



The 135th Upper Hunter Show

20th -22nd March
2026



SPONSORSHIP PROPOSAL BOOKLET

www.upperhuntershow.com.au
P.O Box 562 Muswellbrook NSW 2333



INTRODUCTION

**THE UPPER HUNTER REGIONAL SHOW HAS OVER
6000 PATRONS WHO VISIT OUR SHOW AND OVER
1500 THAT COMPETE IN IT**

The Upper Hunter Show is conducting its 135th show on the 20th - 22nd of March 2026.

This is the largest event held in our local area. The demographic base represents the towns of Muswellbrook, Denman, Aberdeen, Scone and Murrurundi, with competitors and exhibitors being drawn from statewide and beyond.

WWW.UPPERHUNTERSHOW.COM.AU



We advertise extensively across media for two months preceding the event, guaranteeing excellent coverage and value for money





Keith Googe

President



Wayne Feenstra

Secretary



Nicola O'Driscoll

Treasurer



Brad Singleton

Vice -President



Helen Milwain

Vice-President



Brooke Terry

Vice-President

MEET
OUR
EXECUTIVES

ABOUT THE EVENT

The main Show will again be conducted over two days, with the Horse show extending over three days including Sunday 22nd March. Although commencing on Friday, the Show will be officially opened on Saturday 21st by a local dignitary, along with the crowning of our own 2026 Young Woman of the Year.

Premier Horse events will include District Hack, Riding Events, Breed Classes, Australian Stock Horse Classes, and Open Hack along with the Heavy Horses, Australian Saddle Ponies, Miniature Horse, and Harness Classes. The Thoroughbred Event will highlight the Showjumping, and the State of Origin Polocrosse held over both days (three games) will provide many thrills.

Beef Cattle will encompass the School Beef Cattle judging day on Friday and the Beef Breed Classes on Saturday. Poultry classes are also judged in the purpose-built Poultry Pavilion.

The Exhibition Hall will be a display of arts, crafts, produce, and cookery.

The 10ha area of our Showground will be packed with displays and entertainment to educate and entertain patrons from all backgrounds. On Friday night we will have the thrills and spills of the Triple B Bulls, Broncs and Barrels. Saturday will again have the "Kids vs Strongman Tug of War", along with "Wife Carrying Challenge" and our "Young Farmers Challenge" where our winner will have the opportunity to represent our region at Sydney's Royal Easter Show.

On Saturday evening all the action of the Demolition Derby and the grand finale fireworks.

EVENT HIGHLIGHTS

RODEO

Bull's broncs and barrels is our featured Friday night event. The rodeo arena offers a bar, casual seating on the bank as well as the grandstand. Live entertainment will be playing along with the loudspeaker keeping everyone informed of all the action in the ring.



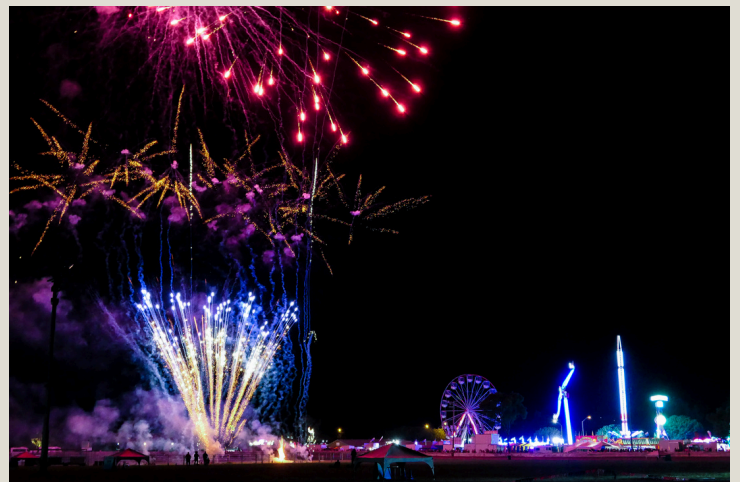
DEMOLITION DERBY



The Demolition Derby has tons of car crashing, engine revving, dirt-flying fun. Cars will deliberately smash into each other in a crazy car-crunching battle. It's a demonstration of deliberately mean and hilarious driving skills, to see who can be crowned the worst driver.

FIREWORKS

Saturday nights Grand finale will enable the crowd to sit back and relax and watch the amazing Fireworks display in the main arena.



EVENT SCHEDULE




**06
MAR**

SHOW LAUNCH AND SPONSOR'S DINNER:

Venue to be advised
Friday 6th March 2026
5 pm for 6 pm Start

Muswellbrook RSL




**20-22
MAR**

UPPER HUNTER SHOW:

The action starts 7 am Friday
20th March with our horse
events and ends with a bang
Saturday 21st March

**Location : Muswellbrook Showground
Cnr Maitland St and Rutherford Rd**



WHY GET INVOLVED?

COMMUNITY

EXPOSURE

BUSINESS LINKS

HISTORY

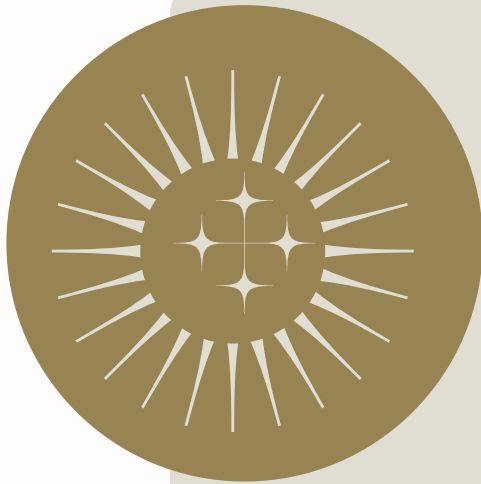
POSITIVE PEOPLE

COST EFFECTIVE

PROGRESSIVE

UPPER HUNTER

SPONSORSHIP PACKAGES



SUPREME PARTNER

LISTED IN SCHEDULE

80+ SHOW PASSES

SOLE NAMING RIGHTS & PROMO SPACE

COMPANY SIGNS DISPLAYED

PRESENTATION/PHOTO OPPORTUNITY

PRESIDENT LUNCH INVITATION

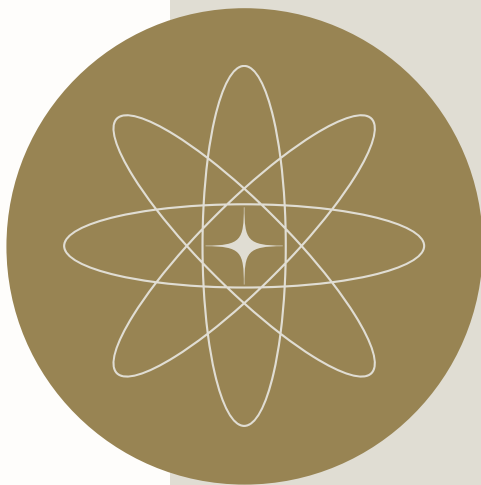
SASH AND WALL CANVAS MOMENTO

CERTIFICATE OF APPRECIATION

LOGO ON WEBSITE & SOCIAL MEDIA EXPOSURE

MULTIPLE ONLINE, PRINT, RADIO EXPOSURE

**PLUS
\$22,000 INC
GST**



GRAND CHAMPION PARTNER

50 SHOW PASSES

LISTED IN SCHEDULE

SOLE NAMING RIGHTS AND PROMO SPACE

COMPANY SIGNS DISPLAYED

PRESENTATION/PHOTO OPORTUNITY

PRESIDENT LUNCH INVITATION

CERTIFICATE OF APPRECIATION

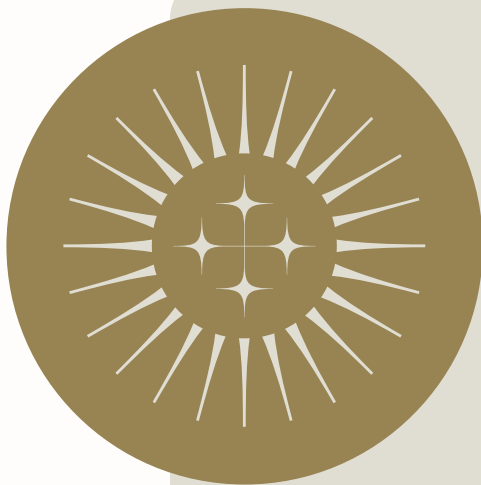
SASH AND WALL CANVAS MOMENTO

LOGO ON WEBSITE & SOCIAL MEDIA EXPOSURE

MULTIPLE ONLINE, PRINT, RADIO EXPOSURE

**\$11,000
INC GST**

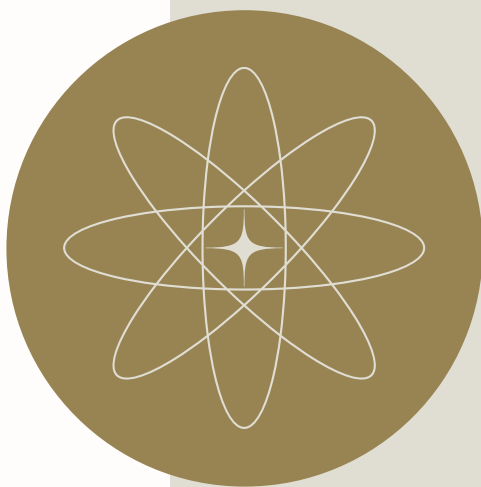
SPONSORSHIP PACKAGES



CHAMPION PARTNER

25 SHOW PASSES
LISTED IN SCHEDULE
SOLE NAMING RIGHTS & PROMO SPACE
COMPANY SIGNS DISPLAYED
PRESENTATION/PHOTO OPPORTUNITY
PRESIDENT LUNCH INVITATION
SASH AND WALL CANVAS MOMENTO
LOGO ON WEBSITE & SOCIAL MEDIA EXPOSURE
MULTIPLE ONLINE, PRINT, RADIO EXPOSURE

**\$5500
INC GST**



RESERVE CHAMPION PARTNER

10 SHOW PASSES
LISTED IN SCHEDULE
COMPANY SIGNS DISPLAYED
PRESENTATION/PHOTO OPPORTUNITY
CERTIFICATE OF APPRECIATION
PRESIDENT LUNCH INVITATION
LOGO ON WEBSITE & SOCIAL MEDIA EXPOSURE
ONLINE, PRINT, RADIO EXPOSURE

**\$2200
INC GST**

SPONSORSHIP PACKAGES



BLUE RIBBON SPONSOR

**\$1100 INC
GST**

5 SHOW PASSES

LISTED IN SCHEDULE

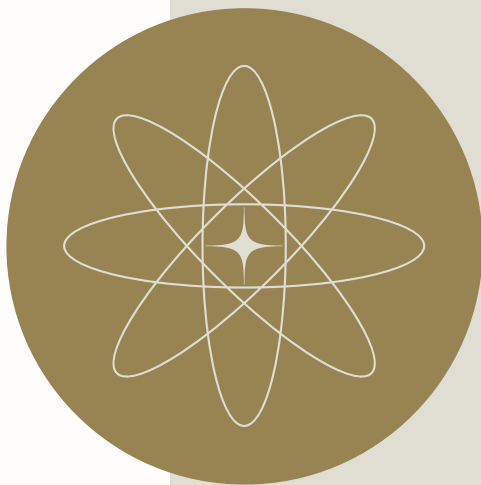
COMPANY SIGNS DISPLAYED

PRESENTATION/PHOTO OPPORTUNITY

CERTIFICATE OF APPRECIATION

LOGO ON WEBSITE & SOCIAL MEDIA EXPOSURE

ONLINE, PRINT, RADIO EXPOSURE



RED RIBBON SPONSOR

**\$550 INC
GST**

4 SHOW PASSES

LISTED IN SCHEDULE

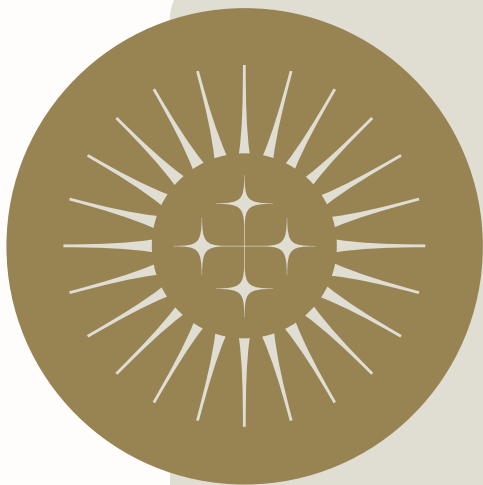
COMPANY SIGNS DISPLAYED

PRESENTATION/PHOTO OPPORTUNITY

CERTIFICATE OF APPRECIATION

LOGO ON WEBSITE

SPONSORSHIP PACKAGES



**WHITE RIBBON
SPONSOR**

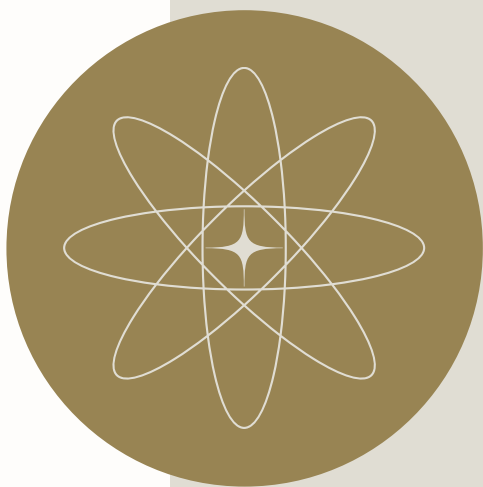
**\$275 INC
GST**

2 SHOW PASSES

LISTED IN SCHEDULE

CERTIFICATE OF APPRECIATION

LOGO ON WEBSITE



**SHOW
SUPPORTER**

**\$110 INC
GST**

2 SHOW PASSES

LISTED IN SCHEDULE

CERTIFICATE OF APPRECIATION

LOGO ON WEBSITE



THANK YOU FOR YOUR CONSIDERATION

**For more information please don't
hesitate to contact Hayley Parkinson on:**

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