

RETAILER AND SPONSORSHIP DETAILS



20 FEBRUARY 2027

www.sydneytruckshowdown.com.au
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ABOUT

Sydney Truck Showdown is the newest and boldest truck event to hit New South Wales, hosted at the iconic SYDNEY DRAGWAY on 6 March 2027. This one-of-a-kind show brings together every type of truck – whether it's a polished showstopper, a tough working rig, or a custom build that turns heads. The event celebrates the trucking industry, its people, and the machines that keep Australia moving.

Competitors will have the chance to battle it out for a wide range of trophies, with awards recognising everything from paintwork and presentation to working-class pride. No matter the make, model, or purpose, every truck has a place at the Showdown.

The event draws inspiration from the legendary Penrith Working Truck Show, carrying on its tradition of showcasing trucks not just as vehicles, but as a way of life. Sydney Truck Showdown is built on that same passion – shining a spotlight on both the heritage and the future of the trucking industry.

For businesses, the Showdown offers unbeatable sponsorship and trade stand opportunities. With many thousands of truck owners, drivers, and enthusiasts expected through the gates, it's the perfect platform to showcase products, connect with the trucking community and put your brand in front of a highly engaged audience.

Whether you're here to compete, exhibit, or simply enjoy the spectacle, Sydney Truck Showdown is the ultimate destination for truck lovers.

ALL SPONSORSHIP TIERS

- **Logo placement on promotional materials and website**
- **Mentioned in emails, Social Media coverage**
- **Trade Stand (specified sizes below)**
- **Trophy sponsor**

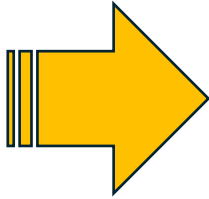
GOLD SPONSOR
1 AVAILABLE \$30,000.00

SILVER SPONSOR
2 AVAILABLE \$15,000.00

BRONZE SPONSOR
3 AVAILABLE \$7500.00

***** All sponsors will be issued tickets to a sponsor's dinner to be held on Thursday night.**

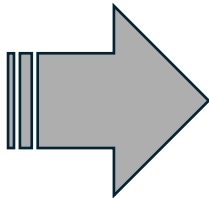
SPONSORSHIP



GOLD SPONSOR \$30,000.00

This package includes everything listed for all tiers. As well as naming writes, Logo on all merch & Advertising, Main stage banner (Centre), Central Trade Stand with maximum exposure.

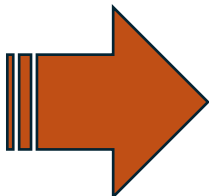
Banners on truck entry gate and spectator entry gate, x 5 banners placed in each section of the show, Best display, Best Makes, Traditional Paint & Signage & Modern Art Trophy Sponsor (Including Logo on trophy & Presenting, Name on entry ribbons (Each entrant receives a ribbon), Corporate box of choice to watch the drags. 10 x Seats at Sponsor Dinner held on Thursday 18th Feb.



SILVER SPONSOR X 2 \$15,000.00

This package includes everything listed for all tiers. As well as Main stage banner (side), Trade Stand.

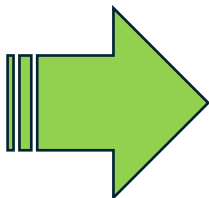
Banners on truck entry gate and spectator entry gate, 3 x banners placed in each section of the show, Trophy Sponsor (Including Logo on trophy & Presenting, Name on entry ribbons (Each entrant receives a ribbon) 6 x Seats at Sponsor Dinner held on Thursday 18TH Feb.



BRONZE SPONSOR X 3 \$7500.00

This package includes everything listed for all tiers. As well as Trade Stand,

Banners on truck entry gate and spectator entry gate, 1 x banners placed in each section of the show, Trophy Sponsor (Including Logo on trophy & Presenting, Name on entry ribbons (Each entrant receives a ribbon) 4 x Seats at Sponsor Dinner held on Thursday 18th Feb.



BANNER SPONSOR – Unlimited \$500.00

TRADE STAND PACKAGES



3 X 3 Stand – \$1500.00
locations to vary
across the show.



3 X 6 Stand – \$2500.00
locations to vary across
the show.



4 X 8 Stand – \$3000.00
locations to vary
across the show.



**Specialised Display or Trade
Stand – Price on Application**
locations to vary across the
show.

Please advise the space you require via return email. Please **book enough space** for your equipment/displays as we will need to be strict on boundaries this year. Sites are confirmed on a first come first served basis and all requests will be catered to as best we can.

We will invoice you accordingly within 7 days, with payment due in December 2026. Major sponsorship must be paid in full before confirmed. You must be a registered business with a current ABN or ACN.

***All tents are supplied in packages.

Unfortunately No Personal Marquees are allowed

This is for insurance purposes. Tents are secured down by the company supplying the tents as per venue rules.

IMPORTANT INFORMATION FOR TRADES

*Whilst we try to be as flexible as possible, please ensure **the site size you have selected will accommodate your entire exhibit**. We are anticipating a big show this year, and will be enforcing site sizes and demo areas

*Vendors are strongly encouraged to make their site as inviting and interactive as possible, attending contractors expect whoever is at your site to engage with them and seem excited about the brand or product they are excited to see *Whether you wish for a static or moving site is up to your brand individually, providing you have booked the appropriate size site

*Please ensure you hold adequate liability insurance (If insurances have not been supplied by February, your stand will NOT go ahead)

*Giveaways not endorsed or sponsored by the Sydney Truck Showdown and specific for your site only are more than welcome. We will require in writing advice of what is included in said giveaway prior to the show

*Sydney Truck Showdown will provide each vendor with marketing materials in the lead up to the expo, you are not obligated to use these, they are provided for our mutual convenience to advertise the show and brands involved

*There will be a marketing cut-off date of **31st JANUARY 2026**, we will try to accommodate brands still after this date, but there is no guarantee you will be included in **all** marketing

*Sydney Truck Showdown encourages and supports show day only specials

*Once full payment has been received and your site secured there will be **no refunds** available

*Sites are NOT to be packed up before 5pm on Saturday **under any circumstances**

*Bump in/out information will be provided closer to March, however we are happy to advise there will be overnight security and bump in the day before available



TROPHY SPONSORSHIPS

CATOGORIES	TROPHY	COST	SPONSOR
BEST DISPLAY	Standard	Inc in Sponsorship	Gold
BEST KENWORTH	Standard	Inc in Sponsorship	Gold
BEST WESTERN STAR	Standard	Inc in Sponsorship	Gold
BEST MACK	Standard	Inc in Sponsorship	Gold
BEST IVECO	Standard	Inc in Sponsorship	Gold
BEST VOLVO	Standard	Inc in Sponsorship	Gold
BEST HINO	Standard	Inc in Sponsorship	Gold
BEST ISUZU	Standard	Inc in Sponsorship	Gold
BEST MITSUBISHI	Standard	Inc in Sponsorship	Gold
BEST DAF	Standard	Inc in Sponsorship	Gold
BEST PETERBILT	Standard	Inc in Sponsorship	Gold
BEST MERCEDES	Standard	Inc in Sponsorship	Gold
BEST FORD	Standard	Inc in Sponsorship	Gold
BEST FREIGHTLINER	Standard	Inc in Sponsorship	Gold
BEST TOYOTA	Standard	Inc in Sponsorship	Gold
BEST MAN	Standard	Inc in Sponsorship	Gold
BEST UD	Standard	Inc in Sponsorship	Gold
BEST SCANIA	Standard	Inc in Sponsorship	Gold
BEST TRADITIONAL PAINT	Standard	Inc in Sponsorship	Gold
BEST MODERN ART	Standard	Inc in Sponsorship	Gold
RIGIDS/PRIME MOVERS			
BEST TANKER	Standard	\$500	
BEST TANKER RUNNER UP	Standard		
BEST PANTECH	Standard	\$500	
BEST PATECH RUNNER UP	Standard		
BEST CURTAIN SIDE	Standard	\$500	
BEST CURTAIN SIDE RUNNER UP	Standard		
BEST TRAY TOP	Standard	\$500	
BEST TRAY TOP RUNNER UP	Standard		
BEST TIPPER	Standard	\$500	
BEST TIPPER RUNNER UP	Standard		
BEST CRATE	Standard	\$500	
BEST CRATE RUNNER UP	Standard		
BEST TILTRAY	Standard	\$500	
BEST TILTRAY RUNNER UP	Standard		
BEST HEAVY TOW TRUCK	Standard	\$500	

BEST HEAVY TOW TRUCK RUNNER UP	Standard		
BEST CONCRETE AGI	Standard	\$250	
BEST CRANE	Standard	\$250	
BEST RIGID INTRASTATE	Standard	\$250	
BEST RIGID INTERSTATE	Standard	\$250	
BEST PRIME MOVER UP TO 2000	Standard	\$250	
BEST PRIME MOVER 2001-2005	Standard	\$250	
BEST PRIME MOVER 2006-2010	Standard	\$250	
BEST PRIME MOVER 2011-2015	Standard	\$250	
BEST PRIME MOVER 2016-2020	Standard	\$250	
BEST PRIME MOVER 2021-2025	Standard	\$250	
BEST PRIME MOVER 2026-2027	Standard	\$250	
TRUCK & TRAILER COMBOS			
BEST TANKER UNPAINTED	Standard	\$500	
BEST TANKER UNPAINTED RUNNER UP	Standard		
BEST TANKER PAINTED	Standard	\$500	
BEST TANKER PAINTED RUNNER UP	Standard		
BEST CURTAIN SIDED	Standard	\$500	
BEST CURTAIN SIDED RUNNER UP	Standard		
BEST FLAT TOP	Standard	\$500	
BEST FLAT TOP RUNNER UP	Standard		
BEST TIPPER	Standard	\$500	
BEST TIPPER RUNNER UP	Standard		
BEST DOG	Standard	\$500	
BEST DOG RUNNER UP	Standard		
BEST PANTECH	Standard	\$500	
BEST PANTECH RUNNER UP	Standard		
BEST CRATE	Standard	\$500	
BEST CRATE RUNNER UP	Standard		
BEST B-DOUBLE	Standard	\$500	
BEST B-DOUBLE RUNNER UP	Standard		
BEST LOGGING TRAILER	Standard	\$500	
BEST LOGGING TRAILER RUNNER UP	Standard		
BEST LOW LOADER	Standard	\$500	
BEST LOW LOADER RUNNER UP	Standard		
BEST FLOAT	Standard	\$500	
BEST FLOAT RUNNER UP	Standard		
BEST TRUCK & TRAILER INTRASTATE	Standard	\$250	
BEST TRUCK & TRAILER INTERSTATE	Standard	\$250	
OTHER			
BEST OLD WORKING	Standard	Inc in Sponsorship	Bronze 1
BEST OLD NON WORKING	Standard	Inc in Sponsorship	Bronze 1
BEST SPECIALISED	Standard	Inc in Sponsorship	Bronze 2

BEST OWNER OPERATOR	Standard	Inc in Sponsorship	Bronze 2
LEAST EFFORT MADE	Standard	Inc in Sponsorship	Bronze 3
BEST COMPANY UTE	Standard	Inc in Sponsorship	Bronze 3
BEST BONNET – ALL MODELS	Standard	\$250	
BEST CAB OVER – ALL MODELS	Standard	\$250	
FLEET ENTRY			
BEST SMALL FLEET 3-5 TRUCKS	Standard	Inc in Sponsorship	Silver 1
BEST LARGE FLEET 6 + TRUCKS	Standard	Inc in Sponsorship	Silver 1
BEST SMALL TIPPER FLEET 3-5 TRUCKS	Standard	Inc in Sponsorship	Silver 1
BEST LARGE TIPPER FLEET 6 + TRUCKS	Standard	\$250	
BEST OVERALL FLEET OF THE SHOW	Large	\$500	
HEAVY HAULAGE			
BEST HEAVY HAULAGE COMBINATION	Standard	Inc in Sponsorship	Silver 2
BEST HEAVY HAULAGE DISPLAY	Standard	Inc in Sponsorship	Silver 2
BEST HEAVY HAULAGE FLEET	Standard	Inc in Sponsorship	Silver 2
VOLUNTEER OF THE SHOW	Standard	Inc in Sponsorship	Gold
LONGEST TRAVELLED TO SHOW	Standard	\$250	
MAJOR TROPHIES			
NIGHT LIGHTS X-large perpetual trophy, large take home trophy, \$1000 cash prize, sponsor wall plaque	MAJOR	\$2,500	
PEOPLES CHOICE X-large perpetual trophy, large take home trophy, \$1000 cash prize, sponsor wall plaque	MAJOR	\$2,500	TRUE BLUE TRUCK ACCESS
ELITE SHOWDOWN TRUCK X-large perpetual trophy, large take home trophy, \$5000 cash prize, sponsor wall plaque	MAJOR	\$7,000	
TRUCK OF THE SHOW X-large perpetual trophy, large take home trophy, \$2000 cash prize, sponsor wall plaque	MAJOR	\$5,000	
DRAG TRUCK TROPHIES			
TBA	Standard	\$500	
TBA	Standard	\$500	
TBA	Standard	\$500	

*** All trophy sponsors will be issued 2 tickets to the sponsor's dinner that will be held on Thursday night – fully catered.

AUCTION ITEMS



Auction items

Donations for an Auction to be held prior to presentation
All proceeds to go to a Charity chosen by the Elite Show Truck
Winner.

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