



2027 Advertising Prospectus

19 – 30 March 2027





WELCOME TO THE SHOW

Prepare for an exciting and memorable celebration of Australian culture at the Sydney Royal Easter Show. One of Australia's largest annual ticketed events, which attracts over 800,000 attendees annually.

Hosted by the Royal Agricultural Society of NSW, a not-for-profit advancing sustainable agriculture, the Show connects your brand with a trusted, family-friendly national icon.

A NATIONAL ICON

SINCE 1822

843K

average attendees over
the past 5 years



7.5 hrs

average time on-site

UNIQUELY AUSTRALIAN



12 DAYS

19 - 30 March 2022

CONNECT WITH OUR AUDIENCE



Our integrated, trusted communication verticals amplify your message across the Show with maximum impact, spanning broadcast, outdoor, digital and print.



BROADCAST

30-sec TVCs, LED & IPTV screens across the site



OUTDOOR

Perimeter banners & on-site signage over 12 days



DIGITAL

Website, eDM & socials to 238K+ database



PUBLICATIONS

Show Guide, RAS Times & competition catalogues

WHY ADVERTISE WITH US?

- 1 Build brand awareness in a trusted, family-friendly setting
- 2 Reach high-value consumers across key demographics
- 3 Drive traffic to your on-site activations
- 4 Capture valuable customer data through promotions
- 5 Multi-platform visibility before, during & after the Show
- 6 Align with a national icon and the future of agriculture



OUR 2026 AUDIENCE

WHO YOU'LL REACH



843,000

ATTENDEES (average over the last 5 years)

7.5 hrs

average time on-site

62% / 38%

female / male split

95%

potential sponsor brand
recall opportunities

481K+

at ENGIE Stadium

WHERE THEY CAME FROM

Sydney	76%
NSW Regional	20%
Interstate	3%
Overseas	2%

HOUSEHOLD TYPES

Family, youngest ≤18	44%
Couple / sole person	23%
Family, youngest 18+	17%
Group / shared	10%



BEFORE, DURING & AFTER THE SHOW

DIGITAL REACH & ENGAGEMENT



Extend your brand onto our digital verticals and stay front-of-mind with a highly engaged, opted-in audience all year round.

5.3M

website page views

1.1M

website active users

33M

organic social impressions

7.5M

eDMs delivered

439K

SRES eDM database

283K+

social media users

SOCIAL FOLLOWING

186K

Facebook

46K

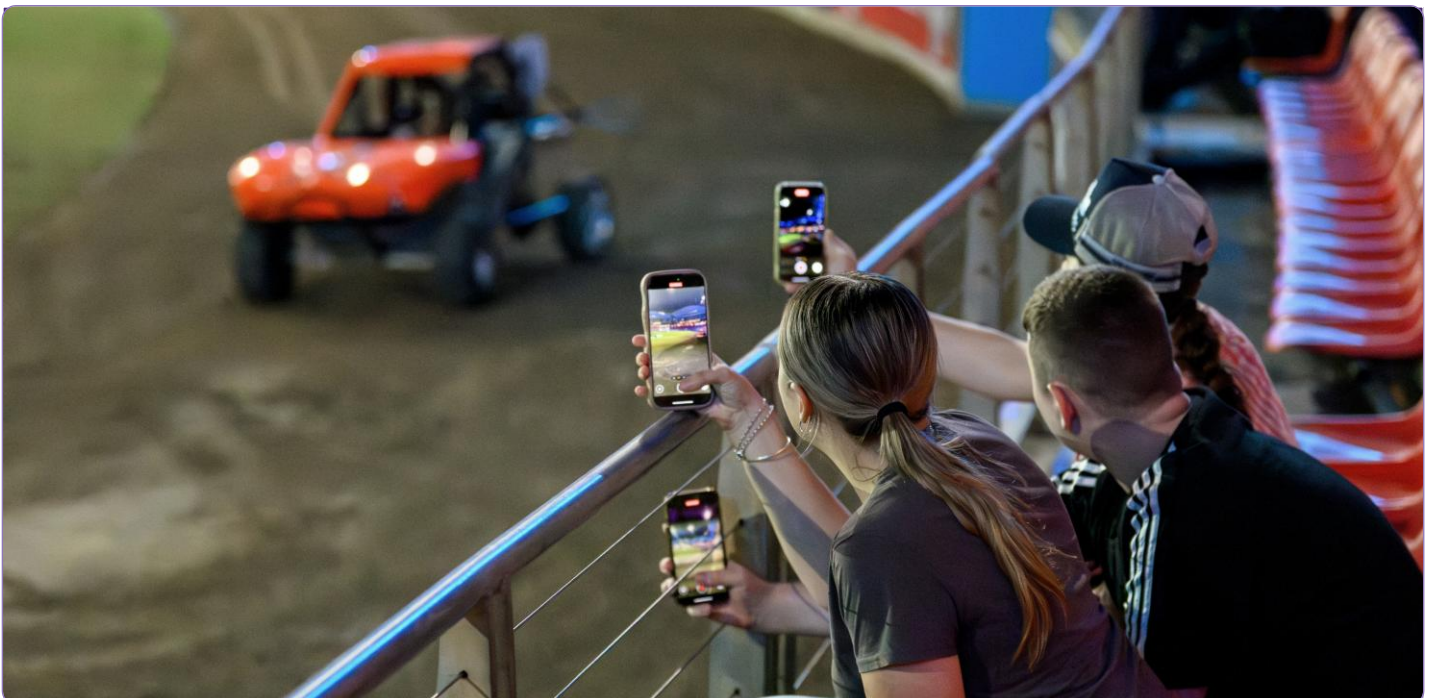
Instagram

23.2K

TikTok

21.1K

YouTube



ADVERTISING ASSETS



BIG SCREEN TVC

30-sec commercials · 270sqm Main Arena screen



LED SCREENS

Static & animated messaging · 249lm of LED



PERIMETER BANNER

Printed PVC signage around the ENGIE Stadium Main Arena



BIG SCREEN STATIC

Large-format static ads across the 12 days



IPTV NETWORK

48 in-stadium screens · 30-sec static ads



WOODCHOP SCREEN TVC

30-sec commercials – Woodchop Stadium Screen

TARGETED, TRACKABLE, TRUSTED

DIGITAL PLATFORMS & PUBLICATIONS



Extend your campaign beyond the grounds with digital and print assets that reach attendees before, during and after the Show.

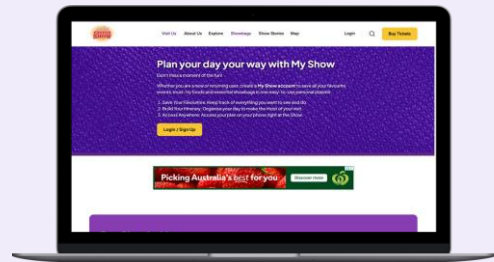
OFFICIAL SHOW GUIDE

Interactive digital publication available on eastershow.com.au - full-page colour ads with a hyperlink to your site.



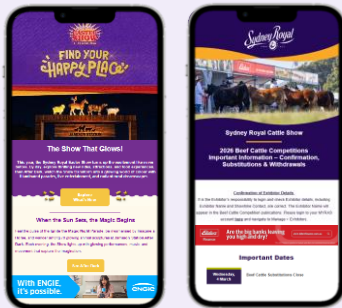
WEBSITE

Over 5.3M website visits. Digital placements throughout the go-to source for Show information.



eDM CAMPAIGN

Approx. 7.5M eDMs delivered to engage attendees with what's new, showbags, rides, food and ticket offers.



RAS TIMES

Reach 14,000+ members three times a year — 40+ pages of agricultural news and offers.



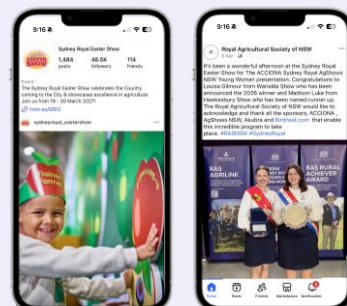
COMPETITION CATALOGUES

Full-page ads across Cattle, Horse, Poultry, Wine & Fine Food and 9 more catalogues.



SOCIAL & YOUTUBE

33M organic impressions across Facebook, Instagram, TikTok and YouTube.



CHOOSE YOUR TIER

ADVERTISING PACKAGES



Bundled value across the Show's highest-impact assets. Tailored packages also available upon request.

INCLUDED ASSETS	ESSENTIAL PACKAGE 1 \$14,000	PREMIUM PACKAGE 2 \$19,000	SIGNATURE PACKAGE 3 \$24,500
Main Arena Big Screen - TVC	12	12	24
Big Screen - Static	120	192	288
LED Screens – Animated & Static (animated between 12pm - 1pm and 6pm – 7pm only)	120	192	288
IPTV - Static	120	192	288
Woodchop Stadium - TVC	—	33	44
Website Impressions	—	100k	200k
Perimeter Signage - Main Arena *subject to availability	—	—	✓

All quantities are minimums delivered across the 12 days of Show. Prices exclude GST. Advertiser responsible for all production costs.



About Us

The Royal Agricultural Society of NSW has been mission purposed to forge the future of sustainable Australian agriculture, and award- quality produce and animal breeds through competitions, education and events since its foundation in 1822. The RAS is a not- for- profit organisation committed to supporting rural agricultural communities and driving the development if ag business and ag tech alike, to ensure prosperity and sustainability for generations to come. Thank you for supporting the RAS! The Royal Agricultural Society of NSW reinvests directly into agricultural excellence, education, and sustainability. When you partner with us, you're helping rural Australia thrive.



LET'S PARTNER

PUT YOUR BRAND AT THE HEART OF THE SHOW

With over 800,000 passionate attendees, the Sydney Royal Easter Show is an unrivalled platform for brand exposure and engagement. Every partnership is tailored to your objectives, audience and budget — let's create something iconic together.



CONTACT

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