



2027 Sponsorship Prospectus

19 – 30 March 2027





BECOME A SPONSOR OF ONE OF AUSTRALIA'S LARGEST ANNUAL TICKETED EVENTS

Join us in celebrating the rich heritage of Australian agriculture at the Sydney Royal Easter Show!

Celebrate the heart and heritage of Australian agriculture at the Sydney Royal Easter Show. This vibrant event brings rural communities and city crowds together to champion tradition, innovation and excellence.

The Show is where agriculture meets entertainment, education and commerce in one unforgettable experience. Discover award-winning produce, immersive exhibits and lively retail that showcase the best of Australia.

For brands, it's a standout opportunity to build meaningful connections with a diverse, highly engaged audience. As one of Australia's most iconic events, the Show offers a trusted setting supported by an integrated communications network, so your message reaches the right people, at the right moment, with real impact.

Ready to step into the spotlight? Contact us to discuss partnership opportunities and secure your place at the Sydney Royal Easter Show.

843K

attendees on average
in the past 5 years

**As a not-for-profit, your
support helps grow
Australian agriculture and
regional communities**



8.5/10

average attendee
satisfaction on their
experience at the Sydney
Royal Easter Show



49%

attendees will definitely
or are likely to return to
the Sydney Royal Easter
Show in 2027

WHY PARTNER WITH US?



The Sydney Royal Easter Show offers far more than exposure – It's a strategic brand experience that reaches both attendees and key industry networks.



Sales Driven Exposure

Drive direct sales with major daily attendance numbers



Meaningful Engagement

Connect organically with attendees, professionals and rural communities within NSW and beyond



Brand & Product Awareness

Position your brand front and centre in high traffic areas around the Show.



Customer Data & Insights

Run interactive activations and sampling to build your database while generating leads.



Digital Campaign Integration

Amplify your message through our website, socials, and eDM platforms before, during and post Show.

Tailored Partnerships

From naming rights to activations, consumer promotions, and digital engagements, every sponsorship is tailored to meet your goals.

Unrivalled Exposure

Leverage our trusted multi-channel platforms through digital, onsite and beyond to amplify your message.

53%

attendees visit the Show once or more per year

8.5/10

High dwell time across pavilions, food, agriculture and entertainment zones

95%

Potential sponsor brand recall opportunities



Deep Engagement

Create strong connections with key market segments.

BRING YOUR BRAND TO LIFE AT SCALE

From high-impact presence to hands-on experiences, we create moments people remember.

PHYSICAL PRESENCE

Connect with our community

Strategic placement in high-traffic areas puts your brand in front of hundreds of thousands of attendees, delivering strong visibility without the need for heavy onsite activation.

- ✓ Naming Rights & Pavilion Branding
- ✓ Custom-built exhibition spaces
- ✓ Mass on-site signage

INTERACTIVE EXPERIENCE

Make your brand the main attraction

Create immersive, on-the-ground experiences that invite audiences to interact with your brand. From sampling to live demos, these activations are designed to attract crowds, spark interest, and create memorable connections.

- ✓ Sampling & product trials
- ✓ Competitions & giveaways
- ✓ Onsite Activations & demonstrations

DIGITAL AMPLIFICATION

Extend your reach beyond the Show

Take your presence further with integrated digital support across social, eDMs, and online channels. Amplify onsite activity, increase visibility, and turn engagement into measurable reach before, during, and after the Show.

- ✓ Social, website & eDM integration
- ✓ Pre, during and post-Show campaigns
- ✓ Data capture opportunities



*We don't just place your
logo –

we build experiences
around it.*

WAYS TO PARTNER WITH US



From brand visibility to full-scale activations, we tailor every partnership.

Major Partnerships

- Naming rights (pavilions, precincts, competitions)
- Category exclusivity
- Full campaign integration

Strategic placement in high-traffic areas puts your brand in front of hundreds of thousands of attendees, delivering strong visibility without the need for heavy onsite activation.



Brand & Digital Presence

- Onsite signage in high-traffic areas
- Digital, social and eDM inclusion
- Broadcast and content opportunities

Integrated across onsite, digital and broadcast channels, this approach ensures your brand reaches audiences at multiple touchpoints, amplifying visibility and reinforcing your message before, during and after the Show.



Activation & Experience

- Custom-built brand activations
- Sampling + demonstrations
- Interactive consumer experiences

Hands-on brand activations, sampling and live demos that put your product directly in front of consumers. Drives strong engagement, recall and real interaction at scale.



Competitions & Industry Alignment

- Align with Sydney Royal competitions
- Trophy and prize sponsorship
- Direct connection to producers + industry

Align your brand with Sydney Royal competitions through trophies and prizes. Builds credibility and creates direct connection with producers and industry leaders.

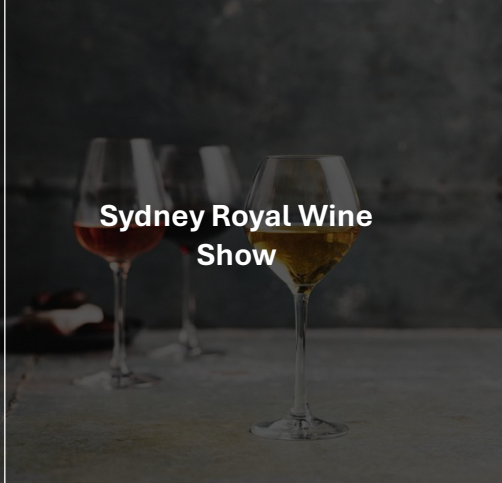




BEYOND THE SHOW...

Extend your brand presence beyond the Sydney Royal Easter Show and connect with highly engaged audiences across a premium portfolio of events and competitions.

The Royal Agricultural Society of NSW delivers a calendar of prestigious Sydney Royal competitions, each attracting industry leaders, passionate consumers, and national attention. These platforms offer unique opportunities to align your brand with excellence, craftsmanship, and innovation.



Sydney Royal Wine Show



Sydney Royal Fine Food Show



Sydney Royal Beer & Cider Show



Sydney Royal Aquaculture Competition



Sydney Royal Cheese & Dairy Produce Show



Grape, Grain & Graze Festival

MAKE YOUR MARK AT THE SYDNEY ROYAL EASTER SHOW

A message from Paul Bowd, Head of Commercial

The Sydney Royal Easter Show is a true celebration of Australian culture, blending proud rural heritage with contemporary lifestyle experiences. Welcoming over 800,000 attendees each year, it remains one of the country's largest ticketed events and a powerful platform for meaningful brand engagement.

With its scale, legacy and deep audience connection, the Show continues to be a trusted partner for many of Australia's most recognised and respected brands.

We understand that no two brands are the same. That's why we offer a flexible range of partnership opportunities designed to align with your objectives, audience and investment. From high-profile naming rights across key precincts and experiences to tailored, on-ground activations, our team works closely with you to deliver impact where it matters most.

This is your opportunity to be part of an iconic national event. To connect with audiences in a genuine way, build lasting brand affinity and create moments people remember.

We invite you to partner with us and make your mark at the Sydney Royal Easter Show.



Utilise the Show platforms

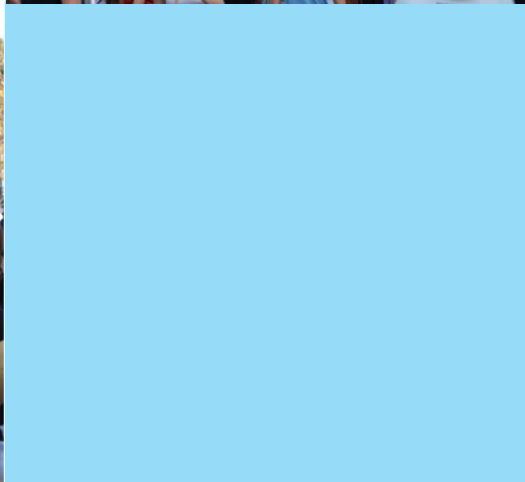


Access key Markets



Tailor your Partnership





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.





CONTACT US

COMMERCIAL PARTNERSHIPS

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AUDIENCE PROFILE

COMMERCIAL EXHIBITOR OPPORTUNITIES

ADVERTISING OPPORTUNITIES