



SYDNEY ROYAL EASTER SHOW  
SPONSORSHIP OPPORTUNITIES





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# RAS Background

The Royal Agricultural Society of NSW (RAS) is a not for profit organization established in 1822 to raise the standards of agriculture in Australia. In the 21st century, the RAS continues to promote excellence and innovation in Australian agriculture through events, competitions and education.

The RAS has four main areas of operations:

- The Sydney Royal Easter Show
- The Sydney Royal Wine, Dairy and Fine Food Shows
- Management of the Sydney Showground precinct
- Australasian Animal Registry

The RAS boasts a membership database of 14,000 from across NSW and South East Queensland which is represented within the business by an 88-member Council. A governing Board is elected from this Council to address the key financial and business issues of the RAS.





# Sydney Royal Easter Show

The Sydney Royal Easter Show is one of NSW's most iconic events attracting almost a million people to the Sydney Showground every year. A symbol of Australia's cultural heritage, the Show brings the traditions of the country to the city and celebrates all things Australian - from the astonishing quality and diversity of the agricultural sector, to the latest in entertainment and technology.

For 14 days over Easter, the visitor to the Show is presented with a dazzling array of choice, from animal shows to fashion shows, arts to horticulture, and world-class rodeo to carnival rides. Across 21 pavilions, 3 entertainment arenas and a range of outdoor precincts, the Sydney Royal Easter Show offers something for everyone.

For sponsors, the Easter Show offers a range of unique opportunities through which to achieve their marketing objectives. Attracting huge audiences across a broad demographic, the Show offers endless scope to bring brands to life and connect with target markets. Through the opportunity to own events and pavilions, the Show can provide maximum brand exposure and create a high level of association in the minds of the Show visitor.





# Sydney Royal Easter Show Brand Values





# Visitor Snapshot 2010

**Total Attendance:** 900,000

**Gender ratio:** Male: 32%  
Female: 68%

**Age:**

>16:	2%
16-24:	10%
25-34:	20%
35-49:	48%
50-59:	11%
60+:	8%

**Residence:**

Sydney City:	11%
Northern:	24%
Southern:	19%
Western:	21%
Other NSW:	21%

**Visitation:**

Annually:	51%
First Visit:	8%



*Statistics based upon 2010 Sydney Royal Easter Show Market Research (conducted by IER)*







# Sponsorship Benefits

The RAS offers sponsors a valuable package of benefits and opportunities dependent on investment.

This includes but is not limited to:

## **Brand Association**

Sponsors link their brand to one of Australia's iconic events and a much-loved Sydney institution popular across all demographics.

## **Naming Rights**

The RAS offers sponsors the opportunity to maximise their presence through securing naming rights to an event or location.

## **Sponsor Recognition**

Sponsors receive appropriate recognition in a range of RAS generated marketing collateral and media opportunities.

## **Ticketing and Corporate Hospitality**

The RAS offers sponsors complimentary tickets to the Sydney Royal Easter Show to use for staff, clients, customers or in promotions.

Sponsors have the opportunity to be included in a range of other events and hospitality programs including complimentary dining and the opportunity to hold functions.

## **Commercial Space**

Sponsors may wish to negotiate the inclusion of commercial or exhibition space in a pavilion or around the grounds.



# Sponsorship Benefits

## Marketing Benefits

Inclusion in the RAS' marketing campaign, including:

- Brand recognition in collateral
- Screen and Press advertising opportunities
- Recognition on event screens
- Integration into publicity campaigns
- Show Radio

## Promotional Opportunities

We encourage our partners to consider promotional opportunities on the ground at the Show or through other relevant channels. These could include:

- Ticketing promotions
- Entertainment promotions
- Cross-promotions with other partners
- Media promotions
- Competitions

## Event Specific

Sponsors involved in specific events secure a range of unique opportunities around the event including:

- Signage rights
- VIP access
- Unique behind the scenes activities
- Sampling opportunities
- Data capture opportunities
- Presentation opportunities
- Corporate profiling opportunities



# Sponsorship Properties

The diversity of the Sydney Royal Easter Show offers a very broad spectrum of potential sponsorship properties. From the highest level of brand association by way of naming rights, to a focus on corporate entertainment, the Show offers its sponsors the flexibility to develop a sponsorship package that delivers.

Possible sponsorship property options include:

- **Venues**
- **Key Events eg: Fashion Parades**
- **Show Pavilions**
- **Individual Show Days**
- **Agricultural Competitions**
- **Food & Wine Competitions**
- **Entertainment Events**
- **Educational Exhibitions**
- **People Programs**



The RAS will also consider new initiatives that enhance the Easter Show experience. The RAS Sponsorship Department is available to discuss your requirements and work with you to develop the perfect sponsorship package.





# Easter Show Layout





# Contacts

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## Easter Show Dates 2011

Thursday 14 – Wednesday 27 April



# Faces of the Sydney Royal Easter Show

