

Partnership *Opportunities* 2022

**Boost your brand to new heights with the
Melbourne Royal Show!**



22 September – 2 October 2022



Be a part of Victoria's *Largest* Community Event



The Show is *Back*

The Melbourne Royal Show is back with a fresh new look, set to be bigger and bolder than ever!

After a two-year absence, the Show is gearing up for a return to capacity crowds as public excitement and anticipation build to levels not seen since the last time the Show was cancelled due to World War II.

With an extraordinary and vibrant array of animals and agriculture, award-winning food and beverage offerings, arts and crafts, spectacular live entertainment, thrilling carnivals, and the unmissable showbags there's nothing like promoting your brand at the Melbourne Royal Show.

Get ready, 'cos it's Show time!

Thursday 22 September – Sunday 2 October.



It's Show Time, Victoria!

In 2022, sponsors, visitors and exhibitors alike can expect to be a part of a revitalised Show experience, underpinned by four key pillars:



Enhanced
Customer Experience



Focus on
Agriculture



Community
Celebration



Exciting
Food & Beverage

A Unique Opportunity to *Engage*

The Melbourne Royal Show offers sponsors a unique opportunity to engage with a diverse, excited and open-minded audience at Victoria's largest and most iconic annual community event.



Over 450k

people attended the 2019
Royal Melbourne Show – with
more anticipated to support the
return of the Show in 2022

66%

of attendees are families

73%

of children are under 12



74%

of adult attendees
are female

52%

of attendees are
aged 25-44



75%

of patrons attend the Show
for a fun day out with
family and friends

Audiences *Love* The Show

Visitors to the Show love it for the hands-on activities, variety of food and drink options, ease of accessibility and the high level of safety provided at the event.

88%

of visitors enjoyed their
Show experience



\$157

is the average retail spend
per person at the Show

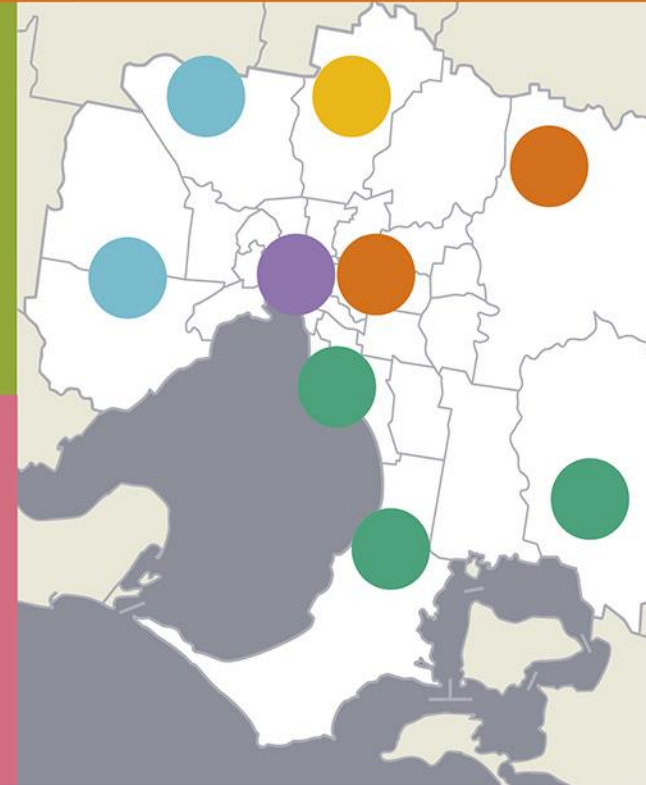


6 Hours

Average amount of
time spent by patrons at
the Royal Melbourne Show

33%

33% of patrons have a
multicultural background



Victorian *Attendees*

2019

Inner	13%
West	23%
South	24%
East	18%
North	11%
Regional	10%

Your Investment will Reach *Beyond* the Event Itself

The Show's comprehensive marketing strategy attracts a high level of engagement in the lead up to, during and after the event. These metrics include:

Over
15,600

Instagram followers



Over **130k**

subscribers in the Melbourne
Royal Show email database

Over **370k**

engaged Facebook users



34%

email open rate

Over **16m**

website
page views



Over **864k**

unique visitors to
royalshow.com.au



High Profile *Media Coverage*

An integrated marketing program generates a high level of public awareness and interest for this iconic event.

Through a combination of advertising, promotions and publicity, the Melbourne Royal Show receives significant coverage and exposure which maximises the appeal, attendance and success of the event. Key partnerships with the Herald Sun, The Weekly Times, Channel 7, Channel 9 and RACV (with more than 2.1 million members), ensures that the Melbourne Royal Show is heard and seen by most Victorians during the month of September and generates in excess of \$20 million in PR value.

More than 3000 coverage clippings across print, broadcast, online and social media were generated in 2019, estimated to be 67 million opportunities to read, see and hear about the Show. 76% of all Melbourne Royal Show coverage was in a positive tone.

Record Sponsorship

2019 was a record year for sponsorship at the Show, thanks to the continued support of our longstanding partners and the successful onboarding of new partners who contributed to creating wonderful visitor experiences through providing engaging brand activations. We have many longstanding partners that continue to enjoy high value for their involvement.

With a reimagined Melbourne Royal Show set for 2022, the stage is set for even bigger and better partnership activations to take place. Will your brand be a part of the celebrations?



Biostime Animal Nursery

Biostime promoted the Australian launch of Ultra Goat Infant Formula with a naming rights partnership to the Animal Nursery.



Black Hawk Dogs Pavilion

Black Hawk became the exclusive dog food supplier of the Royal Melbourne Show All Breeds Championship and the naming rights sponsor of the Dogs Pavilion.



First National Real Estate Farmyard

As a largely regionally based franchise, First National Real Estate chose to attach their brand to Farmer Darryl's famous Farmyard.



Nightly fireworks presented by Brighter

As part of the new brand launch, Brighter chose to amplify their profile in front of a crowd of thousands each night as the presenting sponsor of the fireworks.

Partner Testimonials

“The benefit we have had with sponsoring the show is being able to interact with the public and demonstrate them the features of our vehicles and show them our brand.”

**Shaun Johnson, Senior Instructor,
Land Rover Experience**

“It’s a great point of contact where we can engage with our customers.”

**Anthony Capparello, Sponsorship Manager,
Coca-Cola Amatil**

“The Show is an open door to families from all walks of life, which means we can communicate our messages to these audiences effectively.”

**Vivien Allimonos, Executive Director –
Communications, Department
of Education and Training**



Partnership Opportunities and *Benefits* Tailored for *Your Brand* and Engagement Goals

Work with our specialised team to get maximum return on investment from your partnership through customised sponsorship packages to suit your budget.

Partnership opportunities with the Melbourne Royal Show include but are not limited to:

- Naming rights to a precinct or pavilion
- Supply rights and/or category rights
- Onsite activations
- Hospitality and ticketing offers for employees and clients
- Ticket promotions & VIP experiences for customers
- Sampling
- Utilising the Show's digital and communication platforms

Benefits of partnership activities include:

- Sales and lead generation
- Data capture
- Increasing brand awareness

Examples of promotional offers and mediums utilised by our partners include:

- Premium activation space
- Dedicated webpage on the Melbourne Royal Show website promoting the activation
- Promotion in the Melbourne Royal Show eDM campaign to database of 134,000
- Advertising space on the official Melbourne Royal Show website
- TVC played on the super screens across site
- Signage opportunities throughout the site
- Instagram and Facebook posts on Melbourne Royal Show platforms
- Feature in the official Show Guide with a distribution of 450,000
- VIP experiences
- Hospitality inclusion and tickets to the Show



Show Map

This map is indicative only and
subject to change.





Further Opportunities

Further opportunities and benefits of partnering with Melbourne Royal:

- 10% discount off food, beverage and venue hire for events booked at Melbourne Showgrounds. (Applicable from the time of partnership confirmation until the end of the calendar year)
- Partnerships are also available for the prestigious food and beverage award programs run by Melbourne Royal:
 - Australian International Beer Awards
 - Australian Distilled Spirits Awards
 - Australian International Coffee Awards
 - Australian Food Awards
 - Melbourne Royal Wine Awards

Talk to our team for further information.



Thank you, *Get in Touch*

Let's chat about the partnership opportunities for your brand today!

For more information regarding Melbourne Royal Show partnership and commercial rights opportunities please contact:

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