



*Mt Gravatt*  
**RODEO**

# **SPONSORSHIP PROPOSAL 2026**

**110<sup>th</sup> Annual Show – 25<sup>th</sup> & 26<sup>th</sup> July**  
**2<sup>nd</sup> Annual Rodeo – 12<sup>th</sup> September**

# ABOUT THE SOCIETY



The Mount Gravatt Agricultural, Horticultural and Industrial Society, is a charitable organisation that stages the Mt Gravatt Show & Mt Gravatt Rodeo each year.

The first Mt Gravatt Show in 1915 was held in the James Paddock located at the rear of the Mt Gravatt Hotel and then moved to the current location in 1918.

The Mt Gravatt Show has served the Mt Gravatt district and surrounding areas with a family friendly event, promoting the importance and appreciation of the agricultural pursuits and the arts.

Our mission is to continue the long-standing traditions of the show, with the aim to provide as much value to the community by offering individuals and families alike an affordable experience of a genuine country Show in the city.

Over the years the Show has evolved with its selection of showing events, competitions and exhibitions, animal nursery, kids activities & of course the rides & showbags.

The first Mt Gravatt Rodeo was held in 2025 to celebrate the 110<sup>th</sup> year of the Society with attendance far exceeding expectation.

The Society has over 300 members and volunteers, with the management committee overseeing the activities. The dedication of each person is a testament to the thriving community spirit throughout the Mt Gravatt district and surrounding areas.

The Society can only thrive and give back to the community, thanks to our partnerships and collaboration with individuals, big, small and local businesses. There are considerable costs to run the Mt Gravatt Show and all sponsorship finances go directly towards the overheads such as entertainment, equipment, security and insurance.

The partnership proposal outlines the opportunities available for your business and together we can enhance and strengthen the community as well as building your brand with us.



# WHY PARTNER WITH US?



## **Community Relationship**

We are a well known charity organisation within the Mt Gravatt district and wider community. The Mt Gravatt Show has served the Mt Gravatt district and surrounding areas with a family friendly event, promoting the importance and appreciation of the agricultural pursuits and the arts.

Partnering with us will assist your business to initiate, build and maintain a brand image of community connection and engagement. The benefit is that when customers feel connected to a brand, more than half will increase their spending with that brand over a competitor.

## **Build Brand Loyalty and Trust**

It is very important for customers to trust a business for them to succeed. Customers are more likely to purchase from a brand that they trust. Our society has spent over 100 years as a dedicated not-for-profit organisation to ensure that members, visitors and the broader community have a unique event that they can be a part of.

Tap into the support that locals have for the Society and enjoy the benefits of 'trust transfer'.

## **Brand Exposure**

Expose your brand throughout the Mt Gravatt district and surrounding community. By providing information, demonstrations and interacting with the community at the Show you can showcase your product or service.

## **Reach your Audience**

We reach over 8,000 followers on our social media channels. Our marketing is shared by community groups, local schools, local businesses, politicians and Facebook groups which further extends our marketing reach.

The Mt Gravatt Show & Mt Gravatt Rodeo are both great networking opportunities to meet potential customers.

# SPONSORSHIP PACKAGES



## PLATINUM - \$20K

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**Package** – Custom built package to align with your business.

**Logo/Recognition** – Show & Rodeo flyers, Show booklet front cover and show website home page.

**Advertisement** – 1/2 page Show booklet advertisement & advertisement in 2 of the Society Newsletters.

**Social Posts** – 1 group social post & 3 individual posts (including a short video produced by you).

**Show Signage** – 2 banners on the Logan Road fence in the lead up to the show, then on the fence at both gates or at other prominent locations during the show (provided by the Society).

**Event Tickets** – 4x Family Show weekend passes, access to the Show VIP balcony & 4x VIP Rodeo passes.

**Trade Stalls** – 6mx3m Show stall & 6mx3m Rodeo stall.

**Additional Benefits** – Based of the sections of the Show & Rodeo you select as part of your sponsorship package.



## GOLD - \$10K

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**Package** – Custom built package to align with your business.

**Logo/Recognition** – Show & Rodeo flyers, Show booklet front cover and show website home page.

**Advertisement** – 1/4 page Show booklet advertisement & advertisement in 2 of the Society Newsletters.

**Social Posts** – 1 group social post & 2 individual posts.

**Show Signage** – 1 banner on the Logan Road fence in the lead up to the show, then in a prominent location during the show (provided by the Society).

**Event Tickets** – 2x Family Show weekend passes, access to the Show VIP balcony & 2x VIP Rodeo passes.

**Trade Stalls** – 6mx3m Show stall & 6mx3m Rodeo stall.

**Additional Benefits** – Based of the sections of the Show & Rodeo you select as part of your sponsorship package.



## SILVER - \$5K

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**Logo/Recognition** – Show booklet back cover and show website partner page.

**Advertisement** – 1/8 page Show booklet advertisement & advertisement in 1 of the Society Newsletters.

**Social Posts** – 1 group social post & 1 individual post.

**Event Signage** – Based of the section of the Show or Rodeo that you are sponsoring – provided by the Society.

**Event Tickets** – 2x Family Show weekend passes or 2x VIP Rodeo passes.

**Trade Stalls** – 3mx3m Show or Rodeo stall.

**Additional Benefits** – Based of the sections of the Show & Rodeo you select as part of your sponsorship package.



## BRONZE - \$3K

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**Logo/Recognition** – Show booklet back cover and show website partner page

**Social Posts** – 1 group social post & 1 individual posts.

**Event Signage** – Based of the section of the Show or Rodeo that you are sponsoring.

**Event Tickets** – 1x Family Show weekend pass or 1x Family Rodeo pass.

**Trade Stalls** – 1/2 price 3mx3m Show or Rodeo stall.

**Additional Benefits** – Based of the sections of the Show & Rodeo you select as part of your sponsorship package.



## PARTNERSHIPS - UNDER \$3K

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**Logo/Recognition** – Show booklet back cover and show website partner page

**Social Posts** – 1 group social post.

**Event Tickets** – Based of the sections of the Show & Rodeo you select as part of your sponsorship package.

**Additional Benefits** – Based of the sections of the Show & Rodeo you select as part of your sponsorship package.

# GOLD - SHOW

## Main Arena Entertainment

(3 Available)

The Main Arena Entertainment runs Saturday 3pm–8pm & Sunday 10am–3pm. It is a spectacle that draws the crowds to gather around the Main Arena. Throughout the Entertainment show times, all eyes are on the arena and ears are tuned in to listen to the announcer. This ensures your business receives maximum exposure to all attendees watching the Stage, Entertainment and Competitions in the Main Arena.

### Additional Benefits:

**Logo** - Entertainment section in the Show booklet.

**Social Post** - 1 group social post specifically promoting the Main Arena Entertainment Sponsors.

**Signage** - Individual banner on the fence across the front of the Main Arena & shared banner across the front of the Main Stage. (Provided by the Society).

**Announcements** - Multiple mentions throughout both days by the Announcer.

## 2026 Main Arena Entertainment

Bands, Geedup Dancers, FMX Bikes, Paw Patrol, Rooftop Express, Sheep Dog Trials, & More.

# SILVER - SHOW

## Fireworks

Solo sponsorship of the fireworks spectacular at 8pm on Saturday night.

The night finishes in a bang with the monumental fireworks spectacular that lights up the showgrounds. In the lead up to the fireworks, all eyes are on the arena and ears are tuned in to listen to the announcer.

### Additional Benefits:

**Logo** - Entertainment section in the Show booklet.

**Social Post** - Mentioned on Social Posts promoting the Fireworks

**Signage** - Banner on the fence across the front of the Main Arena. (Provided by the Society)

**Announcements** - Multiple mentions throughout Saturday by the Announcer.

## Animal Nursery

Solo sponsorship of the Animal Nursery over the weekend.

The Animal Nursery is one of the shows biggest attractions. As the Animal Nursery is such a high traffic area it ensures your business will receive high exposure.

### Additional Benefits:

**Logo** - Entertainment Displays section in the Show booklet.

**Social Post** - Mentioned on Social Posts promoting the Animal Nursery.

**Signage** - Banner at the entrance to the Animal Nursery. (Provided by the Society)

**Announcements** - Multiple mentions throughout the show by the Announcer.

# SILVER - RODEO

## After Party Stage

Solo sponsorship of the After Party Stage.

After the Rodeo all eyes turn to the Stage where Live Music will keep the party going from 8pm-10pm.

### Additional Benefits:

**Logo** - On the Rodeo banner on Logan Rd in the lead up to the Rodeo.

**Social Post** - Mentioned on Social Posts promoting the After Party Entertainment.

**Signage** - Banner across the front of the Stage. (Provided by the Society)

## VIP Area

Solo sponsorship of the VIP Rodeo Area.

The VIP area will be an exclusive located in prominent area with an unobstructed view of the Rodeo Arena, A private bar, catering & VIP only bathrooms.

### Additional Benefits:

**Logo** - On the Rodeo banner on Logan Rd in the lead up to the Rodeo.

**Social Post** - Mentioned on Social Posts promoting the VIP tickets.

**Signage** - Banner at the entrance to the VIP Area. (Provided by the Society)

# BRONZE - SHOW

## Educational Displays

Solo sponsorship of one of our Educational Areas/Stages over the weekend.

These Entertainment Areas have regular show times and are well attended during these showtimes. With your logo in these areas, it ensures your business as a sponsor will be seen not only during the show times but also during the breaks.

### Additional Benefits:

**Logo** - Displays section in the Show booklet.

**Social Post** - Mentioned on Social Posts promoting the display you are sponsoring.

**Signage** - Banner across the display stage or entrance. (Provided by the Society)

**Announcements** - Multiple mentions throughout the weekend by the Announcer.

### 2026 Educational Displays

Agriculture Virtual Reality, Camp Oven Cooking, Duck Racing,  
Gardening, Milking Barn, Reptiles & Sheep Shearing.

## Community Stage

Solo Solo sponsorship of the Community Stage over the weekend.

The Community Stage includes displays from local schools and community groups over the weekend. The stage is well attended and positioned in front of an area full of community stalls.

### Additional Benefits:

**Logo** - Community Stage Schedule in the Show booklet.

**Social Post** - Mentioned on Social Posts promoting the Community Stage.

**Signage** - Banner across the front of the Community Stage. (Provided by the Society)

**Announcements** - Multiple mentions throughout the show by the Community Stage MC.

## BRONZE - RODEO

### Rodeo Chute

Solo sponsorship of on of the 6 Chutes. Instead of having the Chutes numbered, we have them branded. Every time a bull & rider comes out of your chute your company name will be announced. Eg "Next up coming out of the Zupps Mt Gravatt Kia Chute is James on Big Red".

**Additional Benefits:**

**Logo/Signage** - Logo on a 2.5m x 0.8m Banner across the top of a chutes. (Provided by the Society).

**Social Post** - 1 group social post & 1 individual posts promoting the Chute Sponsors.

**Announcements** - Multiple mentions throughout the event.

### Half Time Entertainment

Solo sponsorship of the half time entertainment in the Rodeo Area.

Nothing says rodeo like someone showing off cracking stock whips, except for when Walter Whip turns up the heat by lighting those whips on fire.

**Additional Benefits:**

**Logo/Signage** - Logo on a 2.5m x 0.8m Banner on the edge of the arena. (Provided by the Society).

**Social Post** - Mentioned on Social Posts promoting the halftime entertainment.

**Announcements** - Mutliple mentions prior to and during the halftime entertainment.

## PARTNERSHIPS - SHOW

### Show Competitions

Each Show competition seeks sponsorship to support the costs of their prizes.

We welcome all interest in the partnership of the Show Competitions.

Cost Ranging from \$100-\$1,000, contact us to see the options available for the competition that you wish to be in partnership with.

**Additional Benefits:**

**Logo** - On the partnered competition flyer & recognition in the competitions booklet.

**Social Post** - Mentioned on Social Posts promoting the competition you are partnering with.

**Signage** - Laminated around the competition area. (Provided by the Society)

### 2026 Competitions

- Ambassador Program
- Apiculture (Bees & Honey)
- Big Rigs
- Cattle
- Cooking
- Cottage Crafts
- Dog High Jump
- Decorated Cakes
- Horticulture
- Lego
- Needlework
- Painting Drawing & Art
- Photography
- Quilts of Quality
- Sheep
- Show Horses
- Showjumping
- Student Art
- Student Awards
- Traditional Trades
- Ute Muster
- Young Judges

# EVENT AUDIENCES & MARKETING



## Event Attendance

13,000 Event Attendees in 2025  
Over 3,000 Show competition entries  
Average length of stay over 4hrs  
83% have said they will return next year

## Advertising Assets

833,300 Social Media page views in 2025  
31,400 Website views in 2025  
8,950 Social Media followers

## Public Relations

Sponsors & Partners benefit indirectly as public relations assists to promote our events, bringing more people to our website and social media pages seeking more information and increasing event attendance. The Society social media audience includes schools, community groups and politician's newsletters and socials, as well as the placement of flyers and banners in local businesses, libraries, community organisations and other locations.

## Paid Media

Sponsors & Partners gain indirect exposure through paid media placements that help boost the Society's visibility, bringing more people to our website and social media pages seeking more information and increasing show attendance. The cost efficient media budget of \$12k for our events allows a comprehensive marketing schedule across radio, Facebook boosts, outdoor media, photography and the creation of printed flyers, posters and banners.

## Key Customer Segments

**U18 years : 34.30%**

**18-64 yrs : 56.48%**

**65+ : 9.22%**

# 2025 KEY SPONSORS



Hall & Co  
SOLICITORS



Zupps Mt Gravatt Kia



MOUNT GRAVATT  
DRIVE THRU



XXXXX

HARD FIZZ



Liquor Legends  
reward yourself



## CONNECT WITH US

Secretary: Jo Mercer

Sponsorship Sub-Committee Chairperson

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