

Taste

CENTRAL HIGHLANDS

A FIELD TO FINE DINING EVENT

PARTNERSHIP PROSPECTUS



Presented by

Emerald Show Society

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Our Vision



The Emerald Show Society has many years of experience bringing our Agriculture and Horticulture Industries together with our annual Agriculture Show.

By building these relationships over many years we have come to see the steadfast resilience of our agricultural families as they endure drought, cold winters, fires, animal pests and economic stress.

Our goal is simple, to bring our community and our agricultural/ horticultural industries together for one night to promote and celebrate the diversity and excellence of production of the Central Highlands. It will give an excellent opportunity for local producers to promote their produce and bring about brand awareness.

Through this Field to Fine Dining Experience, producers from the area will be showcased to recognize their enormous contribution to our region's economic success. The event will also provide an opportunity for all Ag communities / industries to connect and strengthen the support network amongst primary producers.

Taste Central Highlands will be open to primary produces as well as the public to attend, which, like our show brings town and country together. It will provide education to the wider community and foster greater understanding of the excellence found in the Central Highlands Agriculture Sector.

We look forward to being able to educate the community with keynote speakers from the Agriculture Industry as well as putting the spotlight on some of our own local farmers. We will also be hearing from our chef – why he chose the ingredients and from where. We look forward to welcoming our partners to be a part of an exciting event and to help us celebrate the backbone of our community.

TASTE CENTRAL HIGHLANDS

A Field to Fine Dining Event

EXPERIENCE THE FRESH PRODUCE
THAT IS AVAILABLE ACROSS THE
CENTRAL HIGHLANDS
MENU DEVELOPED BY MUCH
LOVED CHEF, ALASTAIR MCLEOD

Taste Central Highlands, Field to Fine Dining Event aims to bring to life the local fresh produce that is found right here in our region. Over 200 locals with a passion for food, drinks and our local community will attend this event to celebrate the diversity in produce available. We welcome participation and support from individuals, businesses and organisations and offer a range of opportunities for all who wish to partner for this event. Please contact us to discuss the partnership opportunities.



Community Impact 2022



\$33,229 spent with local businesses to create the event



\$1000 to local junior sporting group for running the bar



2 local school groups supported through event catering experience for their students



9 local suppliers, growers and producers showcased on the menu



Awarded Event of the Year at the 2023 CH Australia Day Awards

Partnering Opportunities



Bronze \$1000

- Comprehensive social media coverage
 - Personal thank you including business name & logo featured in our running video throughout the night
 - Name listed as Sponsor on our website and socials
 - Opportunity to display banner
- 1 Complimentary ticket**

Silver \$2000

- Comprehensive social media coverage
 - Personal thank you including business name & logo featured in our running video throughout the night
 - Name listed as Sponsor on our website and socials
 - Opportunity to display banner
- 2 Complimentary tickets**

Gold \$4000

- Invitation to join the primary producers on stage
 - Naming rights to your table
 - Naming rights to the bar
 - Comprehensive social media coverage
 - Personal thank you including business name & logo featured in our running video throughout the night
 - Name listed as Sponsor on our website and socials
 - Opportunity to display banner
- 4 Complimentary tickets**

Diamond \$5000

- Invitation to join the primary producers on stage
 - Naming rights to your table
 - Preferred table position
 - Naming rights to pre dinner drinks
 - Comprehensive social media coverage
 - Personal thank you including business name & logo featured in our running video throughout the night
 - Name listed as Sponsor on our website and socials
 - Opportunity to display banner
- 5 Complimentary tickets**

Platinum \$10,000

- Naming right to celebrity chef Alastair McLeod
 - Invitation to join in interview with celebrity chef on stage
 - Naming rights to your table
 - Preferred table position
 - Comprehensive social media coverage
 - Personal thank you including business name & logo featured in our running video throughout the night
 - Name listed as Sponsor on our website and socials
 - Opportunity to provide promotional gift bags items
 - Opportunity to display banner
- 10 Complimentary tickets**

TASTE

Central Highlands

Field to Fine Dining Partnership Contract 2024

Company name	
Contact	
Number	
Email	

Partnership

Platinum \$10,000 + GST <input type="checkbox"/>	Silver \$2,000 + GST <input type="checkbox"/>
Diamond \$5,000 + GST <input type="checkbox"/>	Bronze \$1,000 + GST <input type="checkbox"/>
Gold \$4,000 + GST <input type="checkbox"/>	In Kind Sponsorship value amount \$_____ (Can include equipment, auction prizes, services, etc.)

Depending on your partnership level please tick which offers you would like to utilise

- Display banner at event - All levels
- Interview a primary producer - Gold and Diamond Levels
- Interview celebrity chef - Platinum level
- Provide promo gift bags - Platinum level



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