

EMERALD SHOW

SOCIETY INC.

Dear Sponsor,

WE'RE BACK FOR 2021!

We had so many plans for 2020! Monster Trucks, two Australian titles for woodchopping and a huge entertainment line-up. And then we had to cancel our show! We hated it! We missed the fun and laughter, the competitions, the food and the chance to catch up with friends. But, we can now move ahead to get our COVID safe event plan together and locking in our 2021 entertainment.

Along with a great entertainment program, 2021 will see the introduction of the AgVenture Discovery Trail for attendees to gain hands on experience of skills that are important to our agricultural industry, our region and our show culture.

In our quest to be more sustainable, we have developed the Emerald Show Mobile Phone App. This will provide attendees with up-to-date programs, maps, links to sponsors, competitions, vendors and more. This will reduce the amount of paper used to print traditional programs and gain a valuable marketing tool for us and our valued sponsors.

The Emerald Show is run by a small but enthusiastic committee of volunteers and is run off generous support from many local Central Highlands businesses.

Without this support the Show would not be able to provide the entertainment or competitions that provide the great atmosphere of our show. This year is the 91st year, and the committee is proud of how the Show has evolved over the years.

The benefit of the Emerald Show is that it welcomes people from every walk of life, from babies right through to the older generations, last year we had over 15,000 through the gates and that does not include the small army of volunteers, competitors and trade site staff that ensure that the event runs smoothly over the two days. It provides a unique opportunity to promote your business while supporting a much loved community event. The attached prospectus outlines the benefits to your organisation for becoming involved.

The Emerald Show Society would love to have your support for this fantastic community event run by local volunteers. If you would like more information, please see our sponsors section on our website or contact our show office.



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