



2025

ADVERTISING PROSPECTUS

11 - 22 APRIL 2025



GET READY FOR THE ULTIMATE CELEBRATION OF AUSTRALIAN CULTURE AT THE SYDNEY ROYAL EASTER SHOW!

FRIDAY 11 APRIL - TUESDAY 22 APRIL 2025

As Australia's largest annual ticketed event, it draws in an average of 852,000* attendees over 12 exhilarating days bringing the country to the city.

Hosted by the Royal Agricultural Society of NSW (RAS), a passionate not-for-profit organisation dedicated to promoting and rewarding agricultural excellence, the Show is more than just entertainment—it's a platform for advancing sustainable agriculture. By participating, you're not just joining a fun-filled extravaganza; you're investing in the future of Australia's agricultural industries and rural communities.

CONNECT WITH OUR AUDIENCE

THE SHOW HAS A VARIETY OF PLATFORMS WHICH ENABLES YOUR MESSAGE TO REACH HUNDREDS OF THOUSANDS OF PEOPLE!

Our extensive range of integrated and trusted communication verticals will amplify your messaging throughout the Show. These verticals include broadcast, outdoor, digital (website and mobile) and print and will ensure messages are communicated with maximum impact.

A range of advertising packages are available on request or alternatively we can tailor a campaign to meet your objectives and budget and could include a broader sponsorship package.



The Show Allows Advertisers to:

- * Generate brand & product awareness.
- * Engage with key demographics in a timely way.
- * Run consumer promotions and data collection.
- * Drive consumers to your onsite activation.

ENGIE STADIUM MAIN ARENA ADVERTISING

ENGIE Stadium Main Arena is at the heart of the Showground and visited by over 431,000 attendees. It hosts the Grand Parade, Opening Ceremony, Sydney Royal Horse Competition, Lunchtime and Evening Entertainment and the Firework Spectacular.



BRING YOUR BRAND TO LIFE AT THE ENGIE STADIUM MAIN ARENA

The Big Screen is the focal point of ENGIE Stadium Main Arena and at 220sqm, the screen is one of the largest of its type in Australia. 30-second commercials are screened during the 12 days of Show

Extending over 2491m in GIANTS Stadium, the LED screens are perfect to drive 30-second brand and call-to-action messages in both static and animated formats.

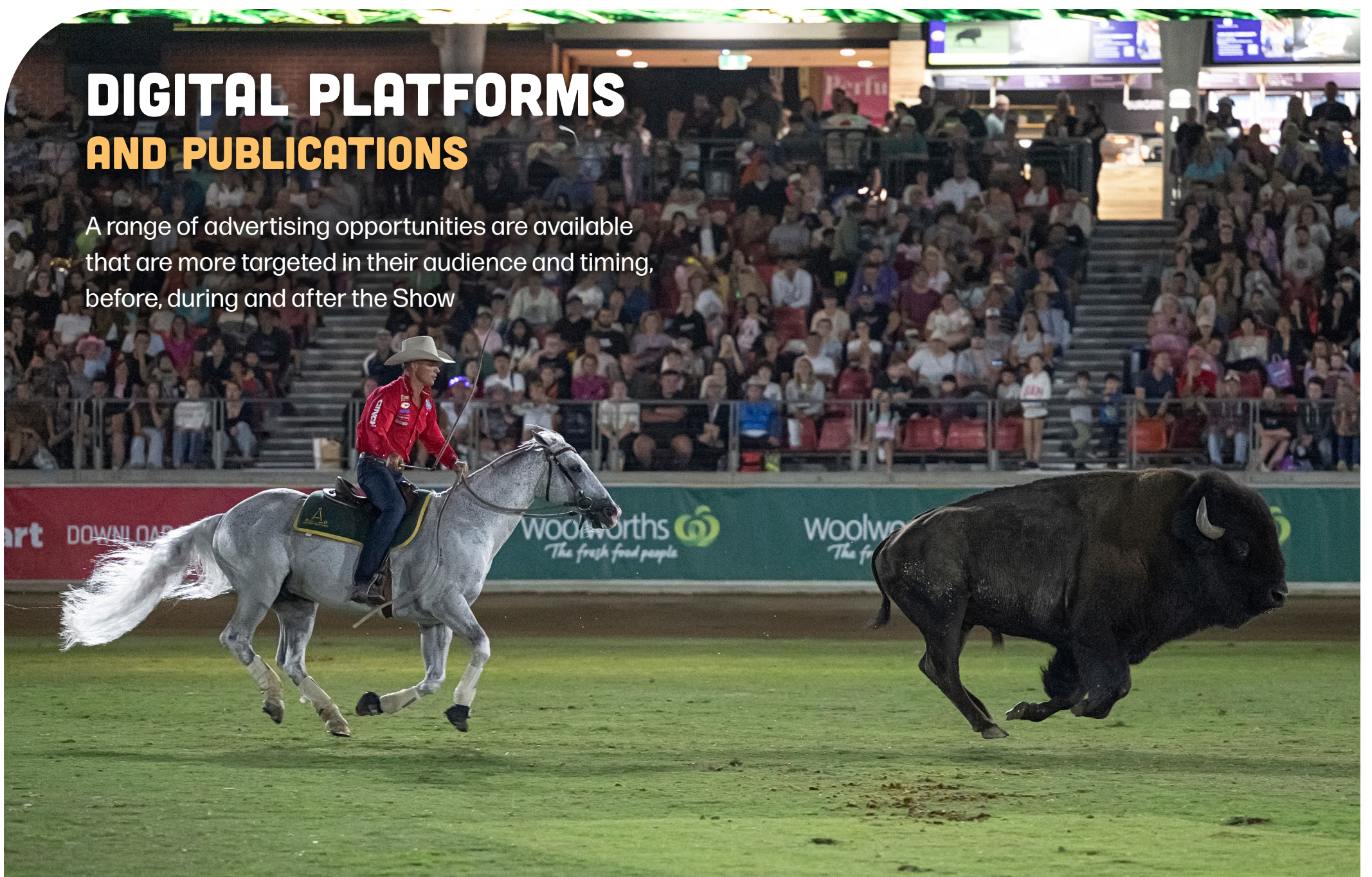
The 190 IPTV in-stadium screens are located around the arena concourse, above key food outlets, in the Members' and reserved seating areas, restaurants and bars, conference rooms, media centre and in each corporate suite, the IPTVs display 30-second static messages to promote your brand.

Printed PVC vinyl signage is a permanent fixture over 12 days of the Show and is positioned at ground level around the perimeter of GIANTS Stadium Main Arena. As a backdrop, Perimeter signage is frequently displayed on the Big Screen during the competitions, presentations and entertainment.



DIGITAL PLATFORMS AND PUBLICATIONS

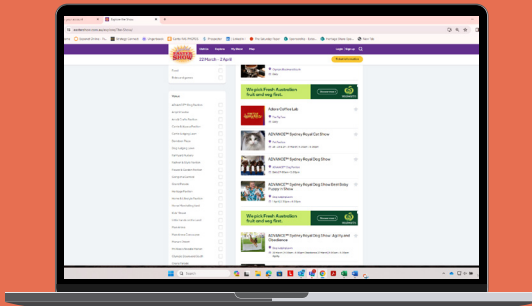
A range of advertising opportunities are available that are more targeted in their audience and timing, before, during and after the Show



EXTEND YOUR BRANDING ON TO OUR DIGITAL VERTICALS

OFFICIAL SHOW GUIDE ADVERTISING

The Official Show Guide is an interactive digital publication housed on eastershow.com.au. It features the highly sought-after Showbag listing, ticket prices, transport options, Show highlights, Show map, exciting new attractions, discount coupons, and more. Full-page colour advertisements are available, with a hyperlink to your company's website.

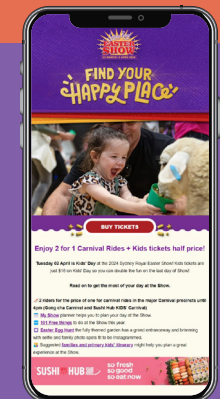


WEBSITE ADVERTISEMENT

The Sydney Royal Easter Show website is the online go-to for attendees searching for Show information. In 2024 there were over 22 million page views and 1.7 million engaged users. Digital website advertisements are available to be placed throughout the website.

EDM ADVERTISEMENT

We keep our Sydney Royal Easter Show database of over 480,000 informed and engaged through a series of eDMs sent our prior and during the Show. Your brand is incorporated into wide reaching eDM content such as what's new at the Show, showbag listings, carnival rides, entertainment, food offerings, theme days, early bird ticket prices, etc.



ADVERTISING IN TARGETED PUBLICATIONS

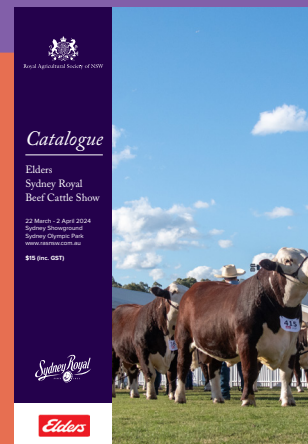
RAS TIMES

The RAS Times is a targeted advertising opportunity reaching agricultural decision-makers and influencers with both country and city readers. The publication is distributed three times a year to over 13,000 RAS Members, our agricultural network, and key stakeholders. 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.



SYDNEY ROYAL COMPETITION PUBLICATIONS

Engage with Competition Exhibitors, Industry, Show Officials and interested members of the public by taking a full-page mono advertisement in a Competition Catalogue.



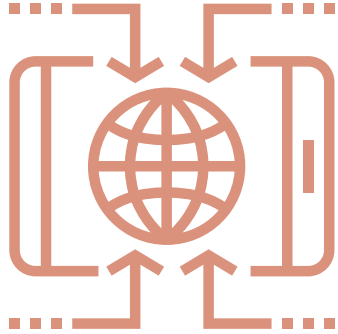
ADVERTISEMENTS CAN BE PLACED IN THE FOLLOWING COMPETITION CATALOGUES:

- * Alpaca
- * Arts & Crafts
- * Cattle
- * Domestic Animals
- * Flower & Garden
- * Goat
- * Horse
- * Pig
- * Poultry & Pigeon
- * Sheep & Fleece
- * Woodchop

OUR 2024 DIGITAL AUDIENCE

9M

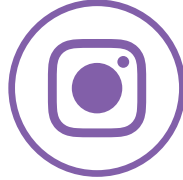
Website
Page
Views



DIGITAL PLATFORM FOLLOWERS:

37.4K

Instagram



183K

Facebook



18.3K

TikTok



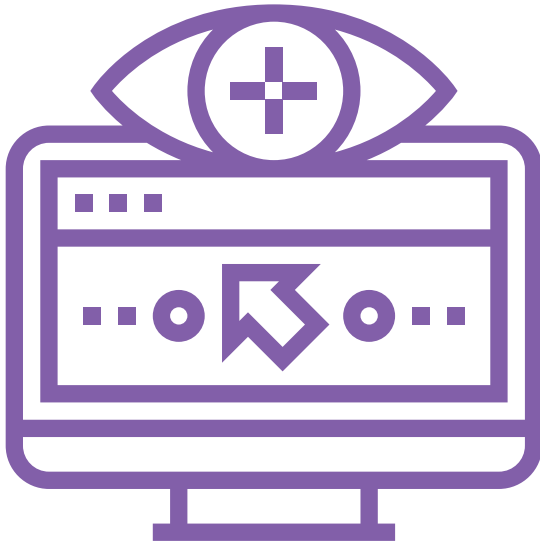
17.7K

YouTube



26M

Organic
Social
Impressions



587K

eDM
Database



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%

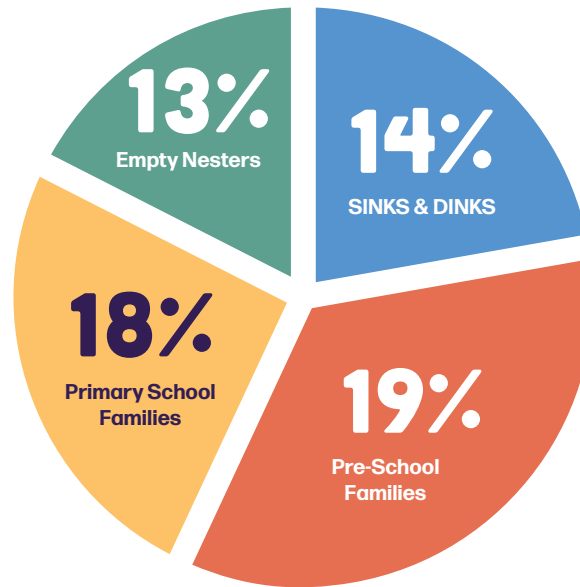
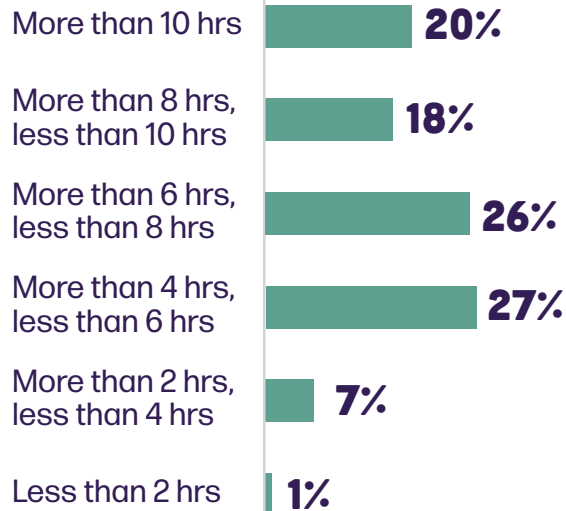
Very enjoyable



29%

Quite enjoyable

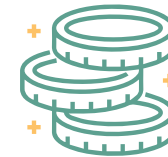
NUMBER OF HOURS SPENT AT THE SHOW



AVERAGE SPEND

\$461

Average Spend per
Group of 3



\$165

Average Spend
per Person

ATTENDEE ORIGINS

22%

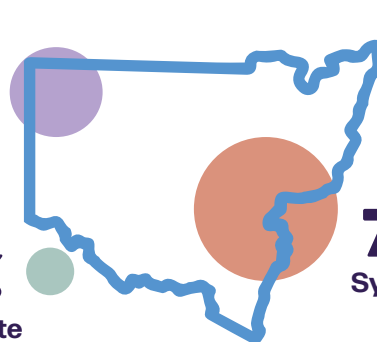
NSW
Regional

1%

Overseas

3%

Interstate



74%

Sydney



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

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ADVERTISING OPPORTUNITIES

AUDIENCE PROFILE

SPONSORSHIP OPPORTUNITIES

COMMERCIAL EXHIBITOR OPPORTUNITIES