

# EMERALD SHOW

## SOCIETY INC.

Dear Sponsor,

### WE'RE ON TRACK FOR 2022!

2021 was one of the most successful shows we have ever had!!

We welcomed new sponsors to our show family and were the talk of the town with bringing everyone's favorite Heeler Family - Bluey to Emerald.

We welcomed OVER 15,000 people into our show who all enjoyed our amazing fireworks, picker pull, Young Farmers Challenge and entertainment which delighted the young and old.

2021 was a year of firsts for the Emerald Show - first time using on-line ticketing, first time with electronic sign in's and the most exciting our App which details all our wonderful sponsors and their details.

The Emerald Show Mobile Phone App provides 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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