



PRESENTING PARTNER

bankSA

On-Premise Promotions Policy Regarding Promotional Give-Aways

ROYAL ADELAIDE SHOW 30 August - 8 September 2019

The Society has a number of Preferred Supply Agreements for the Adelaide Showground. These must be respected at all times – especially during the Show. These suppliers are also Royal Adelaide Show sponsors.

The Preferred Suppliers are:

- Coca-Cola Amatil – all soft beverage, including water, juice, iced tea, soft drinks and energy drinks
- Vili's – all pies, pasties and cakes. ie bakery items
- Coopers Brewery – beer
- Fleurieu Milk Company – all white and flavoured milk and other dairy products. ie. Yoghurt.
- Golden North—all icecream and gelati.

Any items you are considering as give-aways for promotions on-site:

must be product supplied by these companies;

OR

product/s that aren't similar to those covered under these Supply Agreements

Give-away food and beverage at the Show also impacts the Society's contract with Michael O'Brien Catering, the Adelaide Showground caterers, affecting on-premise sales of food and beverage.

If you are considering providing **any** food or beverage give-away at the Show, please outline the product/s you will be giving away by email to Michelle Hocking, Marketing Manager mhocking@adelaideshowground.com.au. You will receive email confirmation your give-away promotion can proceed. Please have a copy of this with you at the Show.

Please confirm you understand of these requirements on the Media Accreditation Form.

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