



SPONSORSHIP PACKAGES

Malanda Show 2026

A celebration of local agriculture

Malanda, Queensland



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SPONSORSHIP APPLICATIONS NOW OPEN!

Malanda Show Society are pleased to announce our 2026 event dates: **Friday 26th to Sunday the 28th of June 2026; FIRST weekend of the June/July School Holidays, once again.** We welcome new and returning sponsors to join the Show Society in bringing this event to the Malanda community.

With a substantial number of Tableland locals, i.e. your customers, attending at least one of the show's three days of festivities, this is the most beneficial time to showcase your business. We have tried to ensure optimal exposure in a variety of diverse ways throughout the show's duration in these packages to make your financial commitment thoroughly worthwhile.

The Malanda show is a staple in the Atherton Tableland community calendar and provides locals with the opportunity to support our region, as well as experience a truly unique agricultural event. Through your sponsorship and commitment to community, our show will continue to be a prideful event in our locality for many years to come.

Catherine Kidd
Manager
Malanda Show Society

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SPONSORSHIP BENEFITS

What does sponsorship promotion look like?

There are many ways businesses and individuals can benefit from contributions made to our show. We offer promotional opportunities, naming rights, permanent signage on grounds, marketing on social media as well as entry tickets. *Please see page 10 for more information on sponsorship levels.*

With over 5k Facebook followers and a high engagement rate during show time, we have a strong social media strategy that allows our sponsors to be seen.



We offer opportunities to bring your business to the forefront on the grounds too with permanent signage a popular option amongst sponsors.

We love our local legends who decide to help us in any way they can, so any contribution is always warmly accepted!



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SPONSORSHIP PACKAGES OFFERED

SUPREME CHAMPION SPONSOR

Contribution: \$5000 + GST

GRAND CHAMPION SPONSOR

Contribution: \$2000 + GST

CHAMPION SPONSOR

Contribution: \$1000 + GST

BLUE RIBBON SPONSOR

Contribution: \$500 + GST

RED RIBBON SPONSOR

Contribution: \$200 + GST

WHITE RIBBON SPONSOR

Contribution: \$100 + GST



NAMING RIGHTS OPPORTUNITIES

MALANDA SHOW NAMING RIGHTS

SOLD

EVENTS

FRIDAY NIGHT STREET PARADE - GRAND CHAMPION SPONSOR - \$2000

RURAL AMBASSADOR PROGRAM - GRAND CHAMPION SPONSOR - \$2000

FARMER'S CHALLENGE - GRAND CHAMPION SPONSOR - \$2000

PET PARADE - BLUE RIBBON SPONSOR - \$500

2026 ENTERTAINMENT

SATURDAY NIGHT FIREWORKS

SOLD

MELVILLE'S ANIMAL NURSERY- SUPREME CHAMPION SPONSOR - \$3000

SATURDAY NIGHT ENTERTAINMENT AT THE BAR: JEREMY FLETCHER BAND - GRAND CHAMPION SPONSOR - \$2000

CHILDRENS ENTERTAINMENT: BUGZY BUMBLEBEE - GRAND CHAMPION SPONSOR - \$2000





NAMING RIGHTS OPPORTUNITIES

INDIVIDUAL SECTIONS

DAIRY SECTION

SOLD

STUD BEEF SECTION - GRAND CHAMPION SPONSOR - \$2000

PRIME BEEF SECTION

SOLD

POULTRY SECTION - GRAND CHAMPION SPONSOR - \$2000

WOODCHOP SECTION - SUPREME CHAMPION SPONSOR - \$3000

HORSE SECTION - GRAND CHAMPION SPONSOR - \$2000

DRESSAGE - \$500

GIVE A SHOW A GO - \$500

SHOW JUMPING - \$1000

HALTER CLASS - \$500

RIDDEN BRED CLASSES FOR PONIES - \$500

SHOW HUNTER CLASSES - \$500

RIDDEN BRED CLASSES FOR HORSE - \$500

WORKING HUNTER CLASSES - \$500

ADULT RIDER CLASSES - \$500

GALLOWAY HACKS - \$500





NAMING RIGHTS OPPORTUNITIES

SHOW HALL NAMING RIGHTS - CHAMPION SPONSOR - \$1000

AGRICULTURE - BLUE RIBBON - \$500

CRAFT - RED RIBBON - \$300

CULINARY ART - BLUE RIBBON - \$500

HORTICULTURE - RED RIBBON - \$300

JUNIOR EXHIBITS - BLUE RIBBON - \$500

NEEDLEWORK & QUILTING - BLUE RIBBON - \$500

PHOTOGRAPHY - BLUE RIBBON - \$500



SUPREME CHAMPION SPONSORSHIP

\$5000 + GST

- **Naming rights opportunity, refer to pages 4-6**
- **Advertising**
 - **LARGE** advert in schedules & logo to appear in all promotional materials (logo to be supplied)
 - **Social media promotion**
 - **Logo & link on Malanda Show website**
- **Invitation to Friday night opening ceremony**
- **8 entry tickets to the 2026 Malanda Show**
- **12 drink vouchers to be redeemed at our Show bar**
- **Mentioned throughout the event by our MC**
- **FREE site allocation on grounds**
- **Permanent signage on Showgrounds (sign to be supplied)**
- **Opportunity to distribute merchandise at Show Society events**





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GRAND CHAMPION SPONSORSHIP

\$2000 + GST

- Naming rights opportunity, refer to pages 4-6
- Advertising
 - Large print logo in schedules & logo to appear in all promotional material (logo to be supplied)
 - Social media promotion
 - Logo & link on Malanda Show website
- Invitation to Friday night opening ceremony
- 6 entry tickets to the 2026 Malanda Show
- 12 drink vouchers to be redeemed at our show bar
- Mentioned throughout the event by our MC
- Discounted site allocation on grounds
- Permanent signage on grounds (sign to be supplied)
- Opportunity to distribute merchandise at Show Society events

CHAMPION SPONSORSHIP

\$1000 + GST

- Naming Rights opportunity, refer to pages 4-6
- Advertising
 - Print logo in schedules & logo to appear in promotional materials (logo to be supplied)
 - Social media promotion
 - Logo & link on Malanda Show website
- Invitation to Friday night opening ceremony
- 4 entry tickets to the 2026 Malanda Show
- 6 drink vouchers to be redeemed at our show bar
- Mentioned throughout the event by our MC
- Discounted site allocation on grounds
- Opportunity to distribute merchandise at Show Society events



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BLUE RIBBON

\$500 + GST

- **Naming Rights opportunity, refer to pages 4-6**
- **Advertising**
 - **Print logo in schedules (logo to be supplied)**
 - **Social media promotion**
- **2 entry tickets to the 2026 Malanda Show**
- **2 drink vouchers to be redeemed at our show bar**
- **Mentioned throughout the event by our MC**
- **Discounted site allocation on grounds**
- **Opportunity to distribute merchandise throughout the year at Show Society events**

RED RIBBON

\$200+ GST

- **Advertising**
 - **Name in print schedule**
- **4 drink vouchers to be redeemed at our show bar**
- **Discounted site space**
- **Opportunity to distribute merchandise throughout the year at Show Society events**



SPONSORSHIP BENEFITS

	Supreme Champion	Grand Champion	Champion	Blue Ribbon	Red Ribbon	White Ribbon
Sponsorship contribution (exc. GST)	\$5000	\$2000	\$1000	\$500	\$200	\$100
Naming Rights Opportunity	✓	✓	✓	✓		
Proposed value allocated to prize money	\$4000	\$1700	\$800	\$400	\$150	\$75
Entry tickets to the Malanda Show	8	6	4	2		
Drink vouchers to be used at the Bar	12	12	6	2	4	
Social media advertising	✓	✓	✓	✓		
Schedule advertising	Large	½ page	Medium	small	small	name listed
Promotional Print advertising	Printed on all	Printed on all	Printed on all	Printed on some	Printed on some	Printed on some
Event website advertising	✓	✓	✓			
Mentioned by MC during Centre Ring events	✓	✓	✓	✓		
Invitation to Opening Ceremony	✓	✓	✓	✓		
Stall allocation on grounds	FREE	80% off	50% off	20% off	10% off	
Permanent signage on grounds (yearly contribution)	✓	✓				