

# Show Success

Revenue - Sponsorship - Cost

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*Mission - Vision*

## **Vision**

'A community that understands and values sustainable agriculture and award quality produce'

## **Mission**

Forge the future of agriculture by;

Engaging, educating and entertaining our community on the value of sustainable agriculture and quality produce through events which support agricultural excellence and innovation;

Improving the quality of agricultural produce and animal breeds through competitions.

# Show Success

*Measure*

Revenue

Entry Numbers

Attendance

Visitor Experience

Retention of Sponsors

Reduction of Costs

Publicity & Media

Value to the Community

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Value to the Community

# Revenue

*Cash and Contra*

Sponsorship

Commercial Space

Gate Tickets

Commission

Entry Fees

Donations

Membership

# Sponsorship

Emotional  
Commercial

Who

What do they want ?

What's the offer ?

Cost to deliver

Customise

# Costs

Budget

80/20

Fixed and Variable

# Summary

What does a successful show look like?

Set a budget

Plan beyond 12 months

Research what the sponsor wants

Always question what you do



# Questions

Revenue - Sponsorship - Cost