



2026 SPONSORSHIP PROSPECTUS

2 – 13 APRIL 2026





THE SYDNEY ROYAL EASTER SHOW IS ONE OF AUSTRALIA'S LARGEST ANNUAL TICKETED EVENTS, ATTRACTING 846,500 ATTENDEES IN 2025.

Join us in celebrating the rich heritage of Australian agricultural at the Sydney Royal Easter Show! A dynamic event that brings together rural communities and urban dwellers alike, showcasing tradition, innovation, and excellence.

The Show is a powerful platform where agriculture meets entertainment, education, and commercial offerings. From award-winning produce to interactive exhibits and engaging retail experiences, the Show is a true reflection of Australia's best.

For brands, it offers an exceptional opportunity to engage with a diverse and highly engaged audience. As one of the country's most iconic events, the Show provides a trusted environment supported by a broad network of integrated communication channels, ensuring your message reaches and resonates with the right people, at the right time, with maximum impact.

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 INDUSTRY BODIES.

Unrivalled Exposure

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

Tailored Partnership Solutions

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

Deep Engagement

Create meaningful connections with key market segments.

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



Here's what you'll gain:



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 also generating leads.



Digital Campaign Integration

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



OUR 2025 AUDIENCE

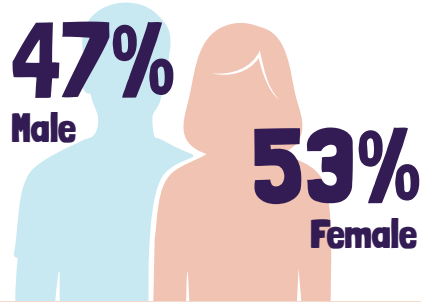
TOTAL ATTENDEES

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%

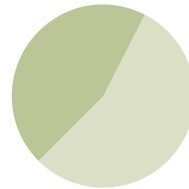
8+ hours

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

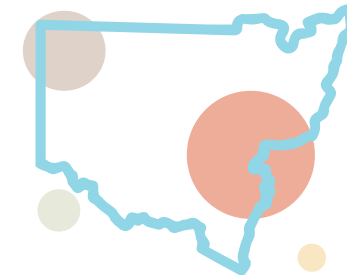
11% Group/shared household

\$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

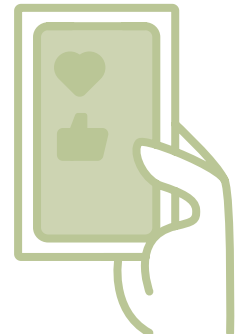
9M
Website
Page Views



86%
Website
Engagement



28M
Organic Social
Impressions





TAILOR YOUR PARTNERSHIP WITH US!

WE SPECIALISE IN TAILORING PARTNERSHIP OPPORTUNITIES TO ACHIEVE YOUR BRAND GOALS.

Sponsorship opportunities include:

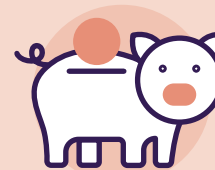
- Naming rights to major attractions or pavilions
- Category exclusivity and supply rights
- Sydney Royal Competitions alignment
- Activations and exhibition spaces
- Advertising and branding opportunities
- Consumer promotions including giveaways
- Product sampling
- Strategic digital campaigns
- Exclusive VIP packages for clients or teams



Generate brand & product awareness.



Meaningful engagements with exhibitors and attendees.



Generate sales opportunities.



Run consumer promotions and data capture.



Connect with our attendees through digital & communication platforms.

SEE WHAT WE DO AT THE SHOW!

GENERATE BRAND AWARENESS THROUGH ONSITE SPONSORSHIP

Strategic branding in high-traffic areas gives your business instant visibility, with minimal onsite activation required. A high-impact way to put your brand in front of hundreds of thousands of eager attendees.

INCREASE BRAND EXPOSURE IN CONTEXTUALLY RELEVANT ENVIRONMENTS

The naming rights sponsorship of a pavilion or activation provides sponsors with the opportunity to generate huge brand exposure and recall in an environment that will perfectly target your key demographic. Each naming right sponsorship can be tailored to your objectives and can include prominent signage, collateral support, promotions, hospitality, data capture and engagement options.

DRIVE OUTCOME-BASED OBJECTIVES WITH SYDNEY ROYAL COMPETITIONS

Our Sydney Royal competitions attract the best of the best with over 17,000 trophies, certificates and ribbons handed out at the Show each year. Opportunities exist to align your brand with a number of Sydney Royal competitions and as each naming rights sponsorship is unique, a proposal will be tailored to meet your objectives and budgets.





FURTHER OPPORTUNITIES

Partnerships are also available for the prestigious Sydney Royal competitions including:

- Sydney Royal Wine Show
- Sydney Royal Fine Food Show
- Sydney Royal Beer & Cider Show
- Grape, Grain & Graze Festival

... and more!



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.

Contact us today to explore how we can bring your brand to life.





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

PAUL BOWD

Head of Commercial

(02) 9704 1151

pbowd@rasnsw.com.au

SPONSORSHIP OPPORTUNITIES

AUDIENCE PROFILE

COMMERCIAL EXHIBITOR OPPORTUNITIES

ADVERTISING OPPORTUNITIES