

2026 ADVERTISING PROSPECTUS

2 - 13 APRIL 2026



PREPARE FOR AN EXCITING AND MEMORABLE CELEBRATION OF AUSTRALIAN CULTURE AT THE SYDNEY ROYAL EASTER SHOW!

THURSDAY 2 APRIL – MONDAY 13 APRIL 2026

The Sydney Royal Easter Show is one of Australia's largest annual ticketed events, attracting 846,500 attendees in 2025.

Hosted by the Royal Agricultural Society of NSW (RAS), a passionate not-for-profit organisation dedicated to promoting and rewarding agricultural excellence, the Show is more than just entertainment—it's a platform for advancing sustainable agriculture. By participating, you're not just joining a fun-filled extravaganza; you're investing in the future of Australia's agricultural industries and rural communities.



CONNECT WITH OUR AUDIENCE

THE SHOW HAS A VARIETY OF PLATFORMS WHICH ENABLES YOUR MESSAGE TO REACH HUNDREDS OF THOUSANDS OF PEOPLE!

Our extensive range of integrated and trusted communication verticals will amplify your messaging throughout the Show. These verticals include broadcast, outdoor, digital (website and mobile) and print to ensure key messages and branding are communicated with maximum impact.

A range of advertising packages are available on request or alternatively we can tailor a campaign to meet your objectives and budget which may also be inclusive of a broader sponsorship package.

WHY ADVERTISE WITH US?



Build brand awareness in a trusted, family-friendly environment



Reach high-value consumers across key demographics



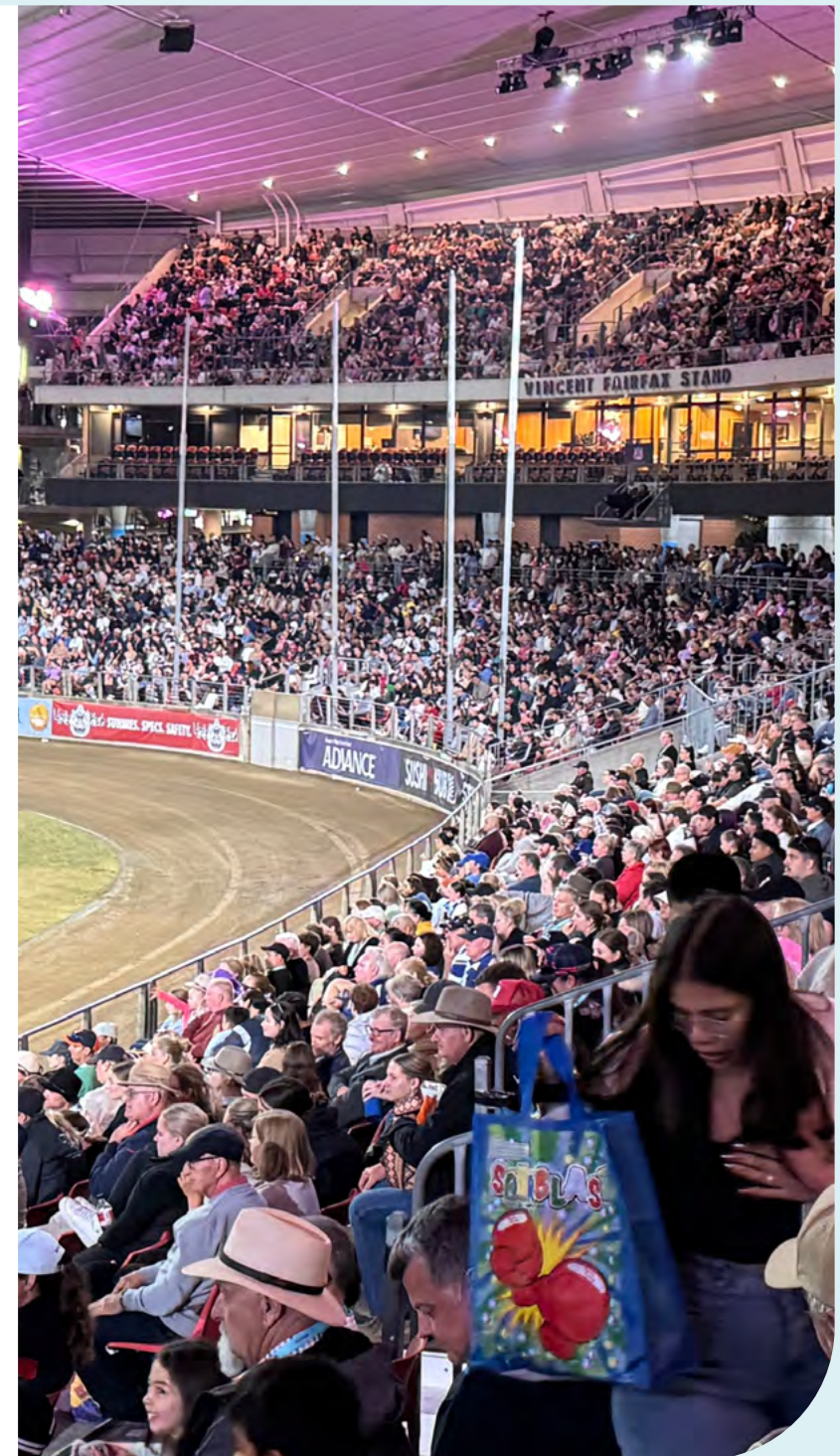
Drive traffic to onsite activations



Capture customer data and insights through promotional activity



Benefit from multi-platform visibility



ENGIE STADIUM



MAIN ARENA ADVERTISING

ENGIE Stadium Main Arena is at the heart of the Showground and visited by over 431,000 attendees.

It hosts the Grand Parade, Opening Ceremony, Sydney Royal Competitions, Lunchtime and Evening Entertainment and the Firework Spectacular.



BRING YOUR BRAND TO LIFE AT THE ENGIE STADIUM MAIN ARENA

ADVERTISING OPPORTUNITIES INCLUDE:

Big Screen Advertisements

The Big Screen is the focal point of ENGIE Stadium Main Arena and at 270sqm, the screen is one of the largest of its type in Australia. 30-second TVC & static commercials are broadcasted over the 12 days of Show. During the Show, the action on the grounds of ENGIE Stadium Main Arena and TVC's presented on the screens are also simulcast on the in-stadium IPTV screens, further increasing brand visibility.

LED Advertisements

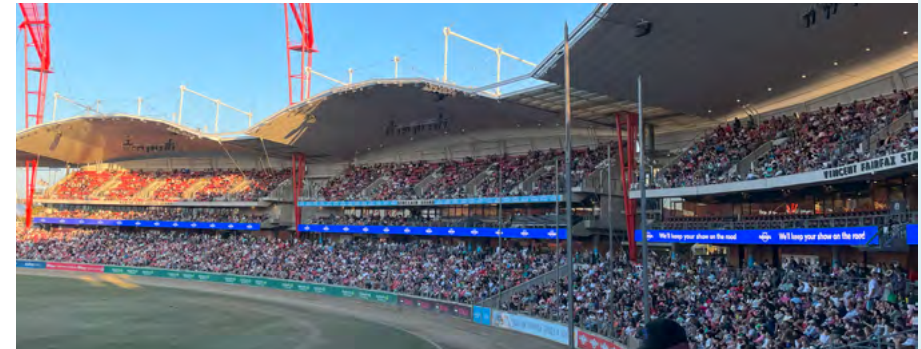
Extending over 249lm in ENGIE Stadium, the LED screens are ideal to drive 30-second brand and call-to-action messages in both static and animated formats.

IPTV Advertisements

IPTV screens are positioned throughout ENGIE Stadium Main Arena around the arena concourse, above food outlets, and reserved seating areas, restaurants and bars, conference rooms, media centre and in each corporate suite. To promote your brand, 48 IPTV screens will display 30 second static advertising to communicate brand messaging and promotional material.

Perimeter Banner

Printed PVC vinyl signage is a permanent fixture over 12 days of the Show and is positioned around the perimeter of ENGIE Stadium Main Arena. Perimeter signage is also frequently presented on the Big Screen during competitions, presentations and entertainment as the live-feed camera follows the movements of all the activity in the ENGIE Stadium Main Arena.



DIGITAL PLATFORMS AND PUBLICATIONS



A range of advertising opportunities are available that are more targeted in their audience and timing, before, during and after the Show.

EXTEND YOUR BRANDING ON TO OUR DIGITAL VERTICALS

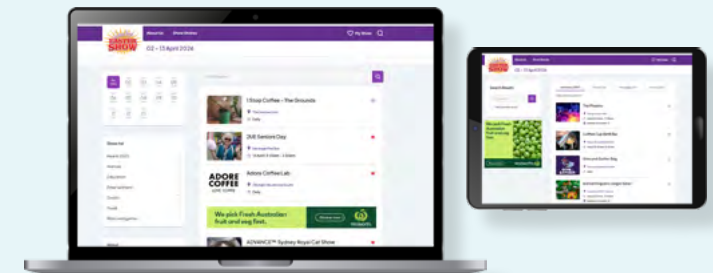
Official Show Guide Advertising

The Official Show Guide is an interactive digital publication housed on eastershow.com.au. It features the highly sought-after Showbag listing, ticket prices, transport options, Show highlights, Show map, exciting new attractions, discount coupons, and more. Full-page colour advertisements are available, with a hyperlink to your company's website.



Website Advertisement

The Sydney Royal Easter Show website is the online go-to for attendees searching for Show information, with over 9 million page views. Digital website advertisements are available and placed throughout the website.



eDM Advertisement

We keep our Sydney Royal Easter Show database of over 2.9 million informed and engaged through a series of eDMs sent out prior and during the Show. Your brand is incorporated into wide reaching eDM content such as what's new at the Show, showbag listings, carnival rides, entertainment, food offerings, theme days, early bird ticket prices, etc.



ADVERTISING IN TARGETED PUBLICATIONS

RAS Times

The RAS Times is a targeted advertising opportunity reaching agricultural decision-makers and influencers among our audience of both country and city readers. The publication distributed three times a year to over 14,000 RAS Members, our agricultural network, and key stakeholders. With over 40 pages of high-quality and full-colour content, the RAS Times covers all aspects of the RAS from competition results to the latest in agricultural news and exclusive Member offers.



Sydney Royal Competition Publications

Engage with Competition Exhibitors, Industry, Show Officials and interested members of the public by taking a full-page mono advertisement in a Competition Catalogue.



Advertisements can be placed in the following Competition Catalogues:

- Alpaca
- Arts & Crafts
- Cattle
- District Exhibits
- Domestic Animals
- Flower & Garden
- Goat
- Horse
- Pig
- Poultry & Pigeon
- Sheep & Fleece
- Wine, Dairy & Fine Food
- Woodchop



OUR 2025 AUDIENCE

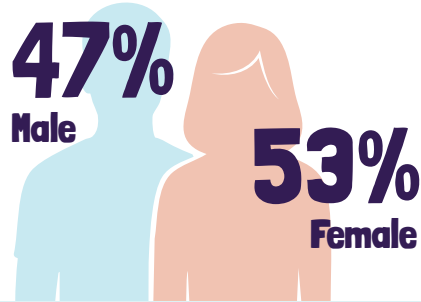
TOTAL ATTENDEES

846,500



47%

Male



53%

Female

MAIN REASON FOR ATTENDANCE



// to enjoy the animals at the show //



ENJOYMENT RATING



51%

Very enjoyable



31%

Quite enjoyable

NUMBER OF HOURS SPENT AT THE SHOW

4 hours or less

9%

4 – 8 hours

48%

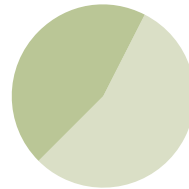
8+ hours

43%

average

7.6 HOURS

ATTENDEE HOUSEHOLD TYPES



45%

Family with youngest child 18 years or younger

15% Family with youngest child over 18 years

22% Couple with no children/sole person household

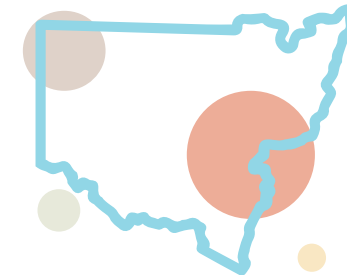
11% Group/shared household

\$508

Average spend per group of 3

\$173

Average spend per person



75%
Sydney

21% NSW Regional
2% Interstate
1% Overseas



OUR 2025 AUDIENCE

587K
eDM Database

350K+
Marketing
Contacts



41.5K
Instagram



185K
Facebook

20.5K
TikTok



19.5K
YouTube

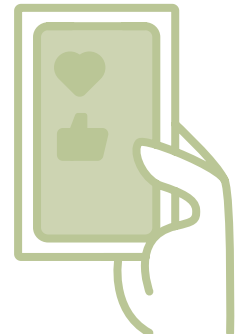
9M
Website
Page Views



86%
Website
Engagement



28M
Organic Social
Impressions



A MESSAGE FROM THE HEAD OF COMMERCIAL, PAUL BOWD

PARTNER WITH THE SYDNEY ROYAL EASTER SHOW – WHERE BRANDS COME TO LIFE

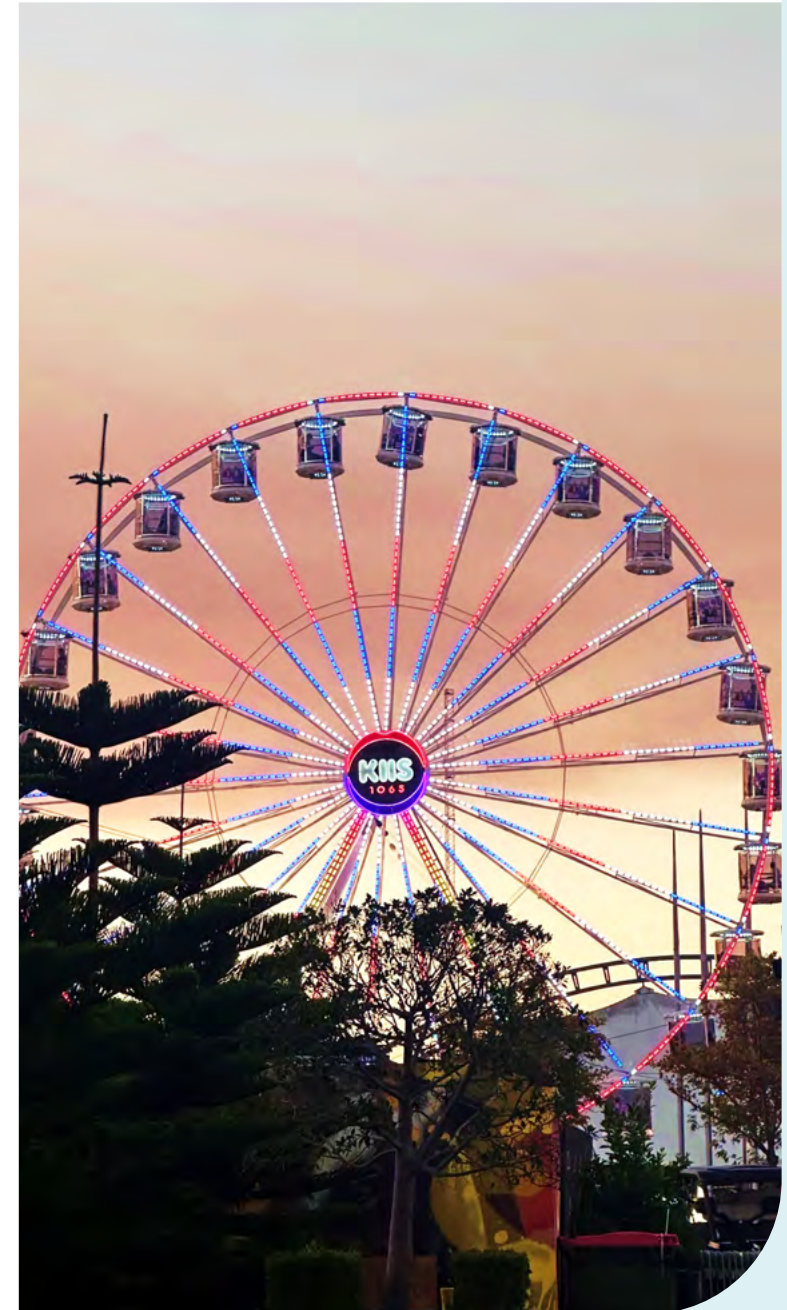
The Sydney Royal Easter Show (SRES) is a true celebration of Australian culture from proud rural traditions to vibrant modern lifestyles. With over 846,000 passionate attendees, it stands as one of the largest annual ticketed events in the country and an unrivalled platform for brand exposure and engagement.

The Show's rich heritage and remarkable scale have made it a trusted and powerful marketing channel for many of Australia's biggest, best-known, and loved brands.

Recognising that every brand is unique, we offer a wide range of partnership opportunities, tailored to suit your objectives, audience, and budget. From Naming Rights partnerships including favourites like the Farmyard Nursery, Animal Walk, Woodchop Stadium, Home & Lifestyle Pavilion, or the spectacular nightly fireworks at ENGIE Stadium to bespoke activations, our team will collaborate with you to deliver a high-impact presence that drives results and leaves a lasting impression.

Don't miss the chance to put your brand at the heart of this national celebration. Connect with consumers in meaningful ways, build awareness, and create unforgettable moments.

Partner with us at the Sydney Royal Easter Show and become part of something truly iconic.





Royal Agricultural Society of NSW

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 of 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

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SPONSORSHIP OPPORTUNITIES

AUDIENCE PROFILE

SPONSORSHIP OPPORTUNITIES

COMMERCIAL EXHIBITOR OPPORTUNITIES