guide & Programme – currently sponsored by *Farmers Transport Ltd*
 Sponsors Mobile Billboard and People Movers – currently sponsored by *Martins Machinery Hire*

Sponsorship

To recognise the generosity of sponsors each year we have several categories at different monetary levels that enables us to clearly acknowledge the value of this input by everyone involved. We also offer value in these sponsorship packages which means you get to be involved not just for the two days of the Show in October but right throughout the year.

There are six levels of sponsorship at which you can enter our Programme; check out this summary table:

	\$10,000 STRATEGIC	\$5,000 PLATINUM	\$2,500 DIAMOND	\$1000 GOLD	\$500 SILVER	\$250 BRONZE
Naming Rights & Display Space	✓	✓	✓			
Membership & Reserved Carparks	5	4	3	2	2	1
Client passes	50	25	12	5		
2.6m Flexipoles	6	6	4	1per 5	1per 10	1per 10
Website Link	L	L	L	ack	ack	ack
Radio ads	50	30	20	10		
Printed Media	✓	✓	✓	✓	✓	✓
Hospitality Invites	5	4	3	2	2	1

Naming Rights & Display Space

There are opportunities to naming rights in a significant number of areas about the Show and acknowledgement thereafter on all promotional material.

Those available have been highlighted in the previous overview.

- Poynter's Trade Park
- Forestry Expo
- The Show Place
- Home Industries & Trades Hall
- "The Gums" Trade Park
- Farmyard
- Shearing Pavilion
- Sheep Pavilion
- Lawson Field
- Farming Futures
- Wine & Food Expo
- National Dancing Stage
- The Play Pen
- Tux Dog Trials
- Chopping & Chainsawing Arena
- Gisborne Equestrian Centre
- Show Jumping Arenas
- Main Arena
- Entertainment Stage
- Show Entertainment

Membership & Reserved carparks

These packages that can be used on both days of the Show, are for your use or distribution to your clients or staff. Each membership to which a sponsor is entitled includes one vehicle reserved park, 4 adult & 4 child admission tickets that can be used on either day.

Client Passes

These are complimentary one day adult passes for distribution to your clients or staff that can be used either day of the Show.

2.6m Flexipoles

We want to promote the involvement of your business at the Show so we offer you signage along J C Graham Lane (the Sponsors Lane). We take care of the hardware, you take care of the flag cost and we make sure it goes up on the day.

*Gold, Silver, Bronze Sponsors are promoted as a group on the flags and the flag cost is the Show's responsibility

Website Link

We want to assist in promoting your own business so we will put a direct link off our website to our Strategic, Platinum and Diamond sponsors to ensure traffic knows about your business, products and services.

*Gold, Silver, Bronze Sponsors will also be acknowledged on our website.

Radio Advertisement Tags

Our local radio stations Radio Network and Mediaworks are close allies of the Show each year and contribute to our promotional campaign. Studio produced and broadcast Show adverts will be aired in the 6 weeks leading up to the Show and your business will be included on the tags associated with each advertisement.

Printed Media

Printed Media is extensive and your "Full Name" acknowledgement will appear in/on the following:

- 1500 Show section schedules and 300 equestrian catalogues
- 11,000 Gisborne Herald Feature supplements
- 15,000 Show Guides distributed per Gisborne Herald and at Showgrounds Park
- Advertising opportunity in Gisborne Herald Show Feature (your care & cost)
- Mobile Sponsorship Trailer, parked prominently about town two weeks prior to the Show and at Showgrounds Park during the event
- Public Address announcements throughout the three days of the Show promoting your business, product or service

Hospitality invites

Each year in May we acknowledge the support of our sponsors, trade exhibitors, local businesses and organisations during the previous year. Our Supporters' Night is a hosted event to which we aim to encourage new sponsors as well as celebrating with our guests, the success of our Show.



2010 Sponsors

The Poverty Bay Agricultural & Pastoral Association Inc
is grateful to the following who joined their 2010 Sponsorship Programme

STRATEGIC PARTNERS

The Gisborne Herald

PGG Wrightson Ltd

PLATINUM SPONSORS

BayQuip Agricultural Ltd
Farmers Air Ltd
Ovation New Zealand Ltd.

Corson Grain Ltd
Farmers Transport Ltd

Downer EDI Works Ltd
Juken New Zealand Ltd
Turihaua Angus Stud

DIAMOND SPONSORS

Aitken's Concrete Ltd
Hain Herefords, Shorthorns & Romneys
Martins Event & Party Hire

Eastland Group
Larsen Sawmilling Ltd
Mokairau Hereford Stud

Eastland Veterinary Services
LeaderBrand Produce Ltd
Roberts & Harper Ltd

GOLD SPONSORS

Ballance Agri-Nutrients
BDO Gisborne Ltd.
Emerald Hotel
Fertco Ltd
Kaharau Angus Stud
Native Garden Nursery
Opou Station Trust
Radio Network ZGFM
Stihl Shop Clares

Bay Trade Supplies Ltd
Dawson Building Co Ltd
ESP Design
Gisborne Helicopters
Manawanui Station
Nestle Purina
Portside Hotel Gisborne
RadioWorks Gisborne
Sunworth
Weatherell Transport Ltd

Bay Waste Services
DB Judd Holdings
Farmlands Trading Society Ltd
Graham & Dobson Ltd
Martins Hiremaster
Nolans
Public Impressions Ltd
St Leger Stud
Totalspan

SILVER SPONSORS

Bayleys Realty
DB Breweries Ltd
Engine Rebuilders
Gisborne Honda Motorcycles
Heiniger NZ Ltd
Kirkpatrick Shearing
National Bank of NZ
Patrick Willock & Rod Chrisp
Rabobank Ltd
The Tyre General
Westpac

Beef+Lamb
Doug Herbison Memorial
Fred Tate Wools Ltd
Gisborne Wool Co Ltd
Hinenui Coopworths
Landcorp Farming Ltd
Norwood Farm Machinery
Printing House Ltd
Silver Fern Farms
Universal Beef Packers/G Candy

CGM Motorcycles
Emerre & Hathaway Insurances Ltd.
Fulton Hogan Ltd
Harveys First City Realty
Insight Unlimited Ltd
M.E.Jukes & Son Ltd
Nova Energy
Pultron Composites Ltd
Summit-Quinphos NZ Ltd
Vet-Ent Gisborne
Wilencote Hereford Stud

BRONZE SPONSORS

B J Moss Ltd
Chrisp & Davidson
D & L Smith Shearing Ltd
Elders
Gary Bates LMVD
Gisborne Scaffolding
Merial NZ Ltd
Red Bus Service
Torere Macadamias

Bruce McKay Electrical
Coastal Ground Spreaders Ltd.
East's Outdoor Work & Leisure
Fenns Furniture & Appliances
Genetic Technologies
Kaikino Sheep Genetics
Porter Hire
Richardson's Sawmill Ltd

Chainsaw & Mower Services
Cricklewood Station
E J Gordon Livestock
Fleming Shearing
Gisborne Resene Colourshop
Liquorland Gisborne
Real Fruit Ice Cream
Tangihau Station
Zeafruit

The PBA&PA is also indebted to Farmers Air for their generous annual contribution entitling them to Naming Rights to what is now the Farmers Air Showgrounds Park Event Centre

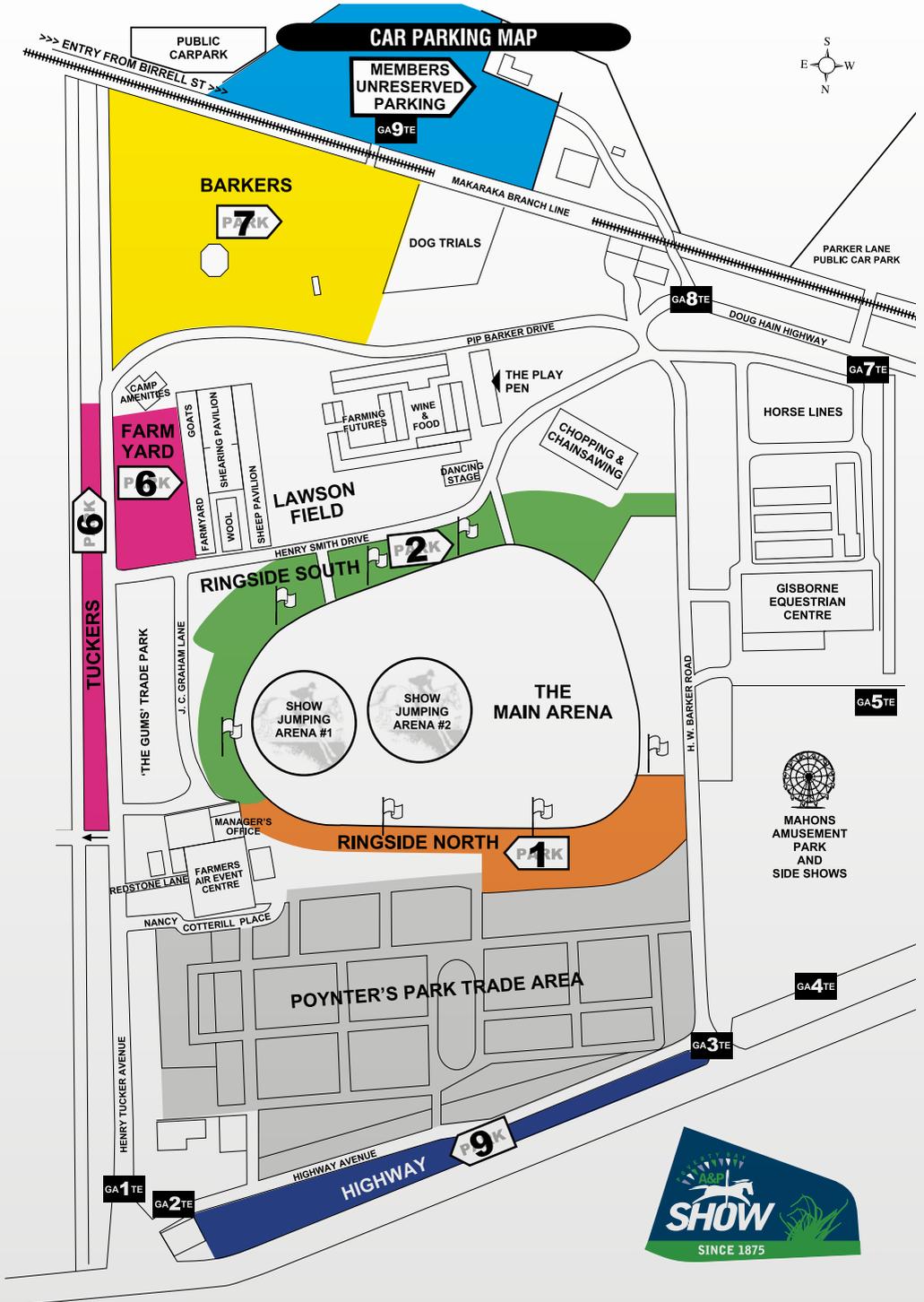
2010 SHOW FLOOD CRISIS TEAM

PBA&PA wishes to acknowledge the following providers and contractors who in a rapid undertaking, pumped out flooded areas throughout Showgrounds Park and laid wood chip and bark to much of the Trade and other critical areas which enabled us to present a creditable Show in 2010: -

Aitken's Concrete Ltd
Dave Burgess Contracting
Downer EDI Works Ltd
Jukes Carriers
New Zealand Fire Service

BayQuip Agricultural
DB Judd Holdings
Fulton Hogan Ltd
LeaderBrand Produce Ltd
Wayne's Waste

Carl Horne Drainage Ltd
De Costa Enterprises Ltd
Juken New Zealand Ltd
Martins Hiremaster
Yards Ahead





If you would like to sign up as a sponsor of the Gisborne Spring Show for 2011, then don't miss your opportunity as closing date is September 1, 2011.

Contact:

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Sponsorship Coordinator

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Event Manager

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