

CELEBRATING 150 YEARS



Ekka

ROYAL QUEENSLAND SHOW

Presented By:



Partner with Queensland's largest agricultural, educational & community event and align your brand with a beloved icon.

Sponsorship Opportunities
8-16 August 2026



WHAT IS EKKA?

The Royal Queensland Show - affectionately known as Ekka - is Queensland's largest annual event, which last year attracted more than 428,000 highly engaged visitors. The event is held over nine days each August at the Brisbane Showgrounds, located just 1.5km from the CBD.

In 2026, the Ekka marks a historic milestone - its 150th anniversary. For a century and a half, the Ekka has brought the country to the city to showcase agriculture, innovation, education, competitions and world-class entertainment, creating meaningful, hands-on experiences families return for year after year.

The Ekka is proudly run by the RNA, a not-for-profit organisation bringing people together to showcase, celebrate and experience agriculture and Queensland.

For brands, the Ekka offers a trusted and enduring live platform to connect face-to-face with hundreds of thousands of consumers while aligning with a deeply loved Queensland tradition.

AUDIENCE SNAPSHOT



428,000+
guests



\$335PP
Average spend



18.6+
MILLION
social reach



\$102+
MILLION
in PR



355,000+
email subscribers



4.8+ MILLION
webpage views

TOP 3 KEY SEGMENTS

*Families
with
children
under 17*



*Empty
nesters*



*Young
singles /
couples*



WHY SPONSOR EKKA?

- Increase brand and product awareness
- Generate sales
- Support Queensland agriculture and the community
- Gain new customers and collect data



TRUSTED BY LEADING BRANDS



CONTACT US



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Let's Build the Right Partnership

Whether your priority is brand awareness, engagement, education or sales, our team will work with you to design a bespoke partnership aligned to your objectives & budget.