

# QUEENSLAND'S LARGEST TICKETED EVENT



**Ekka**

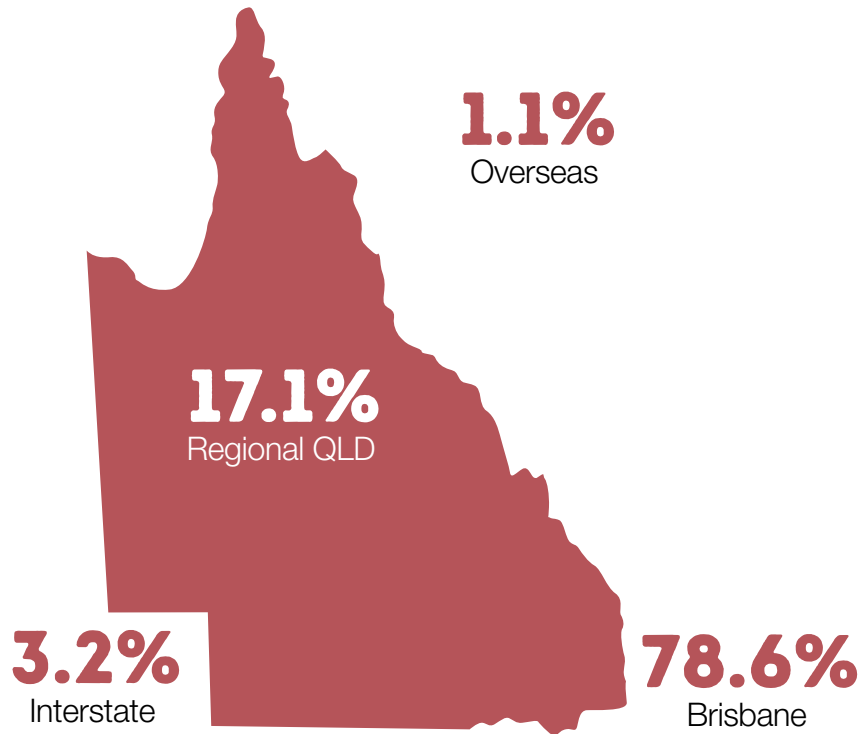
ROYAL QUEENSLAND SHOW

AUGUST 9-17

# WHAT IS EKKA?

The Royal Queensland Show, affectionately known by locals as Ekka, is a large-scale agricultural show held in Brisbane, Queensland. It is the state's largest annual event. Over 9 days every August we bring the country to the city and celebrate all things agriculture. We invite you to become a part of this prestigious event, celebrating 149 years of Ekka from Saturday 9 August to Sunday 17 August 2025!

## ATTENDEE RESIDENCE



## KEY CUSTOMER SEGMENTS

**31.9%**  
**FAMILIES**  
(35-54 years)

A photograph of a family of four (a woman, a man, and two children) walking through an exhibition hall at Ekka. They are smiling and looking at the displays.

**19.2%**  
**EMPTY NESTERS**  
(39-59 years)

A photograph of a group of people sitting at a table outdoors, enjoying drinks. They appear to be in a social setting, possibly a cafe or a bar.

**12.3%**  
**YOUNGER SINKS/DINKS**  
Single/dual income, no kids  
(21-35 years)

A photograph of a young couple posing for a photo in front of an Ekka LOVE sign. The woman is holding a drink, and the man is wearing a jacket.

**15%**  
**OTHER**

A photograph of a young girl and an older woman smiling together. The girl is wearing a pink shirt, and the woman is wearing a red shirt.

# AT A GLANCE



**CELEBRATING  
149 YEARS  
IN 2025**



**AVERAGE SPEND  
OF \$335PP**



**62% INDICATED  
THEY WOULD  
RETURN**



**9.1+ MILLION  
TOTAL SOCIAL  
REACH IN 2024**



**400,000+  
GUESTS**



**4.2+ MILLION  
WEBPAGE VIEWS  
IN 2024**



**304,384+  
CURRENT EMAIL  
SUBSCRIBERS**



**\$149+ MILLION  
IN PR GENERATED  
IN 2024**

## WHY EKKA?



Show your support for Queensland agriculture & farmers as we bring the country to the city.



A unique and tailored opportunity to promote your business or organisation to a large captive audience.



Benefit from our multi-million-dollar promotional campaign encouraging Queenslanders to attend Ekka.



Connect with the community through engaging and educational activations.

# EKKA OPPORTUNITIES



## ACTIVATION

Support an existing Ekka activation and help to educate Queenslanders about the importance of agriculture in our everyday lives.

## PRECINCT

Secure presenting rights to an entire Ekka precinct and receive substantial brand exposure before, during and after the event.



## BRAND AWARENESS

Generate brand awareness and connection with a captive audience at Queensland's largest community event.



## COMPETITION SUPPORT

Support one of our Competitions and become part of Ekka's continued history. With many to choose from including Animals, Agriculture, Arts, Cookery, Fashion, Flower, Garden etc.



# OUR PROUD PARTNERS

The success of Ekka would not be possible without the ongoing support of our valued partners. Sponsorships contribute towards continuing the celebration and support of the Agricultural industry in Queensland. Every sponsorship opportunity is created as a bespoke package that best aligns with your specific business needs and budget that delivers maximum return on investment. Looking for opportunities for brand awareness, customer acquisition or to launch a new product? There's a perfect fit for you at Ekka!

## 2024 PARTNERS

### GRAND CHAMPION PARTNERS



### CHAMPION PARTNERS



### MEDIA PARTNERS



### COMMUNITY PARTNER



### MAJOR PARTNERS



### SUPPORTERS



# CONTACT US



For more information on current sponsorship opportunities, please contact Ekka Sponsorship:



**KERRY BEAR**  
**SPONSORSHIP MANAGER**

T +61 7 3253 3928  
E kbear@rna.org.au



**COLLEEN CULLEN**  
**SPONSORSHIP MANAGER**

T +61 7 3253 3993  
E ccullen@rna.org.au



**IF YOUR PRIORITY IS GENERATING IMMEDIATE SALES WITH A POP-UP STORE OR FOOD OUTLET AT EKKA, PLEASE CONTACT OUR LEASING TEAM HERE.**