

THE *Alice Springs* SHOW



Sponsorship
Prospectus
4-5 July 2025



THE *Alice Springs* SHOW

Celebrating 65+ years!

The Alice Springs Show is the largest community event in Alice Springs. A family event with something for everyone, the Alice Springs Show is a regional agricultural show with a rich history and a passion for our community.

20,000+ attendees



140+ trade exhibitors



3500+ competition entries

45,000+ website visits



13.6M impact on Alice Springs Town Council LGA economy

Come and be where the people are!

Celebrating our local community

WITH MORE THAN 20,000 ATTENDEES EXPECTED OVER TWO DAYS, SPONSORING THE ALICE SPRINGS SHOW OFFERS THE OPPORTUNITY FOR EXPOSURE AND DIRECT ACCESS TO AN ENGAGED COMMUNITY.

The Alice Springs Show is powered by the Central Australian Show Society, a not-for-profit organisation committed to promote, encourage and advocate for the development of agricultural, pastoral, horticultural, commercial, industrial, cultural, handicraft, artistic and tourism pursuits in Central Australia. We will continue to deliver a high-quality service standard to every customer with integrity, honesty and respect.

We have exciting sponsorship opportunities available for the 2025 Show!

Connect with us to propel your organisation's objectives and our mission to build capability for the Central Australian region.

Contact our office



Rachael Mashford

Event Manager

show@alicespringsshow.com.au

08 8952 1651



VISIBILITY – increase your brand exposure with over 20,000 attendees expected over two days



ENGAGEMENT – connect with a diverse & engaged audience of families, station & industry professionals



NETWORK – build relations with key stakeholders & decision makers



SUPPORT – enhance your brand credibility by supporting this iconic event & the Central Australian Community

Our Vision

For Central Australian Show Society to remain a top-level regional agricultural show by showcasing local pastoral and agricultural industries, arts, culture, and local businesses. Providing an inclusive family friendly atmosphere filled with entertainment, education, and community connections through our annual events.

Platinum Sponsor - \$30k+

includes all the benefits of Gold Ribbon + Full Page Advertisement in the Guide to Entries, Naming Rights to the Outback Aussie Woodchoppers

Packages

**Gold
Ribbon
\$10,000+**

**Blue
Ribbon
\$5,000+**

**Red
Ribbon
\$2,000+**

**White
Ribbon
\$750+**

**Sponsorship must be approved by end of March to be included in the print version of the Guide to Entries

Packages continued . . .

	Gold Ribbon \$10,000+	Blue Ribbon \$5,000+	Red Ribbon \$2,000	White Ribbon \$750	Section Sponsorship \$50+
Banner around the Showgrounds	4	3	2	1	-
Logo on CASS Website	✓	✓	✓	✓	✓
Credits via PA over the 2 days	✓	✓	✓	✓	-
VIP Show Passes	10	5	2	1	-
VIP Car Park Passes	3	3	1	1	-
Social Media shoutouts	4	3	2	1	1
Invitation to the Show Launch	✓	✓	✓	✓	✓
Banner at the Show Launch	✓	✓	✓	-	-
Ad in the Guide to Entries	Half Page	Banner	1/4 page	Spot Ad	Listing
Indoor or Outdoor Trade Space	Up to 10M	Up to 8M	Up to 4M	-	-
Spot on Yellow Brick Road	✓	✓	-	-	-
Vehicle or Mascot in the Grand Parade	✓	✓	✓	✓	✓
Logo Printed on CASS Centralian Today Advertisements	2	1	-	-	-
Logo on Video Advertising	✓	✓	-	-	-
Logo on Show Flyer	✓	✓	-	-	-
Logo on Hand Sanitizers & Bathrooms	✓	✓	✓	-	-
Logo on CASS Email Coorespondance	✓	✓	-	-	-

2025 Sponsorship Application

Business name: _____

Contact Details
Name: _____
Email: _____
Phone: _____
ABN: _____

Sponsorship Level	
<input type="checkbox"/> Platinum	<input type="checkbox"/> Gold Ribbon
<input type="checkbox"/> Blue Ribbon	<input type="checkbox"/> Red Ribbon
<input type="checkbox"/> White Ribbon	<input type="checkbox"/> Competition section

Competition Section			
<input type="checkbox"/> Agriculture	<input type="checkbox"/> Dachshund Events	<input type="checkbox"/> Photography	<input type="checkbox"/> Specific Category: _____
<input type="checkbox"/> Art	<input type="checkbox"/> Hobbies	<input type="checkbox"/> Poultry	
<input type="checkbox"/> Cooking	<input type="checkbox"/> Horticulture	<input type="checkbox"/> Cattle	
<input type="checkbox"/> Craft	<input type="checkbox"/> Pet & Animal Nursery	<input type="checkbox"/> Equestrian	

Grand Parade	Additional Information
<input type="checkbox"/> Yes, we will have a vehicle or mascot for the Grand Parade on Show Friday.	<input type="checkbox"/> Yes! I have attached our logo.
<input type="checkbox"/> No, we are unable to participate at this stage, please check closer to the Show.	<input type="checkbox"/> Yes! I will provide banner/s two weeks prior to the Alice Springs Show.
Platinum, Gold & Blue Ribbon Sponsors only	<input type="checkbox"/> Yes! I have attached our Public Liability.
<input type="checkbox"/> Yes, we would like an indoor trade space OR	<input type="checkbox"/> Yes! I will provide a brief description of my business to be used for promotions.
<input type="checkbox"/> Yes! we would like an outdoor trade space.	<input type="checkbox"/> Yes! I will choose a entertainment option on the following page to claim naming rights
<input type="checkbox"/> Yes, we would like a spot on the Yellow Brick Road*	Payment Details
<input type="checkbox"/> No, we do not require a trade space.	<input type="checkbox"/> Please Invoice
Red Ribbon Sponsors only	<input type="checkbox"/> Please charge my credit card as follows:
<input type="checkbox"/> Yes, we would like an indoor trade space	Name on card: _____
<input type="checkbox"/> No, we do not require a trade space	Card numbers: _____
	Expiry: _____ CCV: _____

*Subject to availability at the time of sponsorship approval

Thank You!

Thank you for your support of the Alice Springs Show, our sponsors make our Show possible! All sponsors need to be accepted by CASS Committee at an approved Council Meeting.

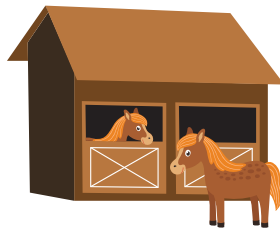
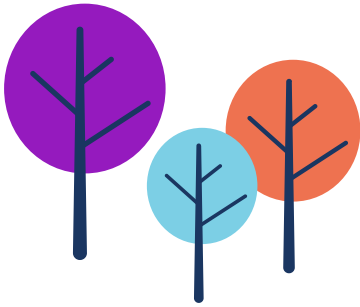


Entertainment options

Depending on your level of sponsorship, select one of the below as your preferred 'Naming Sponsor' entertainment option

ENTERTAINMENT	COST	SPONSORSHIP LEVEL	CHOOSE ONE
Outback Aussie Woodchoppers	\$30,000	Platinum	
Eljay Free Style Show	\$16,000	Gold	
Fireworks	\$15,000	Gold	
Outback Jacks Stockman Show	\$14,000	Gold	
Stilt Walkers	\$13,000	Gold	
Barnyard Petting Zoo	\$7000	Blue	
Funny Farmers	\$4,000	Blue	
Light Horse	\$3,300	Blue	
Bubble Muffin	\$3,000	Blue	
Be Me Obstacle Course + Activities	\$1600	Red	

Yellow BRICK ROAD START



The Show is coordinated by the Central Australian Show Society (CASS), an incorporated association with a dynamic volunteer management committee. Their mission is to promote, encourage and assist the development of agriculture, pastoral, horticulture, viticulture, commercial, mineral, industrial, cultural, handicraft, artistic and tourism pursuits in Central Australia.

Our Team & Committee

Andrew Barrett

President

president@alicespringsshow.com.au

Rachael Mashford

Event Manager

show@alicespringsshow.com.au

CASS Councillors

Craig Whan – Vice President

Rachel Jericho – Vice President

Glenn Marshall

Sarah McKenzie

Megan Deans

Amanda Kimpton

Jenny Ashenden

Sarah Hore

Shannan Hayes-White

Debs Smith

Victoria Berlin

CASS Office

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