

# Alice Springs Show



## Sponsorship Prospectus

3-4 July 2026



# Alice Springs Show

## Celebrating 65+ years!

The Alice Springs Show is the largest community event in Alice Springs. A family event with something for everyone, the Alice Springs Show is a regional agricultural show with a rich history and a passion for our community.

20,000+ attendees



140+ trade exhibitors



3500+ competition entries

45,000+ website visits



14.2M impact on Alice Springs Town Council LGA economy

*Come*  
and be where the people are!

# Celebrating our local community

**WITH MORE THAN 20,000 ATTENDEES EXPECTED OVER TWO DAYS, SPONSORING THE ALICE SPRINGS SHOW OFFERS THE OPPORTUNITY FOR EXPOSURE AND DIRECT ACCESS TO AN ENGAGED COMMUNITY.**

The Alice Springs Show is powered by the Central Australian Show Society, a not-for-profit organisation committed to promote, encourage and advocate for the development of agricultural, pastoral, horticultural, commercial, industrial, cultural, handicraft, artistic and tourism pursuits in Central Australia. We will continue to deliver a high-quality service standard to every customer with integrity, honesty and respect.

We have exciting sponsorship opportunities available for the 2026 Show!

Connect with us to propel your organisation's objectives and our mission to build capability for the Central Australian region.

## Contact our office



**Rachael Mashford**

Event Manager

[show@alicespringsshow.com.au](mailto:show@alicespringsshow.com.au)

08 8952 1651



**VISIBILITY** – increase your brand exposure with over 20,000 attendees expected over two days



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



**NETWORK** – build relations with key stakeholders & decision makers



**SUPPORT** – enhance your brand credibility by supporting this iconic event & the Central Australian Community

# Our Vision

For Central Australian Show Society to remain a top-level regional agricultural show by showcasing local pastoral and agricultural industries, arts, culture, and local businesses. Providing an inclusive family friendly atmosphere filled with entertainment, education, and community connections through our annual events.

## Platinum Sponsor - \$30k+

includes all the benefits of Gold Ribbon + Full Page Advertisement in the Guide to Entries, Naming Rights to the Noah's Pig Racing.

## Packages

Gold  
Ribbon  
\$10,000+

Blue  
Ribbon  
\$5,000+

Red  
Ribbon  
\$2,000+

White  
Ribbon  
\$750+

\*\*Sponsorship must be approved mid March to be included in the print version of the Guide to Entries

# Packages continued . . .

	Gold Ribbon \$10,000+	Blue Ribbon \$5,000+	Red Ribbon \$2,000	White Ribbon \$750	Section Sponsorship \$50+
Banner around the Showgrounds	4	3	2	1	-
Logo on CASS Website	✓	✓	✓	✓	✓
Credits via PA over the 2 days	✓	✓	✓	✓	-
VIP Show Passes	10	5	2	1	-
VIP Car Park Passes	3	3	1	1	-
Social Media shoutouts	4	3	2	1	1
Invitation to the Show Launch/ fundraising event	2	2	1	50% discount	-
Banner at the Show Launch	✓	✓	✓	-	-
Ad in the Guide to Entries	✓	✓	✓	Listing	Listing
Indoor or Outdoor Trade Space	Up to 10M	Up to 8M	Up to 4M	-	-
Spot on Yellow Brick Road	✓	✓	-	-	-
Vehicle or Mascot in the Grand Parade	✓	✓	✓	✓	✓
Logo Printed on CASS Centralian Today Advertisements	2	1	-	-	-
Logo on Video Advertising	✓	✓	-	-	-
Logo in & around high traffic areas	✓	✓	✓	-	-
Logo on CASS Email Coorespondance	✓	✓	-	-	-
Pig Racing Sponsor of 1 pig	✓	✓	-	-	-

# 2026 Sponsorship Application

Business name: \_\_\_\_\_

Contact Details
Name: _____
Email: _____
Phone: _____
ABN: _____

Sponsorship Level	
<input type="checkbox"/> Platinum	<input type="checkbox"/> Gold Ribbon
<input type="checkbox"/> Blue Ribbon	<input type="checkbox"/> Red Ribbon
<input type="checkbox"/> White Ribbon	<input type="checkbox"/> Competition section

Competition Section			
<input type="checkbox"/> Agriculture	<input type="checkbox"/> Dachshund Events	<input type="checkbox"/> Photography	<input type="checkbox"/> Specific Category: _____
<input type="checkbox"/> Art	<input type="checkbox"/> Hobbies	<input type="checkbox"/> Poultry	
<input type="checkbox"/> Cooking	<input type="checkbox"/> Horticulture	<input type="checkbox"/> Cattle	
<input type="checkbox"/> Craft	<input type="checkbox"/> Pet & Animal Nursery	<input type="checkbox"/> Equestrian	

Grand Parade	Additional Information
<input type="checkbox"/> Yes, we will have a vehicle or mascot for the Grand Parade on Show Friday.	<input type="checkbox"/> Yes! I have attached our logo.
<input type="checkbox"/> No, we are unable to participate at this stage, please check closer to the Show.	<input type="checkbox"/> Yes! I will provide banner/s two weeks prior to the Alice Springs Show.
<b>Platinum, Gold &amp; Blue Ribbon Sponsors only</b>	<input type="checkbox"/> Yes! I have attached our Public Liability.
<input type="checkbox"/> Yes, we would like an indoor trade space OR	<input type="checkbox"/> Yes! I will provide a brief description of my business to be used for promotions.
<input type="checkbox"/> Yes! we would like an outdoor trade space.	<input type="checkbox"/> Yes! I will choose a entertainment option on the following page to claim naming rights
<input type="checkbox"/> Yes, we would like a spot on the Yellow Brick Road*	
<input type="checkbox"/> No, we do not require a trade space.	
<b>Red Ribbon Sponsors only</b>	
<input type="checkbox"/> Yes, we would like an indoor trade space	
<input type="checkbox"/> No, we do not require a trade space	

\*Subject to availability at the time of sponsorship approval

## Thank You!

Thank you for your support of the Alice Springs Show, our sponsors make our Show possible! Once we have received your application, one of our team will be in touch.

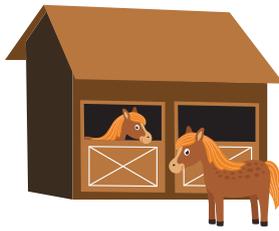
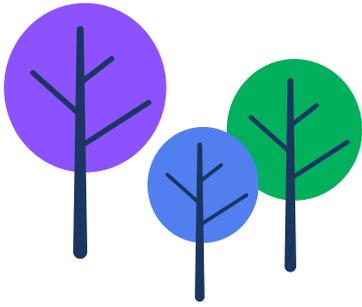


# Entertainment options

Depending on your level of sponsorship, select one of the below as your preferred 'Naming Sponsor' entertainment option

ENTERTAINMENT	SPONSORSHIP LEVEL	CHOOSE ONE
Noah's Pig Racing	Platinum	
Trackskill V8 Cars & Mario Kart Soccer	Gold	
Fireworks	Gold	
Rob Bast Sculptor	Gold	
Dinkum Dinos	Gold	
Barnyard Petting Zoo	Blue	
Funny Farmers	Blue	
Light Horse Display	Blue	
Sandology	Blue	
Hula Hoop Brisbane	Red	
Circus Elements	Red	

# Yellow BRICK ROAD START



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.

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## Our Team & Committee

### **Andrew Barrett**

President  
[president@alicespringsshow.com.au](mailto:president@alicespringsshow.com.au)

### **Rachael Mashford**

Event Manager  
[show@alicespringsshow.com.au](mailto:show@alicespringsshow.com.au)

### **CASS Committee**

Craig Whan – Vice President  
Rachel Jericho – Vice President  
Jenny Ashenden  
Marli Banks  
Victoria Berlin  
Megan Deans  
Amanda Kimpton  
Glenn Marshall  
Sarah McKenzie  
Damien Ryan  
Debs Smith

### **Nicky Simpson**

Marketing & Admin  
[marketing@alicespringsshow.com.au](mailto:marketing@alicespringsshow.com.au)

### **CASS Office**

P| 08 8952 1651  
W| [www.alicespringsshow.com.au](http://www.alicespringsshow.com.au)