

# A & P

# WHANGAREI

# SHOW

## BARGE SHOWGROUNDS

*'When the country comes to town'*

### ONE EPIC SHOW DAY - SATURDAY 1<sup>st</sup> DECEMBER 2018

## Connecting RURAL & URBAN communities

### COME TO THE LARGEST A&P SHOW IN NORTHLAND!

#### WHY?

Have you had milk today or eaten food? Come along and thank a farmer! Be part of this fun, family fun day out where you can showcase your business & products to lots of people while and be a crucial part of this 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](mailto:chris@wap.org.nz)

#### Target Markets

- Everyone! Rural people, farmers, life-stylers and townies alike!
- Encouraging understanding of the rural sector.
- Promoting the importance of agricultural food production.
- Getting audiences excited about all things rural.
- Families wanting to have fun.
- Shoppers – only 23 shopping days until Christmas!

#### Quick Stats

- Alpacas, cows, dogs, donkeys, ducks, goats, horses, lambs, pigs, ponies, poultry, sheep, farm yard nursery and petting arena.
- Fresha Valley Suzie Moo Show.
- More than 10,000 people.
- Open 9.00a.m until 4.30pm.
- Children 5 and under free .
- Gate admission is \$10.00 per adult and students are \$5.00 each.
- An independent economic impact report in 2013 indicated the impact of the Show on Whangarei District was \$4.4 million dollars!

#### Media Plans

- Our advertising and promotion of the Show will feature:
- In NEWSPAPERS and on RADIO
- On DIGITAL MEDIA platforms, FACEBOOK and WEBSITES and on the large Bank Street digital advertising screen.