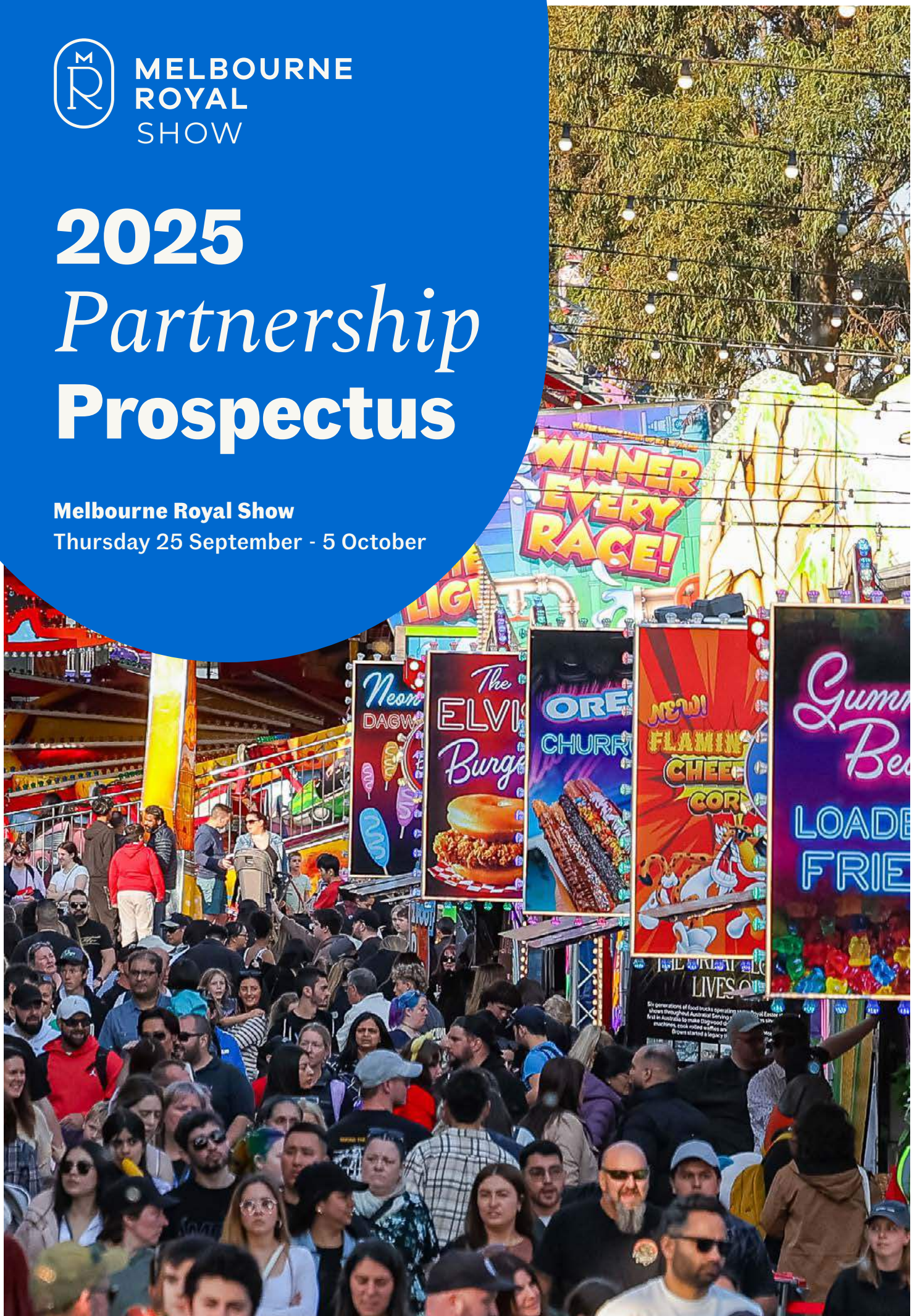




MELBOURNE
ROYAL
SHOW

2025 *Partnership* Prospectus

Melbourne Royal Show
Thursday 25 September - 5 October



Be part of Victoria's Largest Community Event

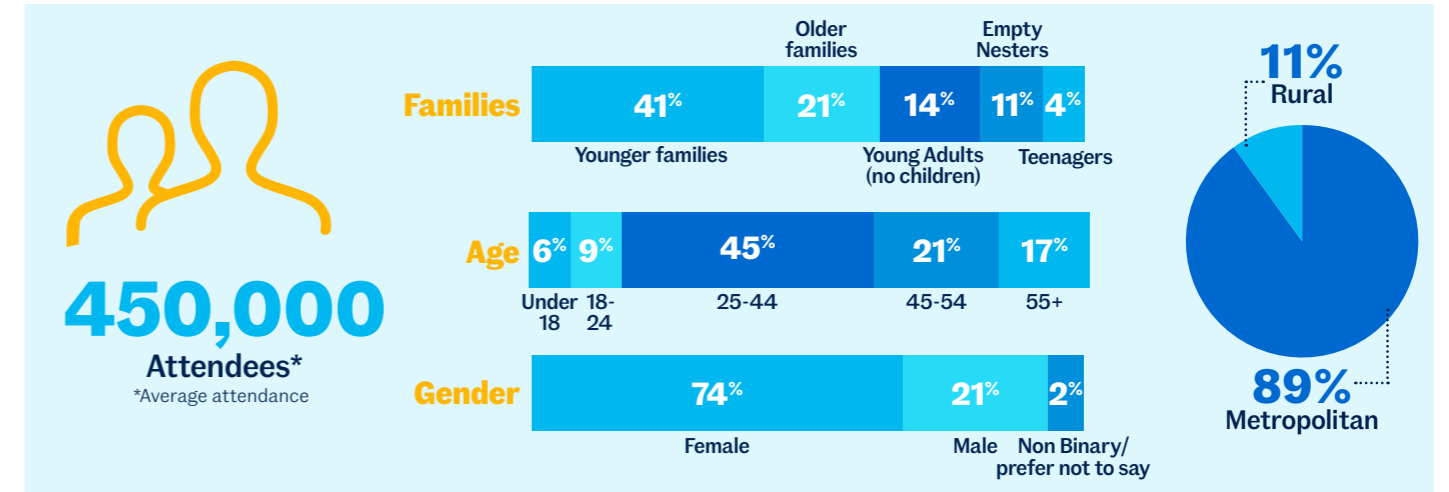
The Melbourne Royal Show is an annual community event that has been part of Victoria's cultural fabric for over 175 years.

Attracting hundreds of thousands of visitors, the Melbourne Royal Show is the biggest Victorian major event that brings the community together to celebrate agriculture - producers, products & produce.

From rural and regional Victoria to greater Melbourne; it's for all Victorians.



Demographics



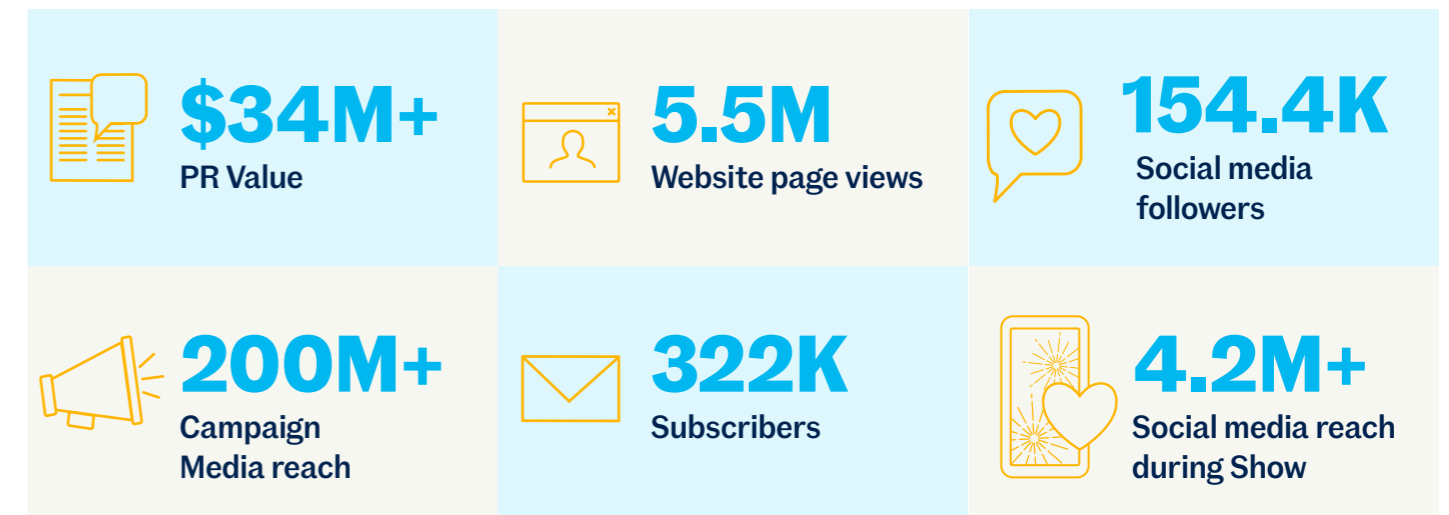
Event Statistics



Pillars of the Melbourne Royal Show



Marketing & PR Statistics



Explore the *endless* benefits

“The Melbourne Royal Show is an excellent platform to showcase our brand and products.”

Yardley Kyling, Head of Marketing & Customer Support Sushi Hub



82%

Partner retention rate from 2023 to 2024

60%

2024 prompted brand recall amongst top partners

390+

Partner mentions in media broadcast/clippings



“Coca-Cola loves collaborating with the Melbourne Royal Show because it allows us to engage with a diverse audience, foster community spirit, and create unforgettable, refreshing experiences.”

Makaela Murray, State Partnership Executive – Key Accounts & Special Events Entertainment & Leisure Coca-Cola Europacific Partners.

Partnership Opportunities

Partnering with the Melbourne Royal Show will put your brand top-of-mind of many Victorians.

The Melbourne Royal Show offers a myriad of brand promotion & advertising opportunities that will assist with services & product exposure and brand engagement with hundreds of thousands of visitors as well over a million Victorians engaged through the Show's digital platforms.



Partnership opportunities include:

- Precinct/Pavilion Naming Rights
- Attraction Branding Rights
- Activation Footprint/On-site Store
- Roving Promotion
- On-site Signage Rights & Digital Advertising
- Online & Print Advertising inc. Show Guide, Website & EDM's
- Category/Supplier Rights
- Competition, Giveaways & Promotional Rights
- Unique Experiences, Hospitality & Ticketing

To ensure you get the most out of this partnership, a customised proposal will be curated to suit your brands marketing goals and objectives.





Elevate your partnership through additional opportunities



MELBOURNE ROYAL COMPETITION SPONSORSHIP

From livestock to Woodchop to Art, Craft & Cookery, align your brand with one of Melbourne Royal's Blue Ribbon competitions to target a niche and engaged market.



MELBOURNE SHOWGROUNDS VENUE HIRE

Looking for a venue to host a family day or even a gala dinner? Melbourne Showgrounds will have a space for you.



FOOD & BEVERAGE AWARDS SPONSORSHIP

Connect to the Food & Beverage industry by sponsoring one of Melbourne Royal's prestigious award programs in Beer, Wine, Spirits & Food.

About Melbourne Royal

Melbourne Royal is committed to celebrating agriculture, cultivating events and strengthening communities.

Our vision is to be globally recognised and highly valued for showcasing food and beverage, produce and producer, presenting premier events, activating and delivering vibrant event spaces.



[Click here](#) to find out more or scan the QR code.



Get In *Touch*

For more information regarding partnership
or commercial rights opportunities please contact:

Partnerships@melbourneroyal.com.au

Melbourne Royal® is a registered trademark of
The Royal Agricultural Society of Victoria Limited.



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