

NZ DAIRY EVENT

All New Zealand Show

Sponsorship Schedule



17th Annual Show

2026

26th, 27th, 28th January

Manfeild Agri-Centre, Feilding.



The New Zealand Dairy Event Management Committee in conjunction with Manawatu A&P Association invites you to consider this unique opportunity to invest in this premium National Dairy Event.

Initially it was felt there was a need to have a greater window of opportunity to showcase the top New Zealand dairy stock to national and overseas visitors. The New Zealand Dairy Event (NZDE) allows companies and organisations related to the dairy farming industry to show off their wares to the wider rural community.

At the 2025 event there was a strong cross-section of cattle owners from across New Zealand with a strong international connection; with a great selection of international Judges.

This coming years event (January 2026) marks the 17th anniversary of the show. The event will continue to maintain this very high standard and will live up to its reputation as being the premier Dairy Event in New Zealand.

<https://nzdairyevent.nz>

<https://www.facebook.com/nzdairyevent>

Contact: sponsorsnzdairyevent@gmail.com

Or dairyeventnz@gmail.com



Gold sponsorship - \$10,000 + GST

Package Benefits

- Exclusive 'Gold Sponsor' agency exposure
- Priority signage
- Priority Trade Site to promote your Company/Business (up to 12m x 3.6m)
- Opportunity to promote your business in a premium dairy environment
- Logo on show ribbons
- Major event naming rights, (depending on the number of Gold Sponsors), one or more of the following:
 - Youth Show
 - Breed Sections
 - All Breeds Section
 - Presentation of ribbons in classes
- Corporate lounge available during the show/evenings to host seminars/events
- Show Exhibitor Mailing/Contact list
- Complementary Show/Sale Catalogues

Media Advertising and Branding

- Four full A4 (or 8 half pages A5 or any combination) colour advertisements in the Show Catalogue, one being on the first pages of the Catalogue.
- Your Logo and link to your company profile on the NZDE website and Facebook page
- Recognition in editorial and media releases
- Banner placements within the stadium at the event (your organisation provides the banner/s)

Hospitality

- Gift basket day one
- Complimentary Event Sponsors Meals each day

Trade Site

- Layout would be advantageous to Gold level sponsors
- Final layout to be determined late December/early January





Silver sponsorship - \$5,000 + GST

Package Benefits

- Exclusive 'Silver Sponsor' agency exposure
- Priority signage
- Priority Trade Site to promote your Company/Business (up to 8.4m x 2.4m)
- Opportunity to promote your business in a premium dairy environment
- Naming rights, (depending on the number of Silver Sponsors) to then Evening BBQ.
- An opportunity to host seminars/events in the corporate lounge during the event
- Can apply for a Show Exhibitor Mailing/Contact list
- Complementary Catalogues

Media Advertising and Branding

- Three full A4 (or 6 half page A5 or combination) page colour advertisements in the Show Catalogue
- Your Logo and link to your company profile on the NZDE website and Facebook page
- Recognition in editorial and media releases
- Banner placements within the stadium at the event (your organisation provides the banner/s)

Hospitality

- Gift basket day one
- Complimentary Event Sponsors Meals each day

Trade Site

- Layout would be advantageous to Silver level sponsors
- Final layout to be determined late December/early January





Bronze sponsorship - \$3,000 + GST

Package Benefits

- Trade Site to promote your Company/Business (up to 7.2m x 2.4m)
- If Breed - Principle sponsor of your 'Breed'
- Opportunity to promote your business in a premium dairy environment
- Naming rights, (depending on the number of Gold/Silver Sponsors), to a class or classes. If a breed sponsor in this class, you will receive naming rights to your breed.
- Can apply for a Show Exhibitor Mailing/Contact list
- Complementary Catalogues

Media Advertising and Branding

- Two full A4 (or 4 half page A5 or combination) page colour advertisements in the Show Catalogue
- Your Logo and link to your company profile on the NZDE website and Facebook page
- Recognition of your sponsorship throughout the event
- Banner placements within the stadium at the event (you provide the banner/s)

Hospitality

- Complimentary Event Sponsors Meals each day

Trade Site

- Layout would be advantageous to bronze level sponsors
 - Final layout to be determined late December/early January





Trade Site Sponsorship - \$1,600 + GST

Package Benefits

- Trade Site to promote your Company/Business (up to 3.6m x 2.4m)
- Opportunity to promote your business in a premium dairy environment
- Naming rights, (depending on the number of other Sponsors), to an age Breed class or All-Breeds class.
- Presentation of ribbons in that class
- Can apply for a Show Exhibitor Mailing/Contact list
- Complementary Catalogues

Media Advertising and Branding

- One full A4 and one half A5 (or combination [3 half pages]) page colour advertisement in the Show Catalogue
- Your Logo and link to your company profile on the NZDE website and Facebook page
- Recognition of your sponsorship throughout the event
- A Banner placement within the stadium at the event (you provide the banners)

Hospitality

- Complimentary Event Sponsors Meals each day

Trade Site

- Layout would be advantageous to all exhibitors
 - Final layout to be determined late December/early January





Event Sponsorship - \$1000 + GST

Package Benefits

- Opportunity to promote your business in a premium dairy environment
- Can apply for a Show Exhibitor Mailing/Contact list
- Complementary Catalogue/s

Media Advertising and Branding

- One A4 page colour advertisement in the Sale Catalogue
- Your Logo and link to your company profile on the NZDE website and Facebook page
- Recognition of your sponsorship throughout the event
- A Banner placement within the stadium at the event (you provide the banner/s)





Sponsorship Agreement NZ Dairy Event 2026

Deliver / post to

Sponsorship Acceptance
NZ Dairy Event
PO Box 501
FEILDING 4740

Or email to

sponsorsnzdairyevent@gmail.com

Company Name:

Contact Name:

Postal Address:

.....

Postcode Telephone:

Email:

Sponsorship Value to be invoiced **plus GST** (please tick)

☐ Gold Sponsor

☐ Silver Sponsor

☐ Bronze Sponsor

☐ Trade Site Sponsor

☐ Event Sponsor

Or (If sponsoring product only)

Product Name

Product value \$.....

Advertising Logo – Copy Attached

Yes/No

Signature: Date:...../...../2025