

2027 NZ DairyEvent



24–27 January 2027, Manfeild Stadium, Feilding

Sponsorship Invitation



To our valued partners across New Zealand's rural, agribusiness and food sectors,

The NZ DairyEvent Organising Committee, in partnership with the Manawatu A&P Association, warmly invites you to join us as a sponsor of the **18th Annual NZ DairyEvent (NZDE)** – the country's premier dairy cattle show and one of the most influential youth development platforms in New Zealand agriculture.

Last year's event brought together **close to 400 elite animals from more than 100 exhibitors**, showcased in front of hundreds of breed enthusiasts onsite and a

rapidly growing global audience through livestreaming and social media. [Watch photo highlights from the event here](#), or scan the QR code.



In 2026, international viewers from North America, Europe and South Africa tuned in to watch New Zealand's best compete – a reflection of the event's rising global profile. Our regular Facebook audience of dedicated show animal enthusiasts is well over 4K and growing. We will also start using Instagram this year.

Why Your Sponsorship Matters More Than Ever

STRENGTHENING THE FUTURE OF NEW ZEALAND AGRICULTURE

NZDE is now one of the most important youth training environments in the dairy sector.

Our Youth Show, Youth Challenge, clinics, judging demonstrations and hands on handling classes give young people real world experience in:

- Animal handling and stockmanship
- Confidence, communication and teamwork
- Leadership and industry engagement
- Exposure to elite genetics and global dairy standards

With fewer opportunities today for young people to gain practical agricultural experience, NZDE has become a **critical gateway for youth entering the dairy industry.**

Global dairy organisations – including World Milk Day and the North American 4-H Dairy Conference – are increasingly investing in youth development as a core strategy for industry sustainability.

NZDE is proud to be New Zealand's leading contributor to this movement.

PREMIUM PLATFORM FOR BRAND VISIBILITY

Sponsors receive exposure across:

- A national and international livestream audience
- Stadium signage
- Show catalogue advertising
- Social media promotion
- Onsite trade spaces
- Direct engagement with breeders, farmers, youth competitors and rural families

Global dairy brands now use major events to connect with consumers and reinforce dairy's role in nutrition, performance and community. NZDE offers New Zealand companies the same opportunity – in a uniquely authentic agricultural setting.

A CELEBRATION OF EXCELLENCE

The 2027 event will feature:

- International and national judges
- Breed classes across all major dairy breeds
- Youth Show and Youth Team Challenge
- Futurity classes
- The Summer Sensation Sale
- Fancy dress parade
- Professional photography and real time media coverage

This is New Zealand's largest and most prestigious dairy cattle show – and your brand can be at the centre of it.



Sponsorship Opportunities

All packages include GST invoicing, catalogue advertising, digital promotion, and recognition throughout the event.

GOLD SPONSORSHIP – \$10,000 + GST

Our premier package, offering maximum exposure including major naming rights (Youth Show, Breed Sections, All Breeds), priority signage, premium trade site, ribbon branding, access to exhibitor contact list, four full page colour advertisements in the show catalogue, and livestream advertising opportunities.

SILVER SPONSORSHIP – \$5,000 + GST

Strong visibility including naming rights to selected events (e.g., Evening BBQ), priority trade site, access to exhibitor contact list, and three full page colour advertisements in the show catalogue, and livestream logo promotion opportunities.

BRONZE SPONSORSHIP – \$3,000 + GST

Naming rights to selected classes, trade site, catalogue advertising, and recognition throughout the event, and livestream logo promotion opportunities.

TRADE SITE SPONSORSHIP – \$1,600 + GST

A cost effective way to connect directly with exhibitors and visitors, including naming rights to selected age classes and catalogue advertising.

EVENT SPONSORSHIP – \$1,000 + GST

Ideal for businesses wanting a presence at the event through catalogue advertising and digital promotion.

ADVERTISING ONLY OPTION

For the 2027 NZDE show catalogue as well as the separate Summer Sensational Sale catalogue, advertising is available at the rates below:

- Half page (A5 landscape) \$350.00 + GST
- Full Page (A4 portrait) \$600.00 + GST
- Double Page or Two Page \$950.00 + GST

ADDITIONAL SPONSOR BENEFITS

- Livestream interview opportunities to promote your brand or business during the event
- Advertising opportunities during the NZDE livestream
- Banner placement within the stadium throughout the event
- Logo placement on the NZDE website and Facebook page

A PARTNERSHIP THAT BUILDS THE FUTURE

By sponsoring NZDE, you are not only supporting New Zealand's premier dairy show – you are investing in:

- The next generation of dairy farmers
- Rural youth leadership
- Agricultural education and skills development
- The long term strength of New Zealand's dairy sector

Your contribution directly enhances youth programs, training clinics, judging development, and hands on learning opportunities that shape tomorrow's industry leaders.

Our website is www.nzdairyevent.nz, and you can follow us on Facebook at www.facebook.com/nzdairyevent.

If you want to discuss your sponsorship options in person, please contact either **Melinda Little** on 027 588 8435 or **Hennie Verwaayen** on 021 298 3959.

To book your 2027 NZDE sponsorship, please complete the form on the following page.

We are looking forward to working with you.
NZ DairyEvent Organising Committee



2027 NZ DairyEvent

Sponsorship Agreement



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

Advertising only

Or (if sponsoring product only)

Product Name:

Product value: \$.....

Advertising logo and/or copy attached: Yes No

Signature: Date / /

Please save the completed form and email it to sponsorsnzdairyevent@gmail.com

Or post to: Sponsorship Acceptance
 NZ DairyEvent
 PO Box 501
 Feilding 4740