



SPONSORSHIP PROPOSAL

14TH
JUNE
2026

OPERATING SINCE 1962
THE BEST ONE DAY SHOW IN AUSTRALIA



About PIONEER VALLEY SHOW

The Pioneer Valley Show began in 1962, founded by Mr Owen Faux who saw the Valley was lacking its own iconic event. Mr Faux raised the idea of establishing a local show in the district at a Finch Hatton and District Progress Association meeting and a special meeting was called to form the Pioneer Valley Agricultural Show Society.

Beginning with a donated parcel to the Show Society, a large band of volunteers from local families were recruited and began organising what is now an annual event.

Today the Pioneer Valley Show is an iconic event in the community, widely regarded by fellow shows, patrons, exhibitors, site holders and entertainers throughout as the best one day show in Australia. A country-orientated fun, family day, our show consistently attracts crowds of over 16,000 people and transforms the small town of Finch Hatton into a sea of colour and excitement.

Community Impact 2025

Connectivity

As a not-for-profit, we rely on volunteers and proudly collaborate with local community groups to deliver the Pioneer Valley Show. Past partners include Finch Hatton, Eungella and Gargett State School P&Cs, Finch Hatton Progress Association, Brothers Leagues Club, Magpies Sporting Club, Kuttabul Camels Sporting Club, Finch Hatton RSL, Finch Hatton Ambulance, Finch Hatton Police, Mackay Car Club, Mackay & District Woodchop Association, and Pioneer Valley Pony Club.

With over 200 volunteers each year, the Show strengthens community connections and supports family wellbeing across the region.

Economic Growth

The Pioneer Valley Show draws 16,000+ visitors to Finch Hatton, providing a major economic boost to local businesses and showcasing the region — including the iconic Mountain Bike Trails — to thousands of patrons.

Sponsorship Opportunities

We'd love to work with you on directing your sponsorship to the part of the Pioneer Valley Show that matters most to you. Opportunities are spread right across the grounds — from our animal competitions, woodchop, and pavilion displays, through to ground entertainment and free activities for the patrons.

Your support could also help showcase the agricultural industry, bring our spectacular fireworks to life, or enhance important areas such as the Parents Room, Community Stage, Eating Areas, Grandstand, VIP Room, Main Pavilion or Centre Ring.

There's plenty of entertainment to get behind too — including our live band, fireworks display, and free kids' entertainment area.

Sponsorship can be offered as financial support or in-kind services, and whichever way you choose to be involved, you'll be helping keep the traditions of the Pioneer Valley alive while delivering an unforgettable show for our community.

NAMING RIGHTS PARTNER

**Exclusive naming rights to the entire event, presented as:
"Pioneer Valley Show, brought to you by Your Business"**

- **Includes all Platinum Package inclusions, plus:**
- **All-year-round signage at the Pioneer Valley Showgrounds**
- **Prime website homepage placement with business blurb**
- **Premium on-site branding (banners, flags & corflutes)**
- **Inclusion in the official gate prize draw**
- **Opportunity to speak with the MC in the main arena**
- **Lead the Grand Parade with naming recognition**
- **Premium 6m x 3m trade site**
- **Opportunity to present an award**
- **Ten (10) one-day passes**

FULL PACKAGE \$10,000

PACKAGE INCLUSIONS	PLATINUM \$5,500	GOLD \$3,300	SILVER \$2,200	BRONZE \$1,100
Entertainment Section Naming Rights Exclusive naming rights to the Entertainment Section	✓			
Radio Advertising Two weeks of radio advertising with sponsor mentions	✓			
Major Billboard Advertising High-visibility billboard placements on Nebo Rd & Bruce Hwy (2 weeks)	✓			
Caneland Central Digital Advertising Logo featured across all digital advertising boards for one month	✓	✓		
Centre Ring Digital Notice Board Continuous exposure on the centre ring electronic notice board on Show Day	✓	✓		
Public Address Acknowledgements Sponsor recognition via PA announcements on Show Day	✓	✓		
Social Media Promotion Featured posts and sponsor mentions leading up to the Show	✓	✓	✓	
Printed & Digital Flyer Inclusion Logo included on all official promotional flyers	✓	✓	✓	
Channel 7 Television Advertising Two weeks of television advertising featuring sponsor logo	✓	✓	✓	
Website Exposure Logo placement on the official Show website	✓	✓	✓	✓
Gate Programme Branding Logo included in the official Gate Programme distributed on Show Day	✓	✓	✓	✓
Entry Gate A-Frame Signage Logo displayed on A-frame signage at all entry gates	✓	✓	✓	✓
On-Site Branding Opportunity Opportunity to display branded signage or gazebos on Show Day	✓	✓	✓	✓
Event Schedule Acknowledgement Business name acknowledged in the official event schedule	✓	✓	✓	✓

THE Ag SHOW MOVEMENT

Agricultural shows have been part of Australian life since 1822 and remain one of our longest-running community traditions - strongly connected to local communities through volunteerism and the educational, competitive and cultural experiences they provide.

In Queensland alone, there are 129 Show Societies, powered by more than **13,500 volunteers**.

Most shows are small to medium in size, run by dedicated volunteers, and together they welcome more than **1.3 million visitors across Queensland each year**.

2025 MAJOR SPONSORS



ATCO



NEWS



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