

2022 SPONSORSHIP PROSPECTUS



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.

BE A PARTNER
OF
AUSTRALIA'S
LARGEST
annual
TICKETED
EVENT

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.

*Average Show attendees 2016-2021

WHY SPONSOR?



The rich heritage and sheer scale of the Show make it a prized means of communication utilised by some of the country's biggest, best known and loved brands including Woolworths, Advance, Department of Primary Industries, Australian Eggs, Elders and Coca-Cola.

THE SYDNEY ROYAL EASTER SHOW ALLOWS SPONSORS TO:

- Generate brand awareness
- Engage with consumers
- Data capture
- Generate sales
- Product launches
- Showcase products and services
- Connect with the community

SPONSORSHIP BENEFITS:

- Naming rights to a competition, activation, pavilion/venue or entertainment act
- Category and supply rights
- Branding / Advertising onsite
- Activations and exhibition spaces
- Consumer promotional opportunities including ticket giveaways and money can't buy experiences
- Exclusive experiences for staff and customers including corporate hospitality and ticketing
- Direct brand messaging, exposure and engagement through the Show's digital and social platforms with opportunities for database capture

OUR 2021 AUDIENCE

AUSTRALIA'S LARGEST ANNUAL TICKETED EVENT

TOTAL
ATTENDEES
793,649

Avg. 833K
over the last 5 years

GENDER



Female

62%

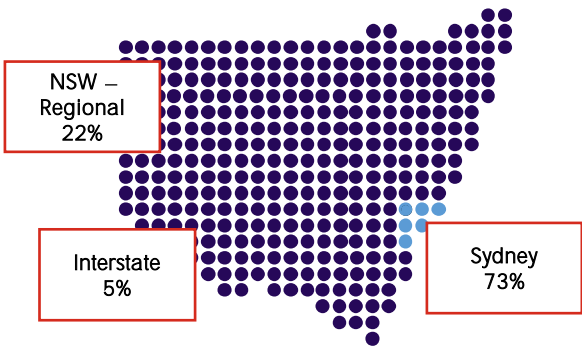
Male

38%

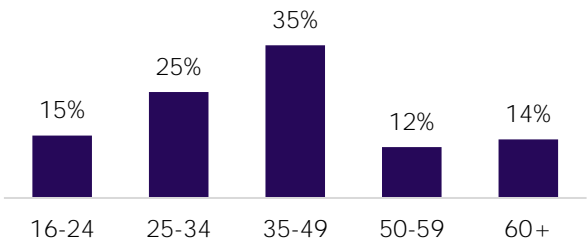


ATTENDEE ORIGINS

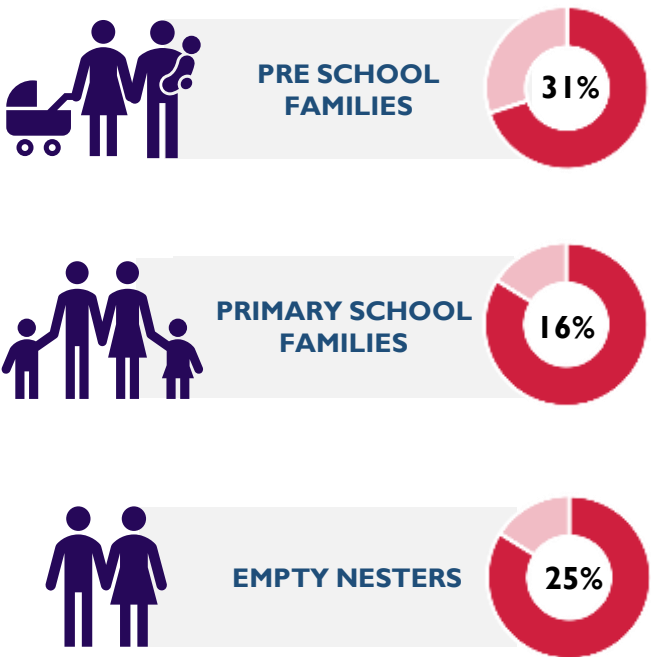
(number of unique individuals)



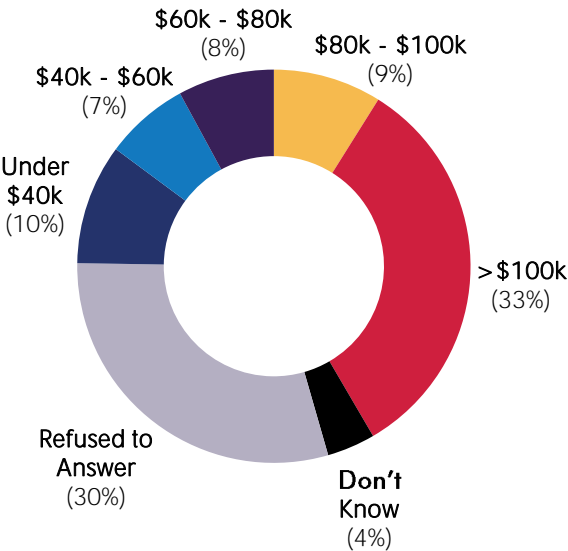
AGE GROUPS



KEY CUSTOMER SEGMENTS



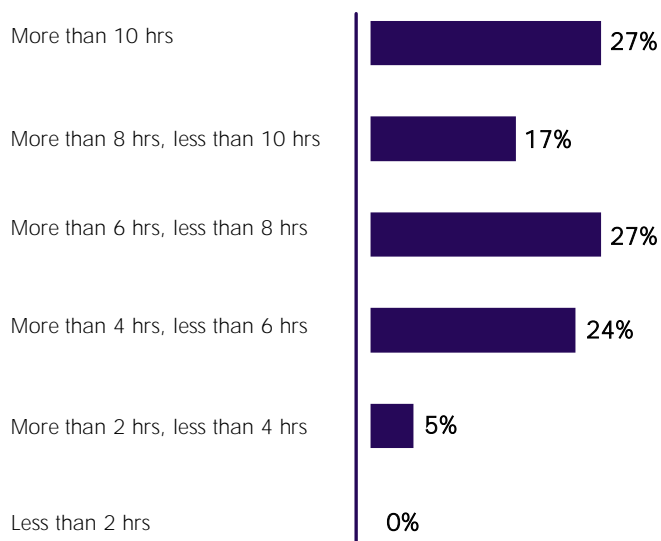
HOUSEHOLD INCOME



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

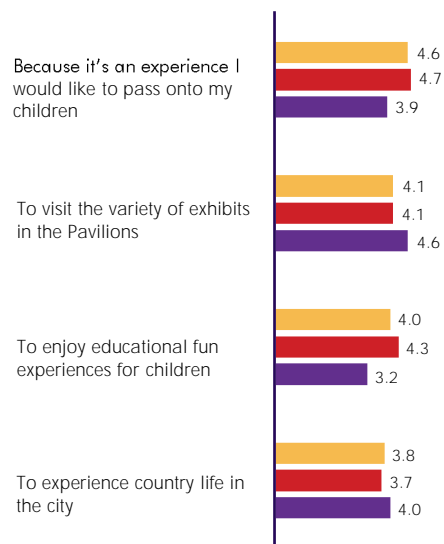
OVERALL ENJOYMENT OF THE SHOW



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



COMMERCIAL OPPORTUNITIES

SPONSORSHIP

Click on the images to view short videos on the sponsorship opportunities.

WOODCHOP





VOLUNTEERS

SPONSORSHIP

Click on the images to view short videos on the sponsorship opportunities.

LITTLE HANDS ON THE LAND





THE STABLES

SPONSORSHIP

Click on the images to view short videos on the sponsorship opportunities.

GIANTS STADIUM MAIN ARENA





Animal walk

SPONSORSHIP

Click on the images to view short videos on the sponsorship opportunities.

Farmyard nursery





Pet pavilion

SPONSORSHIP

Click on the images to view short videos on the sponsorship opportunities.

Sydney royal dog show





Sydney Royal Young Woman of the Year Competition / rural achievers

SPONSORSHIP

Click on the images to view short videos on the sponsorship opportunities.

Little big top Amphitheatre





A MESSAGE FROM THE HEAD OF COMMERCIAL

The Sydney Royal Easter Show provides the perfect environment to showcase your brand and products to thousands of people daily. Our sponsors are integral in making memories for people of all ages as part of the exhilarating modern-day tradition that is the Show.

We continue to evolve the **Show's** offering based on independent research that provides us with valuable feedback on consumer motivations. This ensures we develop the finest agricultural experiences and entertainment whilst continuing to celebrate our rural communities.

The research is shared with our sponsors as part of a formal debrief and who are then supported in the continued evolution of their presence at the Show.

This supportive relationship is only one of the reasons our sponsors return year after year, developing into mutually-successful long-term partnerships.

Our unique heritage enables the Royal Agricultural Society of NSW (RAS) to carry out its mission to promote sustainable agriculture and therefore forge the future of the agricultural industries and rural communities throughout Australia year-round. There are endless sponsorship opportunities for your business at the Show.

PAUL BOWD
Head of Commercial

SPONSOR RECOGNITION

SYDNEY ROYAL EASTER SHOW SPONSOR MONTAGE



THE ROYAL AGRICULTURAL SOCIETY OF NSW WOULD LIKE TO THANK ITS 2021 SPONSORS FOR SUPPORTING EXCELLENCE IN AUSTRALIAN AGRICULTURE AND REGIONAL COMMUNITIES

Grand Champion



Strategic Sponsors



Champion



Blue Ribbon



Department of
Primary Industries



THE LAND

Red Ribbon





CONTACT US

PAUL BOWD
Head of Commercial
(02) 9704 1151
pbowd@rasnsw.com.au

[ADVERTISING OPPORTUNITIES](#)

[COMMERCIAL EXHIBITOR OPPORTUNITIES](#)

[SYDNEY ROYAL EASTER SHOW RESEARCH](#)

[PARTNER WITH US](#)