



WHANGAREI

SHOW

BARGE SHOWGROUNDS

'When the country comes to town'

ONE EPIC SHOW DAY - SATURDAY 2nd DECEMBER

Connecting RURAL & URBAN communities

COME TO THE LARGEST A&P SHOW IN NORTHLAND!

WHY?

It's fun! You can showcase your business / products to lots of people while supporting an iconic, local, community event.

HOW?

Book now so you don't miss out. Call Chris 438 3109 extn 6 or fill in the booking form online and email it to chris@wap.org.nz

Quick Stats

- Over 280 livestock animals
- More than 300 horses and ponies
- Over 2,200 entries
- More than \$30,000 in prize money
- Approximately 12,000 people
- Gates open 9.00a.m & close 4.30pm.
- Children 5 and under free
- Gate admission is \$10.00 per person
- An independent economic impact report in 2013 indicated the upstream impact of the Show on Whangarei District was \$4.4 million dollars!

Target Markets

- Everyone! Rural people, farmers and life-stylers and townies alike!
- Educating urban audiences about agriculture.
- Encouraging young people to see the primary sector's exciting career options.
- Families wanting to have fun.
- Shoppers – only 22 shopping days until Christmas!

Media Plans

With our media partners NZME, advertising and promotion of the Show will feature:

- In the Whangarei Report, Northern Advocate, Northland Age & Savvy magazine
- On RADIO ~ The Hits, Coast, ZM and NewsTalkZB and
- On DIGITAL MEDIA platforms, FACEBOOK and WEBSITES including nzherald.co.nz, northernadvocate.co.nz, newstalkzb.co.nz, thehits.co.nz and zmonline.com