



2024 SPONSORSHIP PROSPECTUS

22 MARCH – 2 APRIL 2024

AUSTRALIA'S LARGEST ANNUAL TICKETED EVENT



**SEE WHY BRANDS
CHOOSE TO
PARTNER WITH
AUSTRALIA'S
LARGEST ANNUAL
TICKETED EVENT**



Royal Agricultural Society of NSW

SYDNEY ROYAL EASTER SHOW

The Sydney Royal Easter Show is Australia's largest annual ticketed event, attracting an average of 852,000* people over a 12 day period. In 2024, the Show is on from 22nd March to 2nd April.

It is a celebration of Australian culture, from our rural traditions to our modern day lifestyles, providing unique experiences for everyone.

Our successful and innovative sponsorship packages have won major international awards. The Show is a prized engagement tool for some of the country's biggest and best-known brands. Our extensive range of integrated, informative and trusted communication platforms will further amplify your messaging both before and during the Show.

* Average attendance for the last 5 Shows

WE SPECIALISE IN TAILORING PARTNERSHIP OPPORTUNITIES & BENEFITS TO ACHIEVE YOUR GOALS



Generate brand & product awareness, including product launches



Meaningful engagement with consumers



Generate sales and sampling opportunities



Run consumer promotions & data capture



Connect with our attendees not only at the Show, but through our digital & communications platforms

SPONSORSHIP OPPORTUNITIES CAN 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 the Show's digital and communications platforms, including data capture

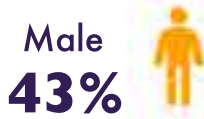
OUR 2023 AUDIENCE

ATTENDEES

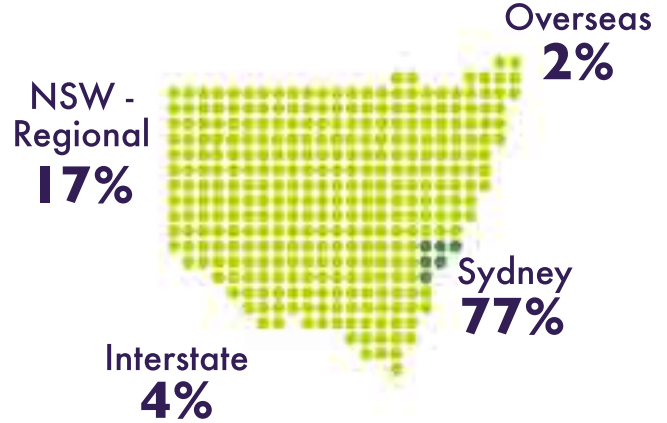
878,677

Avg. 852,000 over the last 5 Shows

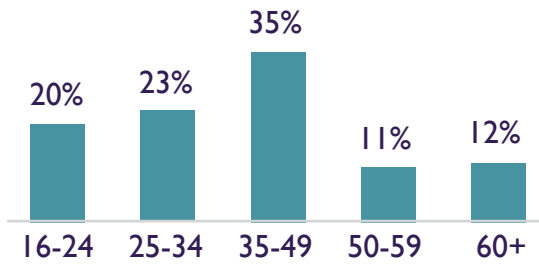
GENDER



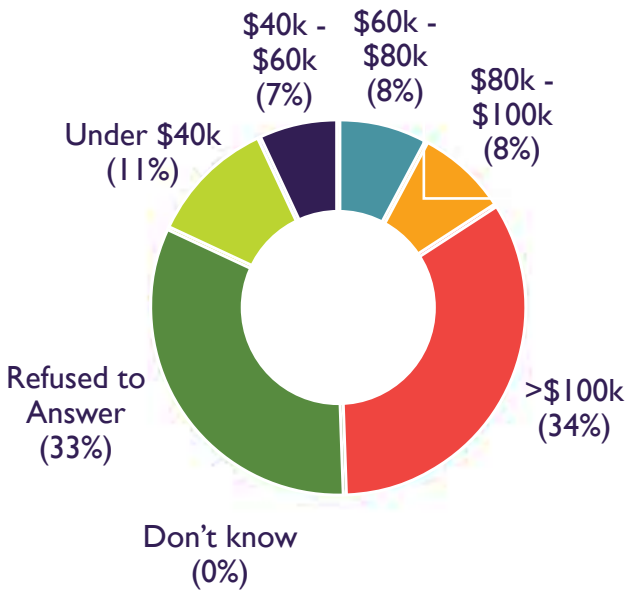
ATTENDEE ORIGINS



AGE GROUPS



HOUSEHOLD INCOME



KEY CUSTOMER SEGMENTS



14%
SINKS & DINKS



22%
PRE-SCHOOL FAMILIES



16%
PRIMARY SCHOOL FAMILIES



11%
EMPTY NESTERS

SOURCE - IER ATTENDEE RESEARCH 2023

ANIMALS ARE THE MAIN REASON PEOPLE COME TO THE SHOW

OUR 2023 AUDIENCE

AVERAGE SPEND

\$425 Average Spend per Group of 3

Average Spend per Person **\$167**



51%

Attend the Show every year



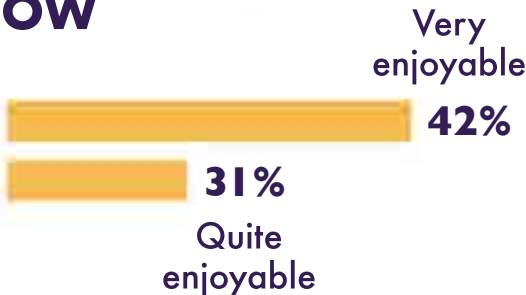
500+

Places to browse, buy and sample

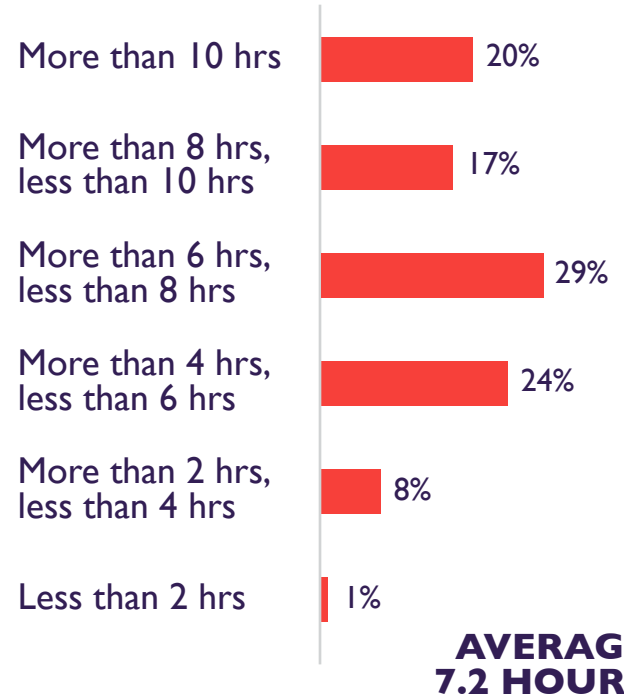
TOP 5 AGREEMENT STATEMENTS

- The Show showcases excellence in Australian agriculture.
- At the Show, the more you look, the more you find.
- The Show forms an important part of our Australian heritage and national identity.
- The Show provides a great variety of entertainment each year.
- The Show educates children and adults about where food comes from.

OVERALL ENJOYMENT OF THE SHOW



NUMBER OF HOURS SPENT AT THE SHOW



IMPACT OF OVER \$247 MILLION TO NSW ECONOMY

SOURCE – ROYAL AGRICULTURAL SOCIETY OF NSW SIZE AND SCOPE STUDY 2015

DIGITAL REACH

22M
Website
Page Views

488K
eDM
Database



241K
Social Media
Users

30M
Organic Social
Impressions

SOURCE - IER ATTENDEE RESEARCH 2023

56% OF ATTENDEES WILL DEFINITELY OR PROBABLY RETURN IN 2024

SPONSORSHIP

GENERATE BRAND AWARENESS THROUGH ONSITE SPONSORSHIPS

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

CLICK ON THE IMAGES TO VIEW SHORT VIDEOS OF THE SPONSORSHIP OPPORTUNITIES.



ANIMAL WALK



THE VOLUNTEERS



MAIN ARENA ENTERTAINMENT



AUSTRALIA AVENUE CARNIVAL

SPONSORSHIP

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.

CLICK ON THE IMAGES TO VIEW SHORT VIDEOS OF THE SPONSORSHIP OPPORTUNITIES.



FARMYARD NURSERY



LITTLE HANDS ON THE LAND



THE STABLES



THE MILKING BARN

SPONSORSHIP

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.

CLICK ON THE IMAGES TO VIEW SHORT VIDEOS OF THE SPONSORSHIP OPPORTUNITIES.



CHANNEL 7 WOODCHOP STADIUM



ADVANCE™ SYDNEY ROYAL DOG SHOW



AGRICULTURAL COMPETITIONS SHEEP, HORSE, CATTLE, POULTRY



THE LAND SYDNEY ROYAL AGSHOW YOUNG WOMAN OF THE YEAR COMPETITION & R.M.WILLIAMS RURAL ACHIEVER PROGRAM



Royal Agricultural Society of NSW

A MESSAGE FROM THE HEAD OF COMMERCIAL, PAUL BOWD

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.

Each year 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, who are then supported in the continued evolution of their presence at the Show.

This supportive relationship begins from the care taken to clearly understand the sponsor's goals in order to maximise and nurture their investment. Beyond the sheer numbers achieved by the Show, it is the strength of the relationships that is a key driver for why our sponsors return year after year, developing into mutually-successful long-term partnerships.

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. There are endless sponsorship opportunities for your business at the Show.





THE ROYAL AGRICULTURAL SOCIETY OF NSW WOULD LIKE TO THANK ITS 2024 SPONSORS FOR SUPPORTING EXCELLENCE IN AUSTRALIAN AGRICULTURE AND REGIONAL COMMUNITIES

Grand Champion

Strategic Sponsors



Champion



Blue Ribbon



Department of Primary Industries



Red Ribbon





CONTACT US

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SPONSORSHIP OPPORTUNITIES

ADVERTISING OPPORTUNITIES

COMMERCIAL EXHIBITOR OPPORTUNITIES

SYDNEY ROYAL EASTER SHOW AUDIENCE PROFILE