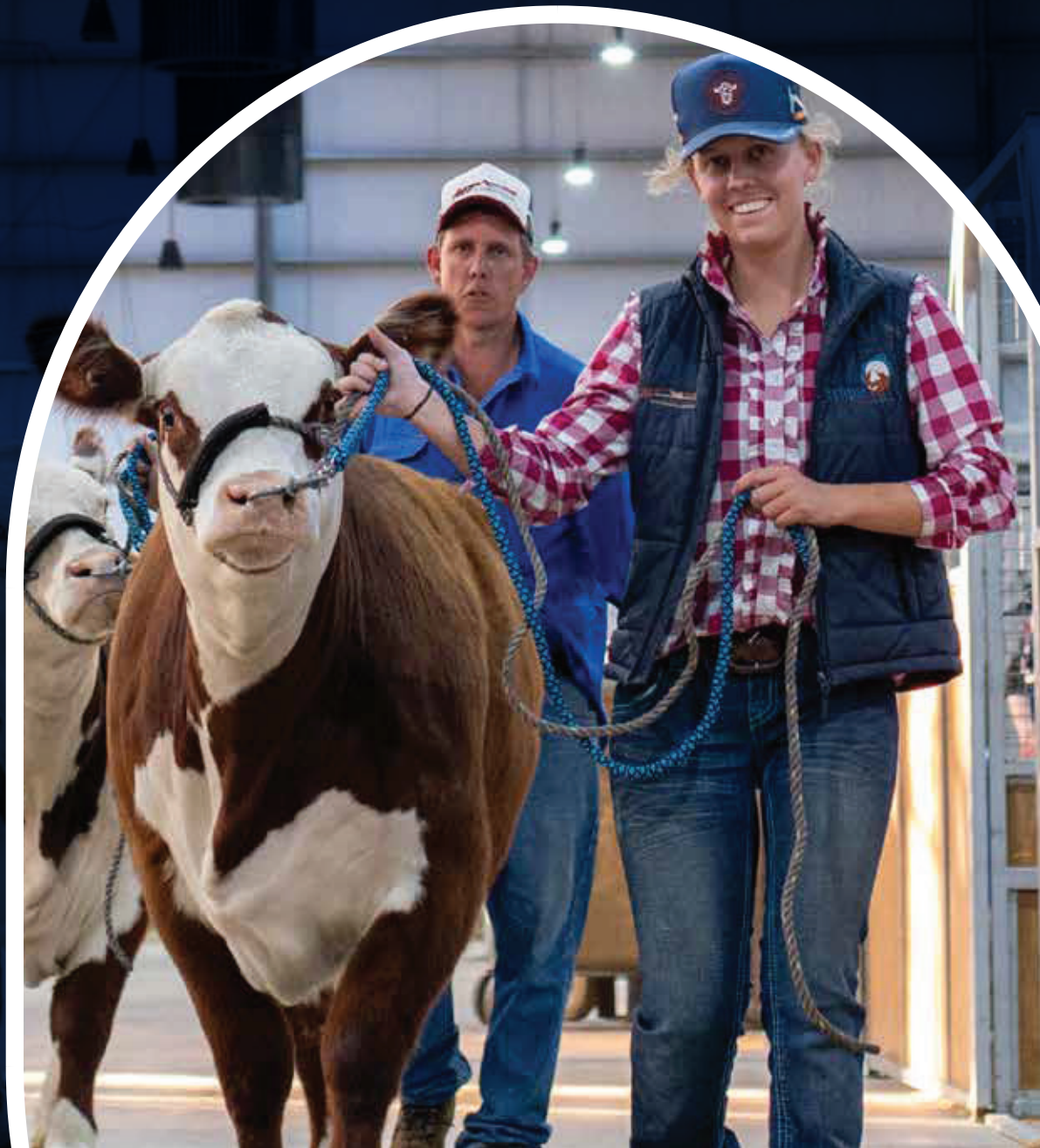




MELBOURNE
ROYAL
BEEF CATTLE
COMPETITION

2026 Supporter *Opportunities*



Presenting the Best in the *Beef* Industry

The Melbourne Royal Show Beef Cattle & Carcase Competitions offer exhibitors the opportunity to take home a prestigious trophy or blue ribbon, receive invaluable feedback from industry experts and be part of Victoria's most loved and iconic annual community event, the Melbourne Royal Show.

The Livestock Pavilion plays host to Victoria's beef industry, including more than 600 cattle being shown across eleven days of the Show. The Melbourne Royal Show Beef Cattle and Beef Carcase Competitions deliver an exceptional exhibitor experience, with the highest calibre of judges, exhibitor facilities and results technology.

Support the *Best*

Enjoy the benefits as a valued supporter.



Melbourne Royal invites you to be a valued supporter of the 2026 Melbourne Royal Show Beef Cattle and Beef Carcase Competitions, to be held over 11 days from 24 September – 4 October 2026 at Melbourne Showgrounds.

Support the best Cattle and Paraders in a particular breed, section or class. As recognition for supporting Melbourne Royal in the presentation of a world-class program at the 2026 Melbourne Royal Show, you will enjoy a range of benefits and exposure to your target audience.

Beef Cattle/Carcase Supporter *Opportunities*

Class Supporter

Minimum value of these benefits starts at \$100, given in prize money, product sashes or trophies

- Name (only) adjacent to the supported class in Beef Cattle and/or Beef Carcase Schedule, Catalogue and results page.
- Verbal recognition during judging commentary pre and post supported class.
- Acknowledgment on the Beef Cattle and/or Beef Carcase Supporters page on the Melbourne Royal website.

Class Presenter

Minimum value of these benefits starts at \$500, given in prize money, product sashes or trophies

- Name (only) adjacent to the supported class in Beef Cattle and/or Beef Carcase Schedule, Catalogue and results page.
- Opportunity for a company representative to present an award to the winner of the supported class and offered an opportunity to have promotional photographs taken with the winner.
- Acknowledgment on the Beef Cattle and/or Beef Carcase Supporters page on the Melbourne Royal website.
- 2 admit one tickets to the 2026 Melbourne Royal Show
- Verbal recognition during judging commentary pre and post supported class.

Section Supporter

Minimum value of these benefits starts at \$1,000, given in prize money, product sashes or trophies

- Name and logo adjacent to the supported class in Beef Cattle and/or Beef Carcase Schedule, Catalogue and results page.
- The right to display one company sign within the judging ring on the day of competition.
- Acknowledgment on the Beef Cattle and/or Beef Carcase Supporters page on the Melbourne Royal website.
- Opportunity for a company representative to present an award to the winner of the supported class and offered an opportunity to have promotional photographs taken with the winner.
- Promotional coverage during judging commentary pre and post supported class.
- 4 admit one tickets to the 2026 Melbourne Royal Show

Beef Cattle/Carcase Supporter Opportunities

Section Presenter

Minimum value of these benefits starts at \$2,500, given in prize money, product sashes or trophies

- Name and logo adjacent to the supported class in Beef Cattle and/or Beef Carcase Schedule, Catalogue and results page.
- Acknowledgment on the Beef Cattle and/or Beef Carcase Supporters page on the Melbourne Royal website.
- Promotional coverage during judging commentary pre and post supported class.
- The right to display one company sign within the judging ring on the day of competition.
- Supporter recognition on digital screens around judging ring.
- Opportunity for a company representative to present an award to the winner of the supported class and offered an opportunity to have promotional photographs taken with the winner.
- 5 admit one tickets to the 2026 Melbourne Royal Show.

Gold Section Presenter

Minimum value of these benefits starts at \$5,000, given in prize money, product sashes or trophies

- Naming rights to one of the following:
 - Supreme Champions
 - Interbreed
 - Smallbreeds Interbreed
 - Feature Show
- Name and logo adjacent to the supported class in Beef Cattle and/or Beef Carcase Schedule, Catalogue and results page.
- Acknowledgment on the Beef Cattle and/or Beef Carcase Supporters page on the Melbourne Royal website.
- Promotional coverage during judging commentary pre and post supported class.
- The right to display one company sign within the judging ring on the day of competition.
- Supporter recognition on digital screens around judging ring.
- Opportunity for a company representative to present an award to the winner of the supported class and offered an opportunity to have promotional photographs taken with the winner.
- 10 admit one tickets to the 2026 Melbourne Royal Show

For further information on Melbourne Royal Show Livestock Competition supporter opportunities, or to discuss your individual requirements or preferences please contact:
Show Competitions Manager, Livestock | Email: cattle@melbourneroyal.com.au



MELBOURNE ROYAL BEEF CATTLE COMPETITION



For more than 175 years, Melbourne Royal has been inspiring excellence in agriculture and food production.

In this pursuit of excellence, Melbourne Royal conducts a range of world-class agricultural and leisure events throughout the year.

For more information, visit melbourneroyal.com.au

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