

2022 ADVERTISING PROSPECTUS



200
YEARS
1822-2022
RAS
of NSW



8 APRIL – 19 APRIL 2022

AUSTRALIA'S LARGEST ANNUAL TICKETED EVENT





SYDNEY ROYAL EASTER SHOW

Partner with us as we celebrate the 200th anniversary of the Royal Agricultural Society of NSW at the 2022 Sydney Royal Easter Show.

The Sydney Royal Easter Show is Australia's largest annual ticketed event, attracting an average of 833,000* people each year. It is a celebration of Australian culture, from our rural traditions to our modern day lifestyles, providing unique experiences for everyone. Each year the country and city join together to enjoy the experiences of animal interactions, agricultural competitions, carnival fun, entertainment and shopping.

The Royal Agricultural Society of NSW (RAS) is a not-for-profit organisation that promotes and rewards agricultural excellence. The Sydney Royal Easter Show allows the RAS to carry out its mission to promote sustainable agriculture and therefore forge the future of the agricultural industries and rural communities throughout Australia.

**BE A PARTNER
OF
AUSTRALIA'S
LARGEST
ANNUAL
TICKETED
EVENT**

*Average Show attendees 2016-2021



CONNECT WITH OUR AUDIENCE

The rich heritage and sheer scale of the Show make it a prized means of communication. The Show has proven to be a highly effective platform for consumer engagement and brand awareness, bringing strong communication channels to a massive audience through digital, print, outdoor and broadcast platforms.

THE SYDNEY ROYAL EASTER SHOW ALLOWS ADVERTISERS TO:

- Generate brand awareness
- Connect with key demographics
- Promote brand, product or services to engage audience
- Data collection

THE SHOW HAS A VARIETY OF PLATFORMS TO PROVIDE TIMELY AND DETAILED INFORMATION TO THE HUNDREDS OF THOUSANDS OF PEOPLE THAT VISIT EACH YEAR.

OUR 2021 AUDIENCE

AUSTRALIA'S LARGEST ANNUAL TICKETED EVENT

TOTAL ATTENDEES

793,649

Avg. 833K
over the last 5 years

GENDER



Female

62%

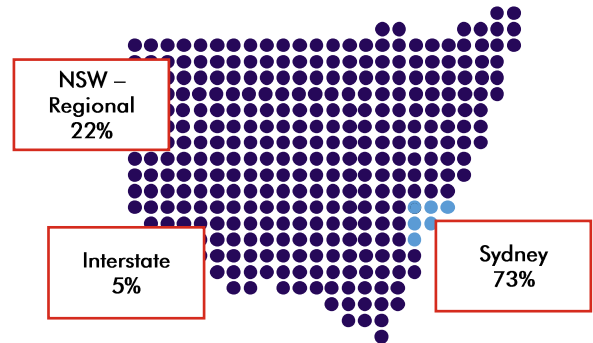
Male

38%

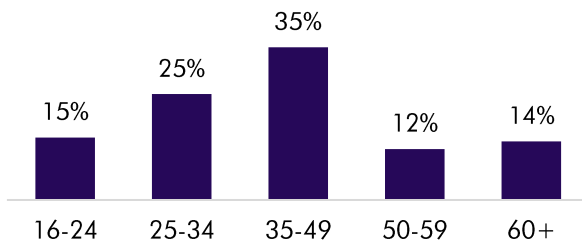


ATTENDEE ORIGINS

(number of unique individuals)



AGE GROUPS



KEY CUSTOMER SEGMENTS



PRE SCHOOL FAMILIES

31%



PRIMARY SCHOOL FAMILIES

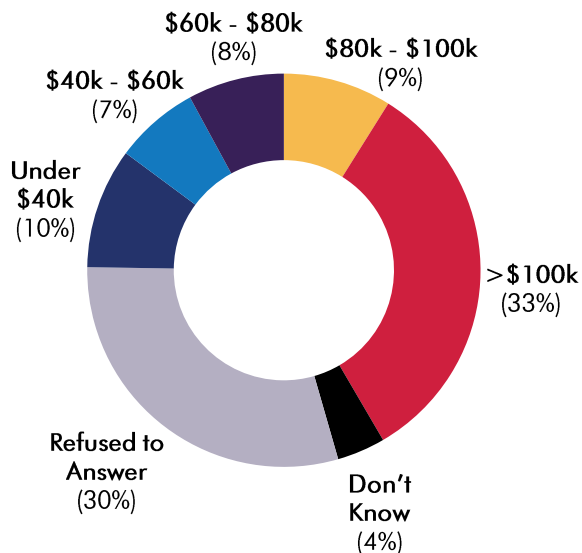
16%



EMPTY NESTERS

25%

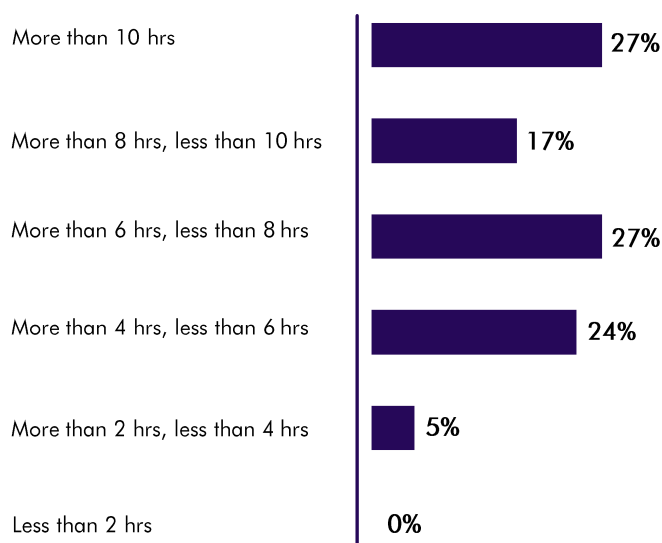
HOUSEHOLD INCOME



ANIMALS AND LIVESTOCK ARE THE MAIN REASONS PEOPLE COME TO THE SHOW

68% OF ATTENDEES WILL DEFINITELY OR PROBABLY RETURN IN 2022

NUMBER OF HOURS SPENT AT THE SHOW



AVERAGE SPEND



\$394

Spend per Group (Avg. group of 3)

\$137

Spend per Person



DIGITAL REACH

22M

Website
Page Views

210K

Social Media
Users



280K

eDM Database

89k

App Downloads

Source - Google Analytics - 1 Nov 2020 to 30 April 2021

IMPACT OF OVER \$247 MILLION TO NSW ECONOMY

Source - Royal Agricultural Society of NSW Size and Scope Study 2015



56%

attend the Show every year



87%

of attendees arrived before 1pm

SHOW ATTENDEES STRONGLY AGREE THAT THE SHOW

- Showcases Australian excellence in agriculture
- Educates children & adults where food comes from
- Forms an important part of our Australian heritage & national identity
- The more you look the more you find
- Provides a great variety of entertainment each year

OVERALL ENJOYMENT OF THE SHOW

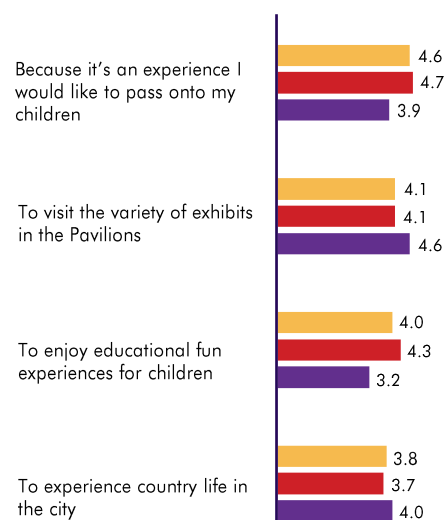


55% Very enjoyable

28% Quite enjoyable

MOTIVATIONS FOR ATTENDANCE IN 2021

Primary School Families Pre-School Families Empty Nesters



0 = strongly disagree

5 = strongly agree

GIANTS STADIUM

MAIN ARENA ADVERTISING

The Main Arena is visited by over 425,000 Show attendees and is at the heart of the Showground. Hosting The Sydney Royal Horse Show competitions during the day, major entertainment programs at lunchtime and in the evening and rounded off with the fireworks spectacular at the end of the day.

There are many opportunities to advertise your company's messaging in GIANTS Stadium including:

- Main Arena Big Screen – TVC's and Static ads
- LED Messages on Level 2 of the parapet
- Perimeter Signage
- Digital IPTV's

BIG SCREEN – TVC'S AND STATIC ADS



The Main Arena Big Screen is a standout feature of GIANTS Stadium and at 220sqm, the screen is one of the largest of its type in Australia. All the action taking place within GIANTS Stadium is broadcast throughout the day, in addition to competition score updates, information about what's on at the Show, the timing of events and entertainment, the pavilions to visit and advertising messages.

The opportunity allows for 30-second TVCs and Static Advertisements during the Show.



LED ADVERTISING

Mid-Tier LED Screens are the perfect accompaniment to a campaign on the Big Screen. Extending over 249m on the parapet of all the stands, these screens are perfect to drive 30 second brand messaging to the GIANTS Stadium audience.

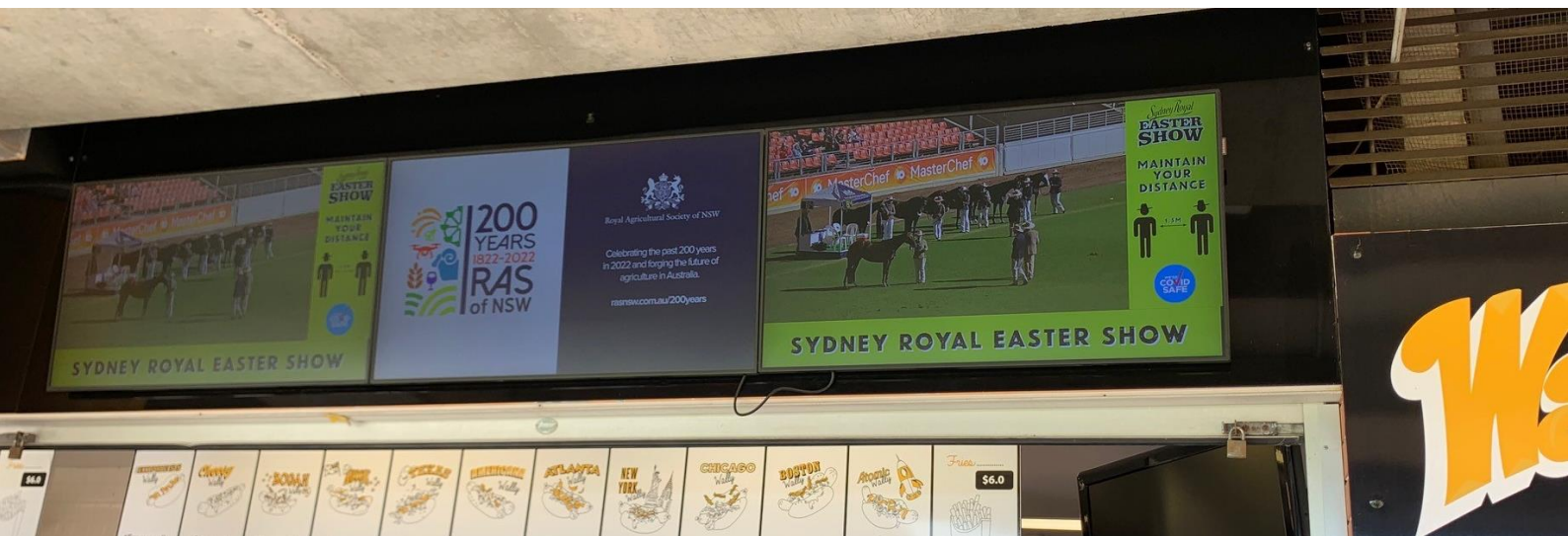
PERIMETER ADVERTISING



Static printed vinyl signage is positioned around the perimeter of GIANTS Stadium and can often be displayed on the BIG Screen during the filming of the competitions and entertainment programs.

IPTV ADVERTISING

Apart from broadcasting the Main Arena entertainment, the 190 IPTV screens are an important source to receive information about what's on at the Show, the timing of events and entertainment, the pavilions to visit and advertising messages. Located around the Main Arena concourse, above key food outlets, in the members and reserved seating areas, restaurants and bars, conference rooms, media centre and each corporate hospitality suite, the IPTVS are the perfect medium for 30 sec static and video messages to promote your brand to the GIANTS Stadium audience.



ADVERTISEMENT TYPE	RATE	SPECS
Big Screen Advertisement - Static	P.O.A	359 (w) x 540 (h)
Big Screen Advertisement - TVC	P.O.A	1920 (w) x 1080 (h) Ratio 16:9, 30 sec
Mid Tier LED Advertisement – Static/Animated	P.O.A	1600 (w) x 72 (h) 1040 (w) x 72 (h) 720 (w) x 72 (h) Duration 30 seconds (30fps)
Perimeter Signage	\$5,000*	12m (w) x 1.05m (h)
IPTV Advertisement – Static/Video	P.O.A	1920 (w) x 1080 (h) Format PNG, DPI 72 Ratio widescreen, output MP4

* Excludes GST

OTHER ADVERTISING OPPORTUNITIES

DIGITAL ADVERTISING

- The SRES Official Show Guide
- Eastershow.com.au website
- SRES app
- RAS Times Publication
- Targeted EDM's

SRES SHOW GUIDE



The Official Online Show Guide debuted in 2021 as an interactive digital publication housed on eastershow.com.au and linked from the Official Show App.

A must-read for all attendees, featuring the highly sought-after Showbag listings, ticket prices, transport options, Show highlights, venue map, exciting new attractions (including carnival rides), discount coupons, the latest food crazes, entertainment previews and more...

It's also worth noting that eastershow.com.au had over 22 million views in 2021 and the Official Show App had 89k+ users.

Full page colour advertisements are available and include 100k impressions on eastershow.com.au

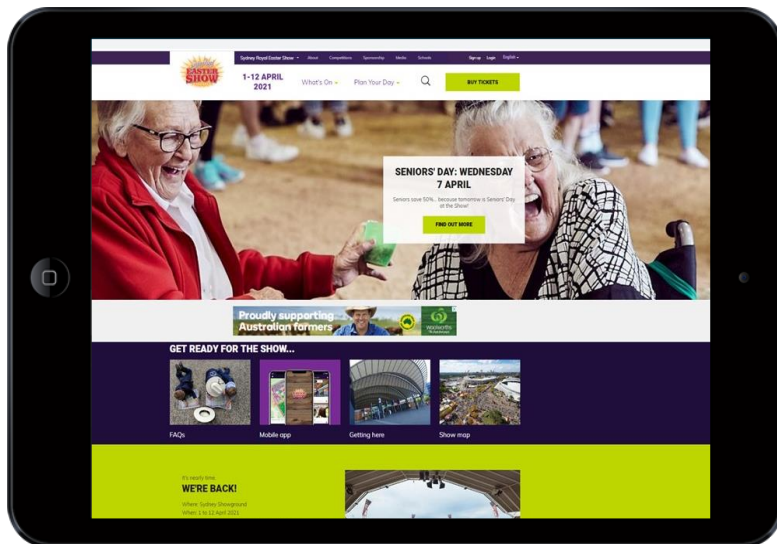
AD SIZE	RATE	SPECS (MM)
Full page (colour)	\$6,000*	297 (h) x 210 (w) +5mm bleed
Leaderboard (R.O.S)	FOC	90 (h) x 728 (w)
Mobile Leaderboard (R.O.S)	FOC	50 (h) x 320 (w)

* Excludes GST

2022 Material Booking Deadline – 21ST February 2022

EASTERSHOW.COM.AU – WEBSITE ADVERTISING

The Sydney Royal Easter Show website is the online go-to for people searching for Show information. During the 2021 Show there were over 22 million page views by 1.65 million users.



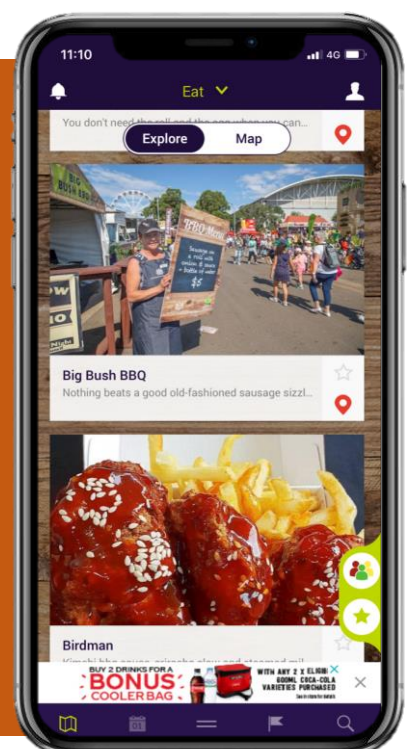
www.eastershow.com.au offers comprehensive information on ticketing, transport, competitions, attractions, planner, maps, Showbag listings, nearby accommodation and details on everything to see and do at the Show.

EASTER SHOW APP

In 2021, the App was utilised by 89,000 users, generating over 11 million screen views. The average time people used the app was 15 minutes and 14 seconds.

APP FEATURES

- Daily and hourly planner of everything to see and do at the Show
- 'My Plan' function to create a personalised itinerary
- Interactive map to navigate your way around the grounds
- Pre-purchase tickets to beat the queue
- Notifications of special promotions and activities
- The latest Showbag listings
- Opportunity to share pictures using the 'Show Faces' feature



Leading up to and during the Sydney Royal Easter Show the RAS communicates regularly with its database of over 280,000 Show attendees through a series of eDM's.



This advertising opportunity provides a tile advertisement in a scheduled eDM with a hyperlink to your website.

eDM advertisements are limited to a maximum of 2 ads per eDM

The average open rate is over 21% across the board for all types of eDM's.

eDM content traditionally includes what's on at the Show, showbag listings, carnival rides, entertainment, food offerings, theme days, early bird ticket prices etc.

DIGITAL ADVERTISING SPECS

ADVERTISEMENT TYPE	RATE	SPECS
Leaderboard (R.O.S)	\$30 CPM*	728 (w) x 90 (h) Format JPEG / GIF
Medium Rectangle (R.O.S)	\$30 CPM*	300 (w) x 250 (h) Format JPEG / GIF
Mobile Leaderboard (R.O.S)	\$30 CPM*	320 (w) x 50 (h) Format JPEG / GIF
eDM advertisement	\$5,000*	582 (w) x 90 (h) Format JPEG / GIF
Mobile App Takeover	P.O.A	320 (w) x 50 (h) Format JPEG / GIF

* Excludes GST

The RAS Times is an online publication distributed three times a year to all 17,000 RAS Members, our agricultural network and key stakeholders including government and industry bodies.



Produced inhouse by the RAS, 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.

The RAS Times is a targeted advertising opportunity reaching agricultural decision makers and influencers with an even 50/50 split across both Country and City readers. The RAS Times is available for download from our website www.rasnsr.com.au

AD SIZE	RATE	SPECS (MM)	ISSUE DATE
Full Page (colour)	\$2,960*	297 (h) x 210 (w) 5mm bleed	<ul style="list-style-type: none"> • November 2021 • February 2022 • July 2022 • November 2022
Half Page (colour)	\$1,960*	136 (h) x 190 (w)	<ul style="list-style-type: none"> • November 2021 • February 2022 • July 2022 • November 2022

* Excludes GST

CONTACT US



SPONSORSHIP OPPORTUNITIES

COMMERCIAL EXHIBITOR OPPORTUNITIES

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