



2025

SPONSORSHIP PROSPECTUS

11 - 22 APRIL 2025



THE SYDNEY ROYAL EASTER SHOW IS AUSTRALIA'S LARGEST ANNUAL TICKETED EVENT, ATTRACTING AN AVERAGE OF 852,000* PEOPLE OVER A 12 DAY PERIOD.

FRIDAY 11 APRIL - TUESDAY 22 APRIL 2025

Embark on a thrilling exploration of Australian agricultural heritage with us! The Show is a vibrant celebration that unites rural communities and urban dwellers alike, showcasing the richness of our culture through agriculture, award-winning produce, entertainment, and commercial offerings.

The Show serves as a coveted engagement some of the country's biggest and best known brands. Through our diverse array of integrated, informative, and trusted communication channels, your message will resonate powerfully before and during the event, ensuring maximum exposure and impact!

OUR 2024 AUDIENCE

797,615

Avg. 854,000 over the last 5 Shows



54%
Female

46%
Male

MAIN REASON FOR ATTENDANCE

“
To enjoy the animals at the Show
”

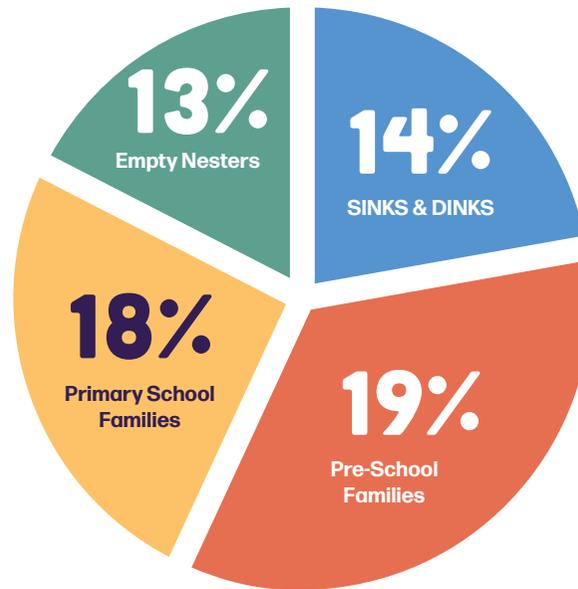
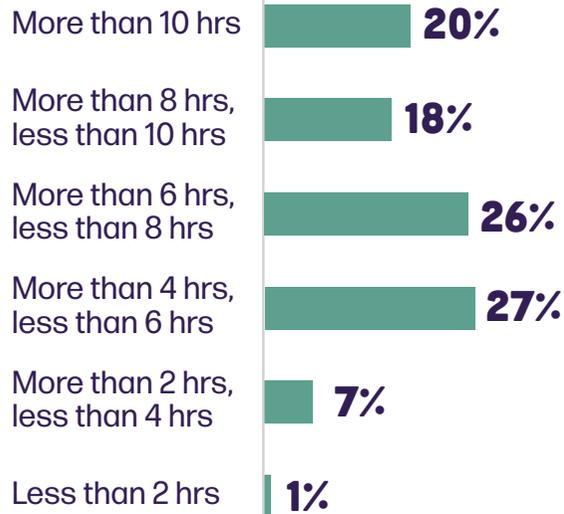


ENJOYMENT RATING

41%
Very enjoyable

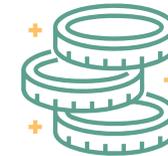
29%
Quite enjoyable

NUMBER OF HOURS SPENT AT THE SHOW



AVERAGE SPEND

\$461
Average Spend per Group of 3

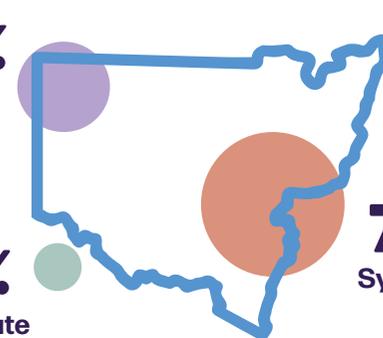


\$165
Average Spend per Person

ATTENDEE ORIGINS

22%
NSW Regional

3%
Interstate



1%
Overseas

74%
Sydney

OUR 2024 DIGITAL AUDIENCE

9M

Website
Page
Views



DIGITAL PLATFORM FOLLOWERS:

37.4K

Instagram



183K

Facebook



18.3K

TikTok



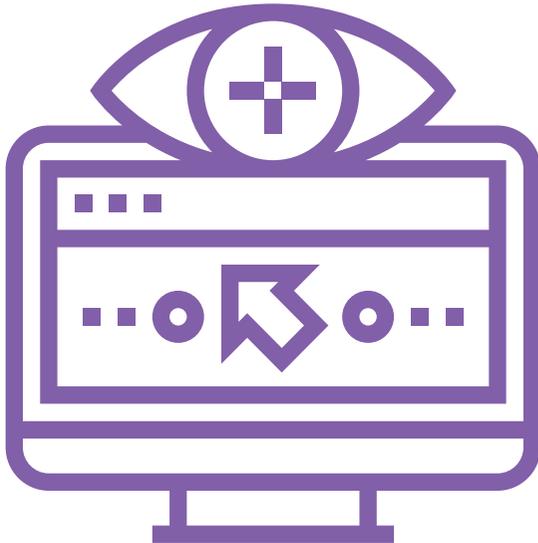
17.7K

YouTube



26M

Organic
Social
Impressions



587K

eDM
Database





TAILOR YOUR PARTNERSHIP WITH US!

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

Sponsorship Opportunities include:

- * Naming rights of a competition, activation, pavilion or entertainment act.
- * Category and supply rights.
- * Sampling.
- * Advertising and Branding.
- * Activations and exhibition spaces.
- * Consumer promotions including ticket giveaways and money can't buy experiences.
- * Exclusive experiences for employees, clients, and customers including corporate hospitality and ticketing.
- * Direct brand messaging, exposure, and engagement through digital and communications platforms.



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

If you are looking at branding opportunities to reach a massive audience with minimal onsite activation whilst receiving maximum exposure, the following sponsorships will provide exactly what you are looking for.

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 14,000 trophies, certificates and medals 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 Wine, Dairy, Fine Food competitions including:

- * Sydney Royal Wine Show
- * Sydney Royal Fine Food Show
- * Sydney Royal Beer & Cider Show
- * Grape, Grain & Graze Festival
- ... and more!





Royal Agricultural Society of NSW

A MESSAGE FROM THE HEAD OF COMMERCIAL, PAUL BOWD

The Sydney Royal Easter Show presents a unique and impactful opportunity to showcase your brand. One of the largest annual ticketed events in Australia, boasting an average attendance of over 850,000* passionate attendees, this iconic event offers unparalleled opportunities for brand engagement and exposure.

We recognise that every brand is unique, so we offer a wide range of partnership opportunities, tailored to companies of all sizes. Whether a Naming Rights partner of a prominent attraction like the Farmyard Nursery, the Home & Lifestyle Pavilion or Main Arena Entertainment, or branding on the shirts worn by over 500 Volunteers who engage with Showgoers all day, every day, we have options to suit your specific needs. Our team will work

closely with you to create a customised partnership package that aligns with your brand objectives and maximises your return on investment.

Don't miss out on this extraordinary opportunity to unleash the power of brand engagement on an unrivalled platform for maximum exposure and lasting impact. Whether you're a large corporation or an emerging small business, we have options to suit your budget and objectives.

Join us in creating unforgettable moments and become part of the fabric of Australian culture. Contact us today and secure your place as a valued partner of the Sydney Royal Easter Show!

* Average of last 5 Shows





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 if ag business and ag tech alike, to ensure prosperity and sustainability for generations to come.

Thank you for supporting the RAS!

The cost from your stand goes back to also helping the Show and Australian Agriculture Thrive!





CONTACT US

PAUL BOWD

Head of Commercial

(02) 9704 1151

pbowd@rasnsw.com.au



SPONSORSHIP OPPORTUNITIES

AUDIENCE PROFILE

COMMERCIAL EXHIBITOR OPPORTUNITIES

ADVERTISING OPPORTUNITIES