

ALICE SPRINGS

Show

Sponsorship Prospectus

2-3 July 2027





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

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.

Packages

**Gold
Ribbon
\$10,000+**

**Blue
Ribbon
\$5,000+**

**Red
Ribbon
\$2,000+**

**White
Ribbon
\$750+**

Want something more or in between?

Contact our office on show@alicespringsshow.com.au or 08 8952 1651

****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	✓	✓	-	-	-

2026 Sponsorship Application

Business name: _____

Contact Details	Sponsorship Level
Name: _____	☐ Platinum ☐ Gold Ribbon
Email: _____	☐ Blue Ribbon ☐ Red Ribbon
Phone: _____	☐ White Ribbon ☐ Competition section
ABN: _____	

Competition Section			
☐ Agriculture	☐ Dachshund Events	☐ Photography	☐ Specific Category: _____
☐ Art	☐ Hobbies	☐ Poultry	
☐ Cooking	☐ Horticulture	☐ Cattle	
☐ Craft	☐ Pet & Animal Nursery	☐ Equestrian	

Grand Parade	Additional Information
☐ Yes, we will have a vehicle or mascot for the Grand Parade on Show Friday.	☐ Yes! I have attached our logo.
☐ No, we are unable to participate at this stage, please check closer to the Show.	☐ Yes! I will provide banner/s two weeks prior to the Alice Springs Show.
	☐ Yes! I have attached our Public Liability.
	☐ Yes! I will provide a brief description of my business to be used for promotions.
	☐ Yes! I will choose a entertainment option on the following page to claim naming rights* CASS will be in contact once 2027 entertainment options are confirmed
Gold & Blue Ribbon Sponsors only	
☐ Yes, we would like an indoor trade space OR	
☐ Yes, we would like an outdoor trade space.	
☐ Yes, we would like a spot on the Yellow Brick Road*	
☐ No, we do not require a trade space.	
Red Ribbon Sponsors only	
☐ Yes, we would like an indoor trade space	
☐ 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.





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

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

CASS Office

PJ 08 8952 1651

WJ www.alicespringsshow.com.au

