



TOOWOOMBA ROYAL SHOW

SPONSORSHIP PROSPECTUS 2027
15 - 17 APRIL 2027



Partner with one of Queensland's
premier regional events and connect
with more than 30,000 engaged visitors
across three unforgettable days.

More than A SHOW

For more than 165 years, the Toowoomba Royal Show has celebrated the people, industries and communities that make the Darling Downs one of Australia's most productive regions.

Each year, thousands of visitors come together to experience the very best of agriculture, entertainment, education and community spirit in one iconic event.

By partnering with the Toowoomba Royal Show, your organisation becomes part of a tradition that people genuinely love and return to year after year.



AGRICULTURE

Honouring our rural heritage and future



COMMUNITY

Connecting our region like no other event



EDUCATION

Inspiring the next generation



ENTERTAINMENT

Exciting experiences for all ages



AUDIENCE SNAPSHOT



30,000+

VISITORS

Over three
action-packed days



4.5 HOURS

AVERAGE STAY

Visitors spend more
time at the Show



200+

VOLUNTEERS

The heart of our
community event



100K +

PROMOTIONAL VALUE

Extensive media and
marketing exposure



86%

LOCAL & REGIONAL
VISITORS

From Toowoomba
and surrounding
regions

OUR AUDIENCE



FAMILIES



AGRICULTURE
PRODUCERS



REGIONAL
BUSINESSES



YOUNG
ADULTS



FOOD
LOVERS



COMMUNITY
GROUPS



AGRICULTURE

Showcasing excellence across livestock, produce and rural industries



COMMUNITY

Bringing people together to celebrate, connect and belong.



EDUCATION

Inspiring the next generation through hands-on learning.



ENTERTAINMENT

Exciting attractions and experiences for the whole family



WHY PARTNER WITH US?



Increase brand awareness

across a highly engaged audience



Connect face-to-face with

thousands of potential customers



Showcase your products

and services



Demonstrate your support for

regional Queensland



Align your brand with **agriculture,**

education and community



Create memorable experiences

that build loyalty



Gain year-round marketing

and networking opportunities

PARTNERSHIP OPPORTUNITIES

 PLATINUM PARTNER Exclusive event partnership \$10K +	 GOLD PARTNER Premium brand exposure across key attractions and experiences \$5K +	 SILVER PARTNER Strong visibility with opportunities to engage directly with patrons \$2.5K +	 BRONZE PARTNER Affordable entry-level partnership with meaningful community impact \$1K +
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We can personalise any amount
FEATURE SPONSORSHIPS

 Livestock Competitions	 Equestrian	 Entertainment
 Emerging Leaders	 Pavilion	 Education Programs

IN-KIND PARTNERSHIPS

Products • Services • Equipment • Media • Hospitality



Every partnership is tailored to meet your marketing objectives, audience and budget. We'd love to work with you to create something unique.

LET'S BUILD SOMETHING GREAT TOGETHER

Whether you're looking to increase brand awareness, connect with regional Queensland or support one of the the state's most iconic agricultural events, we'd love to hear from you.

**Let's create something
extraordinary together.**

CONTACT US TODAY



0746 347 400



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www.toowoombashow.com.au

Get in Touch!



**TOOWOOMBA
ROYAL SHOW**