



# QUEENSLAND'S LARGEST ANNUAL EVENT

## WHAT IS EKKA?

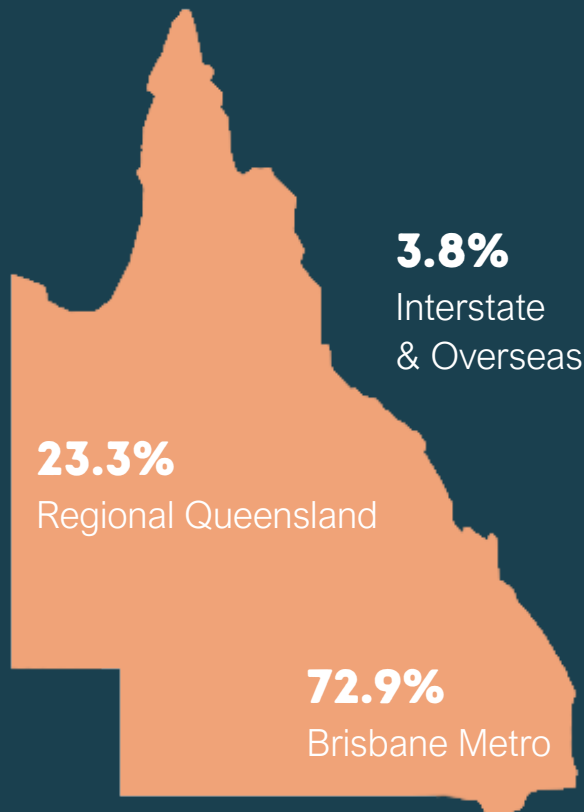
The Royal Queensland Show, affectionately known by locals as the Ekka, is the state's largest annual event.

Over the 9 days of show, we will bring the country to the city and celebrate all things agriculture through education and awareness as we build an environmentally sustainable future together.

We invite you to be a part of celebrating our 145th Ekka - to be held from Saturday 10 August to Sunday 18 August 2024!

*Sponsorship opportunities close 31 May 2024.*

## ATTENDEE RESIDENCE



# EKKA AT A GLANCE



Celebrating 145 years in 2024.



38.8% stayed 7+ hours at show.



400,000+ guests at Ekka in 2023.



64.2% indicated they would return.



Average spend of \$300pp.



269,900+ current email subscribers.



4.3+ million webpage views in 2023.



11.1+ million total social reach in 2023.

## KEY CUSTOMER SEGMENTS

**25.0%**

Sinks / Dinks  
(21-35 years)

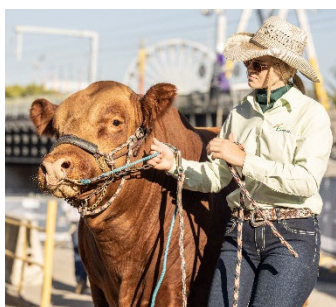
**33.4%**

Families - children under 17  
(35-54 years)

**26.9%**

Empty Nesters  
(39-59 years)

## 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



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



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



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



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 our 145<sup>th</sup> Ekka in 2024!

## 2023 PARTNERS

### PRESENTING PARTNER



### GRAND CHAMPION PARTNERS



### CHAMPION PARTNERS



### MEDIA PARTNERS



### COMMUNITY PARTNER



### MAJOR PARTNERS



### SUPPORTERS





# CONTACT US



Sponsorship opportunities close 31 May 2024.  
For more information, please contact our sponsorship team:



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Tracey Vardy

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07 3253 3993



If your priority is generating immediate sales with a pop-up store or food outlet at Ekka, please contact our leasing team [here](#).