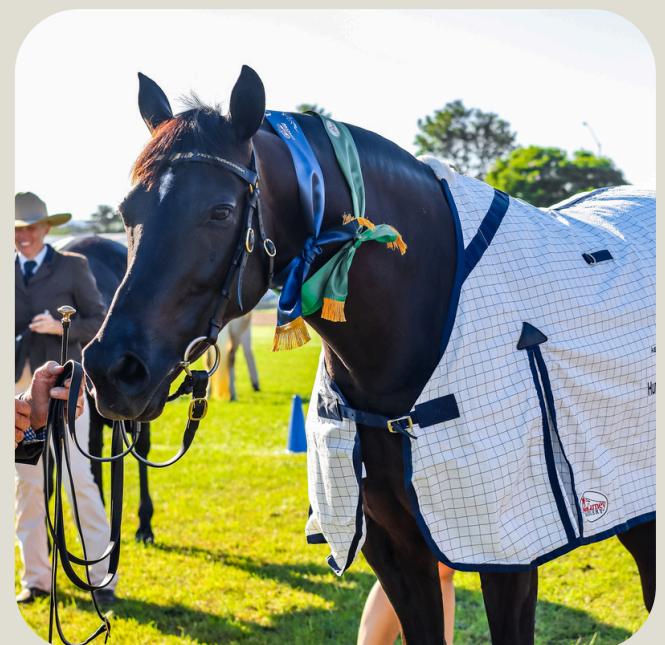




# The 135th Upper Hunter Show

20th -22nd March  
2026



# SPONSORSHIP PROPOSAL BOOKLET

[www.upperhuntershow.com.au](http://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 - 22<sup>nd</sup> 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](http://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

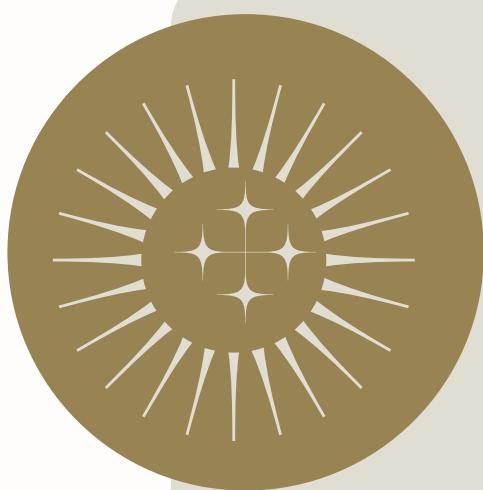
POSITIVE PEOPLE

COST EFFECTIVE

PROGRESSIVE

UPPER HUNTER

# SPONSORSHIP PACKAGES



## SUPREME PARTNER

LISTED IN SCHEDULE

80+ SHOW PASSES

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

SOLE NAMING RIGHTS & PROMO SPACE

COMPANY SIGNS DISPLAYED

PRESENTATION/PHOTO OPPORTUNITY

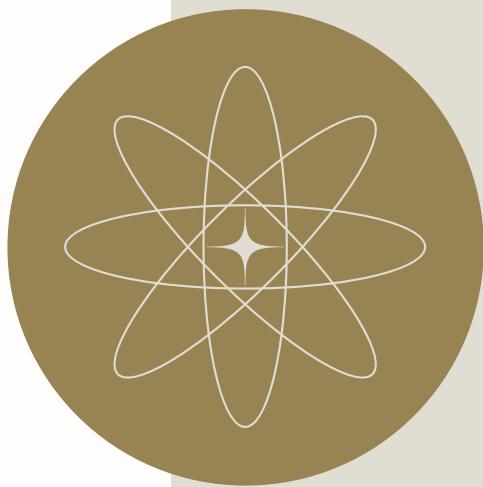
PRESIDENT LUNCH INVITATION

SASH AND WALL CANVAS MOMENTO

CERTIFICATE OF APPRECIATION

LOGO ON WEBSITE & SOCIAL MEDIA EXPOSURE

MULTIPLE ONLINE, PRINT, RADIO EXPOSURE



## GRAND CHAMPION PARTNER

50 SHOW PASSES

**\$11,000  
INC GST**

LISTED IN SCHEDULE

SOLE NAMING RIGHTS AND PROMO SPACE

COMPANY SIGNS DISPLAYED

PRESENTATION/PHOTO OPORTUNITY

PRESIDENT LUNCH INVITATION

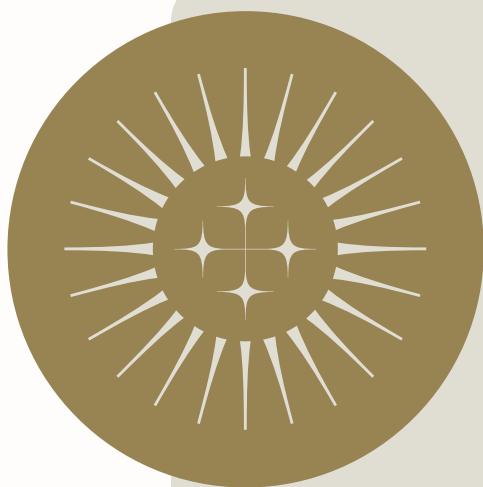
CERTIFICATE OF APPRECIATION

SASH AND WALL CANVAS MOMENTO

LOGO ON WEBSITE & SOCIAL MEDIA EXPOSURE

MULTIPLE ONLINE, PRINT, RADIO EXPOSURE

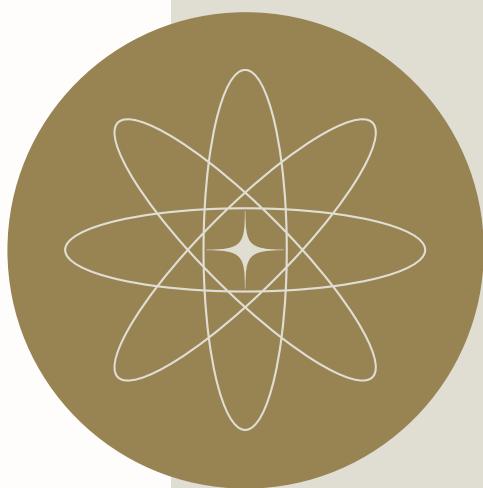
# SPONSORSHIP PACKAGES



## 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**

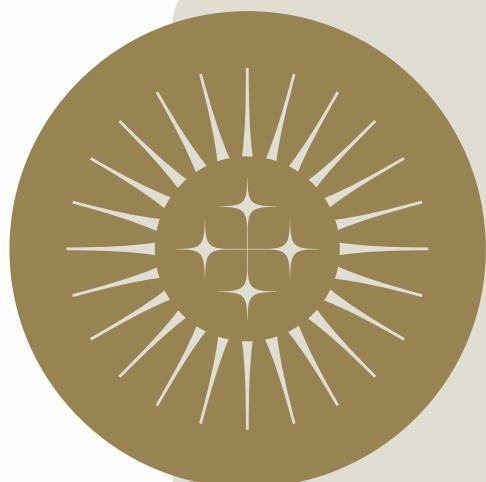


## RESERVE CHAMPION PARTNER

- 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

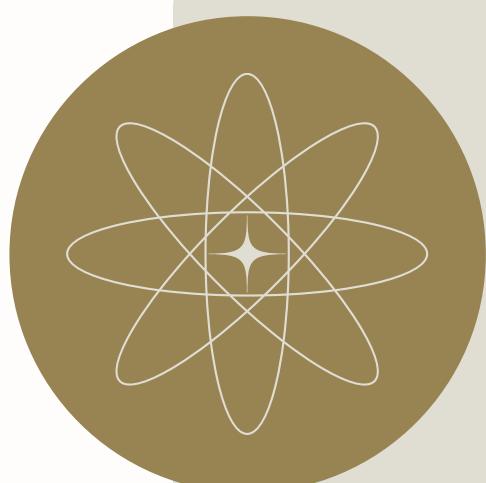


## BLUE RIBBON SPONSOR

**\$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

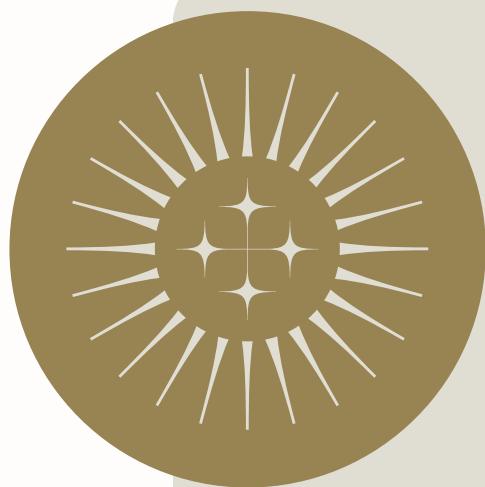


## RED RIBBON SPONSOR

**\$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**

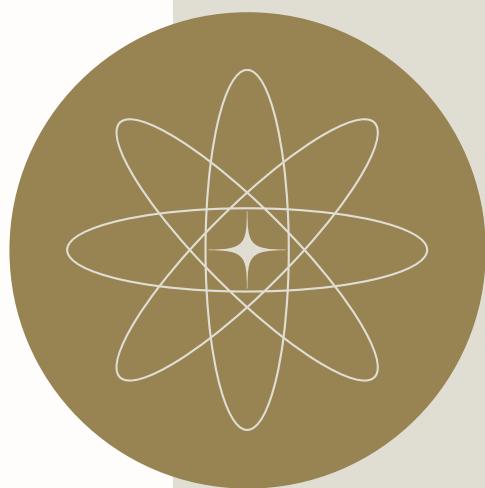
**\$275 INC  
GST**

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:**

**Phone** 0408 066 411

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