



150km  
Feast



# Sponsorship Brief

From

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Prepared for

Interested Businesses



## Welcome to the 150km Feast

Hosted by the Horsham Agricultural Society, an award-winning not-for-profit organisation, the 150km Feast was established in the summer of 2021 with a purpose to celebrate and honour our farmers and winemakers annually, by developing a festival of food & wine showcasing ingredients grown and produced within 150km of Horsham, Victoria.

Incorporating the Wimmera, Mallee and Grampians regions, the events associated with the 150km Feast brand, brings our local flavours to life for food and wine lovers.

This award-winning, multi-day festival also highlights a variety of wineries, distilleries and breweries which support our brand awareness campaign.

The 150km Feast is made up of:

- Dinner Under The Stars 22/2/2025
- Food Truck & Wine Festival and Market Day 23/2/2025
- Dessert Trail 1/2/2025
- Meet the Growers Tours (dates tbc)
- SMOKE on the Water 8/6/2025

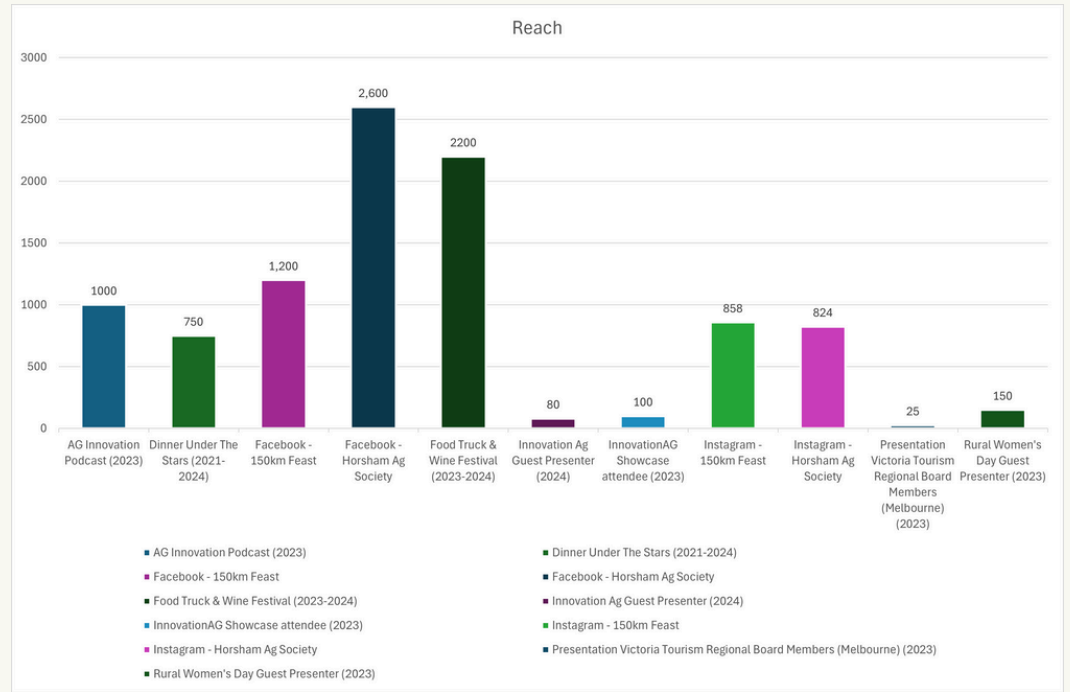
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# We're on a journey of success and we'd love you to join us

Some stats in the chart below, see that we get around the country, in addition to our foray into Country Style Magazine (readership 740,000) and Graziher Magazine (100,000 readers).



The 150km Feast also contributed to the Horsham Agricultural Society winning several awards and our founder is often invited to speak at public forums:

- Community Service Impact Award – ACE Radio Wimmera Business Awards 2022 (Winner)
- Sustainable Cities (Keep Australia Beautiful Awards) Community Health, Wellbeing and Interest Award 2022 (Highly Commended)
- Keynote speaker at the Hamilton Showgrounds Annual General Meeting
- Keynote speaker and venue host for the February 2024 Grampians Tourism Industry Forum
- Participant in the Tourism Collective's Regenerative Tourism program in 2023 and guest presenter 2024.



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## BILLBOARD SPONSOR – \$1,000 + GST

- Logo placement on Gawk Highway Billboards in Horsham, Stawell (from 27/01/2025 – 23/02/2025) and Ballarat (10/02/2025 – 23/02/2025)
- Social media coverage
- Two tickets to Dinner Under The Stars valued at \$300
- Six tickets to the 150km Feast Food Truck 'n Wine Festival and Growers & Makers Market)
- Logo placement on promotional material
- Logo placement on the 150km Feast website & email signature
- Logo placement on sponsorship page on each table
- Business banner placement at the two-day feast (to be supplied by sponsor)



# SUPPORT OUR SUPPORTERS



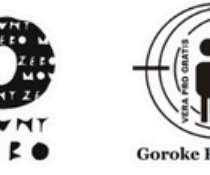
THESE GUYS.....

G.J. Gardner. HOMES



IT TAKES

Johnson's  
*Feeding the animals that feed the world*



# THANK YOU