

2026

STANTHORPE SHOW

150th CELEBRATION



INVITATION ...

... to support the 2026 Stanthorpe Show at
Stanthorpe Showgrounds from 30 Jan to 1 Feb 2026.



Supporting the Stanthorpe and Granite Belt community

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THE STANTHORPE SHOW

The Stanthorpe Show is one of the oldest established agricultural shows in Queensland. The very first Stanthorpe Show was held in 1876, so 2026 will be our 150th Anniversary celebration.

Traditionally the first show of the Queensland show season, the Stanthorpe Show will be held on Fri 30th of January, Sat 31st of January and Sun 1st of February 2026. The Stanthorpe Show attracts trade displays and competitor interest from far and wide, and plenty of support from the local Granite Belt community and visitors to the region.

Entertainment this year will include our regular side show alley entertainment for kids of all ages, live music, stallholders, hot food and show bags, culminating in a spectacular fireworks display on Friday and Saturday nights.

Popular events and attractions at the Stanthorpe Show will include the grand parade, horse and ring events, fruit and veg displays, beef cattle and stud cattle judging, cookery, stitch craft and fibre craft displays, senior, junior and school art, wood chop and chainsaw competitions, shearing demonstrations, sheepdog trials, novelty dogs, and much more.

This is a wonderful opportunity for your organisation to promote your local profile and increase your brand recognition to an audience that will remember strong sponsorship exposure long after the event has finished.



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THE COMMITTEE

Patron: Mr Neville Bryant

President: Brett Boatfield

M: 0428 833 113

E: presidentstanag@gmail.com

Vice-president: Hamish Heads

Vice-president: Wendy Maitland

Vice-president: Steve Williams

Chair of committees: Michael Smail

Website:

www.stanthorpeshowgrounds.com.au



Find us on Facebook at:
Stanthorpe Show

Secretary: Rikki-Lee Chislett

P: 0407 404 467

E: secretary@stanagsociety.com.au

Bookkeeper:

E: bookkeeper@stanagsociety.com.au

Treasurer: Ken Wilcock

Mail:

The Secretary

c/- Stanthorpe Agricultural Society

8 High St, Stanthorpe Q 4380

ABN: 72 480 299 449

(Stanthorpe Agricultural Society)

*We invite you to consider the attached
Sponsorship & Advertising package for the
2026 Stanthorpe Show.*

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FACTS AND FIGURES

Competitors: Over 3,000 competitors will enter various competitions during the lead up to, and over the 3 days of the show.

Entrants: Over 2,000 members from our community participate in the show by entering in an exhibit. This includes entries into the static displays e.g. fruit and vegetables, cookery, horticulture, stitch craft, etc., These competitions showcase the best on offer from our community.

Spectators: Approximately 6,000 patrons attend the Stanthorpe Show over 3 days. The audience break up comprises:

- ◆ Approx. 60% families.
- ◆ Approx. 30% couples and individuals.
- ◆ Approx. 10% elderly, youth.

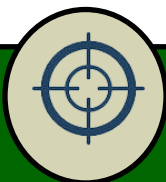
Volunteers: Over 500 volunteers help out over the 3 days of the show. This includes volunteers who form part of the 30+ sections and subcommittees who all contribute towards bringing you the Stanthorpe Agricultural Show.

Business opportunities: Approximately 80 trade and exhibition sites exhibit their products over the three days of the show.



Foster

a strengthened
relationship with
us



Target

the right
demographic for
your product



Increase

Visibility for
your brand and
your company

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PROMOTION

Media promotion: The following media outlets will be considered for sponsorship promotion. Sponsorship must be confirmed and paid prior to 1 November 2025:

- TV: Being the first show for the Qld agricultural show year always attracts television coverage. All major TV channels pick up the story. Channel 7 usually attends on site.
- Radio: We advertise the 2026 Stanthorpe Show on local radio stations including interviews with Ten FM and the ABC.
- Newspaper media: We advertise the 2026 Stanthorpe Show in local newspapers such as Stanthorpe Today, the Stanthorpe Town & Country Journal and Qld Country Life.
- Magazine media: We advertise the 2026 Stanthorpe Show in local magazines including the Granite Belt magazine and People n Places magazine.
- Social media: The 2026 Stanthorpe Show sponsors will be promoted on:
 - Stanthorpe Showgrounds webpage.
 - Stanthorpe Show Facebook page.
 - Stanthorpe Show Instagram page.
 - Interviews with sponsors on social media.
- Site media: The 2026 Stanthorpe Show sponsors will be provided advertising on:
 - Space on grounds 2 weeks prior to, during and 1 week after the show.
 - The Showgrounds LED sign with maximum exposure to High St traffic daily.
 - The promotional LED sign in the main show ring.
 - TVs in the exhibition centre.



Attract

an increased
number of
customers



Support

your show,
your showgrounds,
your show society



Join

and become a
member

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NAMING RIGHTS SPONSOR

An exciting opportunity exists for an organisation or business to form a partnership with the Stanthorpe Agricultural Society to become a Naming Rights Sponsor for the annual Stanthorpe Show.

As Naming rights sponsor, you are entitled to all the benefits of a Diamond sponsor as well as exclusive benefits including sole High Street ring fence space to display company logo and information, extended timeframes for display prior to, during and after the show. Ability to display company logos on grounds throughout the year. The Stanthorpe Show will be named with your business and logo as pretext. Extended promotion of your company or business will be given on all social and print media, as well as named during interviews.

Naming rights sponsorship will be negotiated with the Society president. Amounts, benefits and timeframes will be discussed, documented and agreement entered into. If you are interested in Naming rights sponsorship, please contact the President on email: presidentstanag@gmail.com or phone: 0428 833 113.

SPONSORSHIP BENEFITS GUIDE

For sponsorship, you will receive a great return on your investment as outlined below:

- Naming rights sponsor = Negotiated with the Society President
- Diamond = \$5000 & over
- Platinum = \$4000
- Gold = \$3000
- Silver = \$2000
- Bronze = \$1000 & under.



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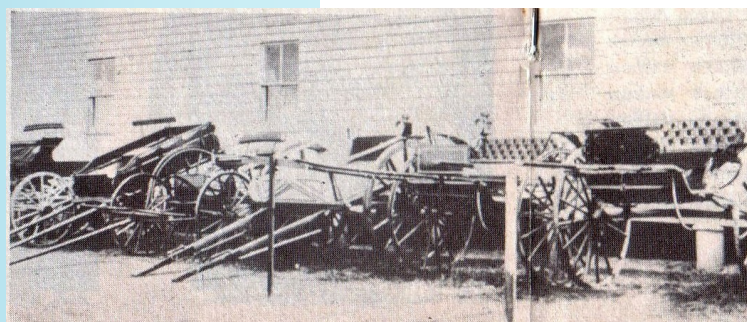


DIAMOND LEVEL SPONSOR
\$5000 & over



Before the show:

- Social media mentions through promotion on Stanthorpe Show facebook page.
- Radio mentions through promotion in local radio media.
- News mentions through promotion in local newspaper media.
- Naming rights to a specific event or activity at the show.
- Brand exposure through your logo on our promotional poster displayed at yours and other local businesses.
- Brand exposure through your logo on the Stanthorpe Showgrounds website.
- Brand exposure through your logo on the official Stanthorpe Show program.
- Your business is provided with 10 passes to the Stanthorpe Show. Each pass entitles entry for an adult (and their child/children if applicable) and internal car parking.



At the show:

- Invitation to attend the official luncheon.
- Continuous promotion during the show.

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PLATINUM LEVEL SPONSOR \$4000



Before the show:

- Social media mentions through promotion on Stanthorpe Show facebook page.
- Radio mentions through promotion in local radio media.
- News mentions through promotion in local newspaper media.
- Naming rights to a specific event or activity at the show.
- Brand exposure through your logo on our promotional poster displayed at yours and other local businesses.
- Brand exposure through your logo on the Stanthorpe Showgrounds website.
- Brand exposure through your logo on the official Stanthorpe Show program.
- Your business is provided with 6 passes to the Stanthorpe Show. Each pass entitles entry for an adult (and their child/children if applicable) and internal car parking.

At the show:

- Invitation to attend the official luncheon.
- Continuous promotion during the show.
- Site availability for product trade stall.
- Your representative will be given a presentation opportunity. See the chief steward of the section you are sponsoring.
- Acknowledgement in the sponsors continuous loop presentation in the exhibition center.

GOLD LEVEL SPONSOR \$3000



Before the show:

- Social media mentions through promotion on Stanthorpe Show facebook page.
- News mentions through promotion in local newspaper media.
- Brand exposure through your logo on the Stanthorpe Showgrounds website.
- Brand exposure through your logo on the official Stanthorpe Show program.
- Naming rights to a specific event or activity at the show.
- Your business is provided with 4 passes to the Stanthorpe Show. Each pass entitles entry for an adult (and their child/children if applicable) and internal car parking.

At the show:

- Invitation to attend the official luncheon.
- Continuous promotion during the show.
- Site availability for product trade stall.
- Your representative will be given a presentation opportunity. See the chief steward of the section you are sponsoring.
- Acknowledgement in the sponsors continuous loop presentation in the exhibition center.

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SILVER LEVEL SPONSOR \$2000



Before the show:

- Social media mentions through promotion on Stanthorpe Show facebook page.
- News mentions through promotion in local newspaper media.
- Brand exposure through your logo on the Stanthorpe Showgrounds website.
- Brand exposure through your logo on the official Stanthorpe Show program.
- Your business is provided with 2 passes to the Stanthorpe Show. Each pass entitles entry for an adult (and their child/children if applicable) and internal car parking.

At the show:

- Continuous promotion during the show.
- Your representative will be given a presentation opportunity. See the chief steward of the section you are sponsoring.
- Acknowledgement in the sponsors continuous loop presentation in the exhibition centre.

BRONZE LEVEL SPONSOR \$1000 and under

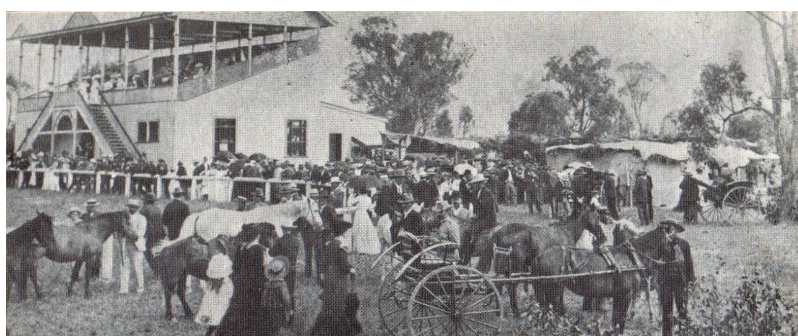


Before the show:

- Social media mentions through promotion on Stanthorpe Show facebook page.
- Brand exposure through your logo on the Stanthorpe Showgrounds website.

At the show:

- Acknowledgement in the sponsors continuous loop presentation in the exhibition center.



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	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Plus GST	\$5,000 & over	\$4,000	\$3,000	\$2,000	\$1,000 & under
Before the show					
Social media mention	✓	✓	✓	✓	✓
Radio mentions	✓	✓	N/A	N/A	N/A
Newspaper mentions	✓	✓	✓	✓	N/A
Naming Rights Specific event or activity	✓	✓	✓	N/A	N/A
Logo on promotional poster	✓	✓	✓	N/A	N/A
Website mentions	✓	✓	✓	✓	✓
Logo in official program	✓	✓	✓	N/A	N/A
Tickets for entry to the show	10 passes	6 passes	4 passes	2 passes	N/A
At the show					
Lunch invitation	✓	✓	N/A	N/A	N/A
Continuous promotion	✓	✓	✓	✓	N/A
Trade space	✓	✓	N/A	N/A	N/A
Presentation opportunity	✓	✓	✓	N/A	N/A
On ground signage	✓	✓	✓	N/A	N/A
Sponsors continuous loop	✓	✓	✓	✓	✓

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2026 STANTHORPE SHOW SPONSORSHIP FORM



CATEGORY AND CONTACT DETAILS:

I/We agree to support the Stanthorpe Show to be held on Fri 30th Jan to Sun 1st Feb, 2026 and are interested in providing the following sponsorship.

Please indicate in the category of sponsorship the cash amount or items you are willing to sponsor. All sponsorship amounts are exclusive of GST. Sponsorship includes cash or goods/vouchers/trophies or prizes.

CATEGORY	DIAMOND \$5000 & over	PLATINUM \$4000	GOLD \$3000	SILVER \$2000	BRONZE \$1000 & under
Cash contribution					
Value of non-cash contribution					
Description of non-cash contribution					
Company name					
Contact name					
Mailing address					
Phone					
Email <i>(ensure correct)</i>					
Signature of authorizing person					
	Signature		Printed name		Date

RETURN THIS FORM TO EITHER:

- ♦ The chief steward of the section you are sponsoring, or
- ♦ Attn: via the Stanthorpe Agricultural Society office, Stanthorpe Showgrounds, or
- ♦ Email the secretary at secretary@stanagsociety.com.au.

If you are a new sponsor, or your logo has changed, please supply a full colour, high resolution version of your current logo (min 300 dpi).

Notes:

For cash sponsorship, an invoice for the amount listed will be sent to you in due course.

Sponsorship must be confirmed by 1 November, 2025 for inclusion in the web versions of the show schedule and advertising.

Complimentary passes (where applicable) will be delivered to the contact details supplied above.

Signage is displayed at the showgrounds at the discretion of the sponsor and the Society accepts no liability for any loss or damage.

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SPONSORSHIP DETAILS



AMOUNT AND ALLOCATION (please tick (√))

I request my sponsorship be allocated to the following show activities (please tick):

CATEGORY	(√)	CATEGORY	(√)	CATEGORY	(√)
Fireworks		Music/Bands		Entertainment	
Comments:					

I request my sponsorship be allocated to the following sections (please tick or enter an amount):

NOTE: If you are sponsoring more than one section, please indicate as such on one form and inform your sections. The bookkeeper will consolidate multiple sponsorship situations.

CATEGORY	Amt	CATEGORY	Amt	CATEGORY	Amt	CATEGORY	Amt
Ring events		Fruit exhibits		Boer goats		Woodchop	
Beef cattle		Vegetable exhibits		Mini goats		Chainsaw and crosscut	
Stud cattle		Horticulture exhibits		Handcraft exhibits		Novelty dogs	
Wool exhibits		Jams & pickles exhibits		Poultry		Show dogs	
Sheep		Cookery exhibits		Pottery & clay sculpture exhibits		Yard dogs	
Prime lambs		Fibrecraft and handspun exhibits		Beer exhibits		Manual arts exhibits	
Prime lamb carcass		Fine arts exhibits		Wine exhibits		School art exhibits	
Ingenious sheep		Stitchcraft exhibits		Italian home preserves exhibits		Show other	
Fashion parade		Photography exhibits		Sheep dog trials			

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