



AGRICULTURAL SHOWS
AUSTRALIA
2027 Conference
Stronger together

Sponsorship Prospectus

One movement.
One voice.
Many communities.



Agricultural Shows Australia National Conference Canberra 2027

Wednesday, 17th – Friday, 19th February 2027

Leading into the 100th Canberra Royal Show on Saturday, 20th February

Theme

Stronger together

One movement. One voice. Many communities.

Celebrating our legacy. Investing in our future.

The Agricultural Shows Australia National Conference returns in 2027 — proudly hosted in Canberra from 17–19 February, leading into the historic 100th Canberra Royal Show.

As the flagship gathering for the Agricultural Shows movement, this conference unites leaders, volunteers, youth, industry and partners from more than 580 agricultural shows across Australia — from capital city Royals to remote regional communities. It is where shared purpose meets practical action; where tradition meets innovation; and where the future of our movement is shaped together.

Agricultural shows remain one of our nation's most enduring and unifying institutions. They build agricultural literacy, foster youth leadership, strengthen regional economies, enhance biosecurity awareness, and create inclusive spaces where communities come together to celebrate who they are and what they grow.

Our theme, Stronger together: One movement. One voice. Many communities, reflects our commitment to collaboration, capability-building and securing the sustainability of shows for generations to come.

Over three inspiring days, delegates will engage with national and international speakers, participate in practical and strategic capability development, and connect with peers who share our passion for agriculture, community, and regional futures. For the first time, we will aim to offer online participation — ensuring volunteers, youth and committee members from every corner of Australia can access the full conference experience, no matter where they are.



Why Partner With Us

By investing in the 2027 ASA National Conference, you help strengthen the future of agricultural shows and the communities they sustain. Your support:

- Builds capability across 580+ shows
- Enables accessible participation for volunteers and youth
- Champions agricultural education and rural leadership
- Positions your organisation as a supporter of regional Australia

In return, your organisation will be aligned with the national agricultural show movement and recognised for supporting regional communities, agricultural education and the development of future leaders.

Agricultural shows do more than reflect Australia's values — they anchor them.

Thank you for considering joining us as we honour our heritage, strengthen our future, and stand united as one agricultural show movement.

Katie Stanley
Executive Officer
Agricultural Shows Australia

Join Us


The 2027 ASA National Conference will welcome a broad cross-section of the Agricultural Shows network and industry, including:

- Royal Agricultural Societies
- State Ag Show Peak Bodies
- Local agricultural shows
- Australian Field Day organisations
- Emerging Leaders
- Agricultural & Event industry partners
- Government and industry representatives connected to regional development, agriculture, and events
- National audience via hybrid access

Sponsorship Opportunities

- **Platinum — Key Conference Delivery Partner (one available) — \$20,000 + GST**
 - 4 x full Conference registrations including Welcome Event and Gala Dinner
 - VIP Gala Dinner table including 4 additional dinner tickets
 - Online delivery partner - Digital branding on all livestream & recorded sessions (logo watermark)
 - Speaking opportunity (session welcome / pre-announcement, by agreement)
 - Premium trade display space
 - Sponsor video during Gala Dinner or conference program
 - Full-page ad in conference program (networking applied)
 - Acknowledgement by name in opening, closing sessions and throughout conference
 - 8 x social media posts (content supplied by sponsor and approved by ASA)
 - Sponsor feature included in pre-event EDM
 - Logo + link on ASA website
 - Sponsor content included in post-event delegate email

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- **Gold — Welcome Event Partner (one available) — \$12,500 + GST**
 - 3 x full Conference registrations including Welcome Event and Gala Dinner
 - Exclusive naming rights to Welcome Event
 - Speaking opportunity (session welcome / participation, by agreement)
 - Premium trade display space
 - Full-page ad in conference program (artwork supplied)
 - Sponsor video during Welcome Event
 - 3 x additional Gala Dinner tickets
 - Acknowledgement by emcee at opening, closing sessions and throughout conference
 - 6 x social media posts (content supplied by sponsor and approved by ASA)
 - Sponsor featured on lead presentation slide
 - Logo + link on ASA website
 - Sponsor content included in post-event delegate email
- Gold Option:** (Option will be offered as standalone package if not taken up by Gold Sponsor) - \$2,500 + GST
- Lanyard Sponsor (Exclusive) Your logo co-branded with ASA27 Conference logo on event lanyard and name badges for all delegates.

- **Silver (three available) – \$8,000 + GST**

- 2 x full Conference registrations including Welcome Event and Gala Dinner
- 2 x additional Gala Dinner tickets
- Trade display space
- Half-page ad in program (artwork supplied)
- 2-minute sponsor video during program
- Emcee acknowledgement throughout conference
- 4 x social media posts (content supplied by sponsor and approved by ASA)
- Sponsor mention in pre-event EDM
- Logo + link on ASA website
- Sponsor content included in post-event delegate email

Silver Options: (Options are subject to availability and will be provided on a first in first served basis)

- Emerging Leaders Partner (Exclusive) – \$1000 + GST
- Notepad Sponsor (delegate notebooks – sponsor to provide)
- Pen Sponsor (delegate pens – sponsor to provide)

- **Bronze (four available) – \$5,000 + GST**

- 1 x full Conference registration including Welcome Event and Gala Dinner
- 1 x additional Gala Dinner ticket
- Trade display space
- Logo in Conference program (artwork supplied)
- Emcee acknowledgement throughout conference
- 2 x social media posts (content supplied by sponsor and approved by ASA)
- Logo in pre-event EDM
- Logo + link on ASA website

Bronze Options: (Options are subject to availability and will be provided on a first in first served basis)

- Lunch Sponsor (two available: one per day)
- Morning Tea and Afternoon Tea Sponsors (two available: one per day)

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- **Lanyard Partner (Subject to availability) – \$3,500 + GST**
 - Co-branding on delegate lanyards
 - 1 x full Conference registration including Welcome Event and Gala Dinner
 - Logo in Conference program (artwork supplied)
 - Emcee acknowledgement throughout conference
 - 1 x social media posts (content supplied by sponsor and approved by ASA)
 - Logo in pre-event EDM
 - Logo + link on ASA website
 - **Trade Space Only – \$1,500 + GST**
 - 1 x full Conference registration including Welcome Event and Gala Dinner
 - Trade table with power access (if required)
 - Logo in pre-event email
 - Logo + link on ASA website
 - **Bespoke packages available**

Want to support the 2027 ASA National Conference but the other sponsorship packages aren't quite right? Please reach out about what you are looking to achieve or what we can deliver within your budget.

Benefit	Platinum \$20,000	Gold \$12,500	Silver \$8,000	Bronze \$5,000	Lanyard \$3,500	Trade \$1,500
Exclusive tier	✓	✓	3 available	4 available	Subject to availability	—
Naming rights component	Key Delivery Partner	Welcome Reception	Emerging Leaders / Stationery options	Breaks sponsorship	Lanyard	—
Speaking involvement	✓	✓	—	—	—	—
Full registrations	4	3	2	1	1	1
Extra Gala tickets	4	2	2	1	—	—
VIP Gala table	✓	—	—	—	—	—
Trade display	Premium Position	Premium Position	✓	✓	—	✓
Program advertisement	Full page	Full page	Half page	Logo only	Logo only	—
Sponsor video	✓	✓	✓	—	—	—
Social media posts	8	6	4	2	1	—
Pre-event email feature	✓	✓	✓	Logo only	Logo only	Logo only
Post-event delegate email inclusion	✓	✓	✓	—	—	—
Website logo + link	✓	✓	✓	✓	✓	✓
On-site signage / MC acknowledgement	✓	✓	✓	✓	✓	—
Co-branded item	—	—	Notebook/Pen options	—	✓	—

Why Partner with ASA

- Align with a united national movement representing 580+ shows
- Contribute to leadership, youth development & skills growth
- Extend reach through online access & national digital content
- Reinforce commitment to agriculture & regional Australia
- Join the movement shaping the next century of agricultural shows

Delegate & Partner Testimonials

The ASA Conference delivers real value — for individuals, committees and the movement.

"It was one of the best conferences I have ever attended. The sessions were top-notch from start to finish... This was a trip of a lifetime for my family."

Ray Allison, Indiana State Fair Commission (USA)

"This event is truly invaluable for young people looking to make a difference in the Ag Show community... If you have the chance to be part of a conference like this, take it and run with it — you won't regret it!"

Shaun Sandilands, RNA Future Directions Committee (Qld)

"The keynote sessions, debate and youth-focused conversations were standout. The importance of accessibility, innovation, and engaging the next generation came through strongly — including how AI can support volunteer capacity."

Sarah Stanbury, RAS NSW Youth Chair

"I was particularly struck by the common issues we all face — attracting volunteers, engaging communities, and adapting to digital change. This conference provided clarity and inspiration."

Craig Debnam, Lardner Park (Farm World Field Day) (VIC)

"Learning how to utilise AI tools for planning and idea generation was a highlight. I'll be incorporating the customised GPT shown in the session to support NextGen planning at my show."

Joshua Antonio, WA Next Gen Group

"Networking with so many passionate people brought relevant opportunities to tell our story and listen to others."

Maxine Wylie, Canning Agricultural Society (WA)



Contact

For sponsorship enquiries:

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Partnership Applications and Conditions

Partnership applications must be received on the official Application Form. A tax invoice will be issued upon receipt of your application.

- Full payment must be made within 30 days from the date of invoice. An instalment plan may be considered (subject to conditions), please contact us on email execofficer@agshowsaustralia.org.au or on phone +61 402 127 001.
- Partnership will not be confirmed until a signed application and full payment is received.
- Agricultural Shows Australia reserves the right, at its total discretion, to decline any application.
- If full payment is not received by the due date, Agricultural Shows Australia has the right to decline the application.