

THE Alice Springs Christmas Show



Sponsorship Prospectus



22 November 2025

Celebrating 5 years of community spirit

The Alice Springs Christmas Show focuses on giving back to the community. Established during the Covid pandemic to support the Central Australian Show Society, the Christmas Show combines festive spirit with complimentary activities and market stalls.

With more than 3,000 attendees, over 40 market stalls, and various free family activities—such as photos with Santa, water play, a bouncy castle, and a craft activity. —CASS collaborates closely with Apex Central Australia to offer free icy poles.

Sponsorship Levels



Parcel Service Competition Sponsorship: \$50/ \$100 or \$.....
Please nominate a competition section or individual category:



Rudolf: \$200 sponsorship – general Christmas Show sponsorship.



Head Elf: \$500 sponsorship – presented by ‘your business here’ for one activity – Letters to Santa, Alice Springs Reptile Centre or craft activity.



Santa: Large activity sponsorship – these are provided free to the community, and will include naming rights for your business.

- Face Painting – \$1000
- Mechanical Surfboard – \$1400
- Windrush – \$2650



NETWORK
build relations with
key stakeholders &
decision makers



ENGAGEMENT
connect with a
diverse & engaged
audience of families,
station & industry
professionals



SUPPORT
enhance your brand
credibility by
supporting this iconic
event & the Alice
Springs
Community

Come
and kick off Christmas with us!

2025 Sponsorship Application

Business name: _____

Contact Details	Sponsorship Level
Name: _____ Email: _____ Phone: _____ ABN: _____	<input type="checkbox"/> Parcel Service <input type="checkbox"/> Rudolph <input type="checkbox"/> Head Elf <input type="checkbox"/> Santa Please complete the relevant section below
Parcel Service Competition Section	Head Elf
<input type="checkbox"/> Art <input type="checkbox"/> Horticulture <input type="checkbox"/> Cooking <input type="checkbox"/> Photography <input type="checkbox"/> Craft <input type="checkbox"/> Specific Category <input type="checkbox"/> Hobbies _____	<input type="checkbox"/> Letters to Santa <input type="checkbox"/> Alice Springs Reptile Centre <input type="checkbox"/> Craft Activity
Santa	Additional Information
<input type="checkbox"/> Christmas Castle <input type="checkbox"/> Windrush <input type="checkbox"/> Mechanical Surfboard <input type="checkbox"/> Face Painting <input type="checkbox"/> Yes! I will provide banner one week prior to the Alice Springs Show.	<input type="checkbox"/> Yes! I have attached our logo. <input type="checkbox"/> Yes! I have attached our Public Liability. <input type="checkbox"/> Yes! I agree to the Sponsorship terms. <input type="checkbox"/> Yes! I will provide a brief description of my business to be used for promotions.
Payment Details	What We Offer
<input type="checkbox"/> Please Invoice <input type="checkbox"/> Please charge my credit card as follows: Name on card: _____ Card numbers: _____ Expiry: _____ CCV: _____	All sponsors will receive the below: <ul style="list-style-type: none"> • Social media recognition • Listed on Website • Logo placed around Christmas Show • Banner at Christmas Show (Head elf and Santa sponsors only)

Thank You!



Thanks a bunch for backing the Alice Springs Christmas Show! Your support is the magic that makes it all happen – we couldn't jingle all the way without you!





Yellow BRICK
ROAD START



COMPETITIONS

CRAFT & HOBBIES

COOKING



The Show is coordinated by the Central Australian Show Society (CASS), an incorporated association with a dynamic volunteer management committee. Their mission is to promote, encourage and assist the development of agriculture, pastoral, horticulture, viticulture, commercial, mineral, industrial, cultural, handicraft, artistic and tourism pursuits in Central Australia.

Our Team & Committee

Andrew Barrett

President

president@alicespringsshow.com.au

Rachael Mashford

Event Manager

eventmanager@alicespringsshow.com.au

CASS Councillors

Craig Whan – Vice President

Rachel Jericho – Vice President

Jenny Ashenden

Victoria Berlin

Megan Deans

Shannan Hayes-White

Sarah Hore

Amanda Kimpton

Glenn Marshall

Sarah McKenzie

Debs Smith

Nicky Simpson

Marketing & Administration

marketing@alicespringsshow.com.au

CASS Office

P| 08 8952 1651

E| show@alicespringsshow.com.au

W| www.alicespringsshow.com.au