

CELEBRATING 150 YEARS



Ekka

ROYAL QUEENSLAND SHOW

Presented By:

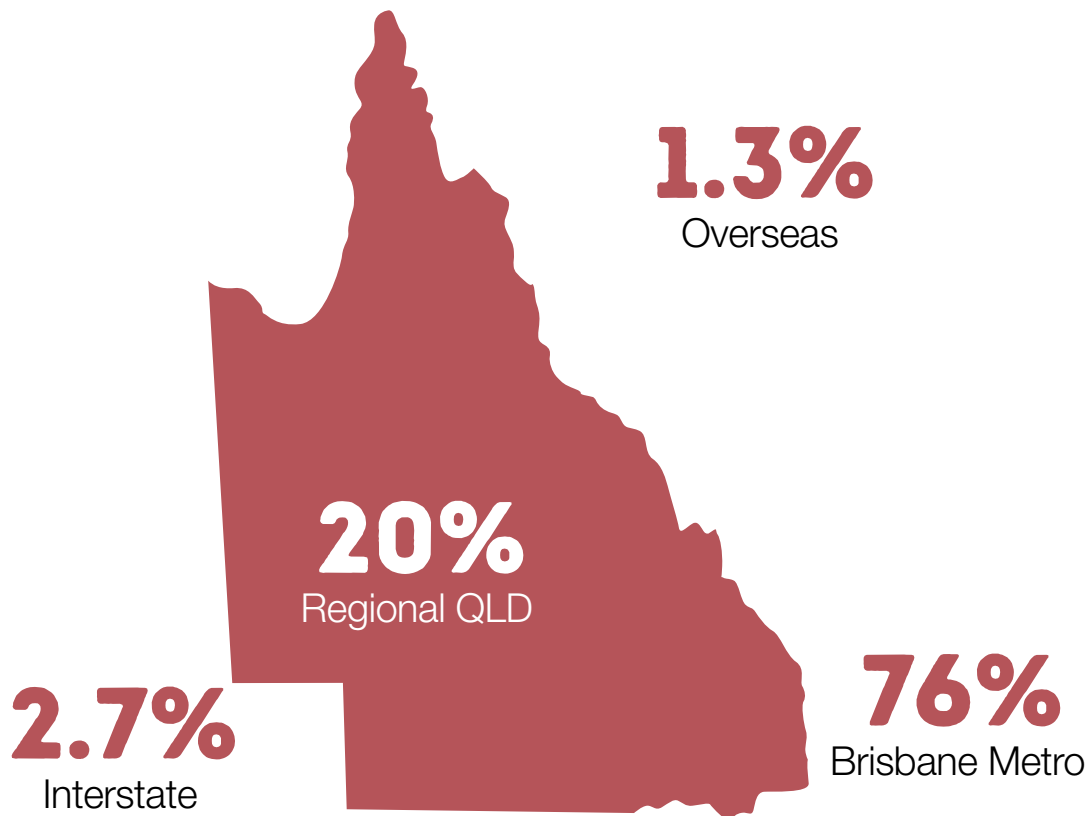


8-16 AUGUST 2026

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 150 years of Ekka from Saturday 8 August to Sunday 16 August 2026!

Attendee Residence



Key Customer Segments

29.9%
FAMILIES



22.6%
EMPTY NESTERS



8.2%
YOUNGER
SINKS/DINKS



AT A GLANCE



**CELEBRATING
150 YEARS
IN 2026**



**AVERAGE SPEND
OF \$335PP**



**12+ MILLION
EMAILS SENT
IN 2025**



**18.6+ MILLION TOTAL
SOCIAL REACH
IN 2025**



**428,000+ GUESTS
IN 2025**



**4.8+ MILLION
WEBPAGE VIEWS
IN 2025**



**355,000+
CURRENT EMAIL
SUBSCRIBERS**



**\$101+ MILLION
IN PR GENERATED
IN 2025**

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?

PRESENTING PARTNER



GRAND CHAMPION PARTNERS



CHAMPION PARTNERS



MEDIA PARTNERS



MAJOR PARTNERS



SUPPORTERS



CONTACT US

For more information on current sponsorship opportunities, please contact Ekka



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