



SPONSORSHIP PROSPECTUS

FRIDAY 31ST JULY, SATURDAY 1ST AUGUST, SUNDAY 2ND AUGUST

Opportunities to get involved in the longest running show in the Moreton Bay region. See how we can promote your brand!



PINE RIVERS SHOW 2026



3205 2597



www.pineriversshow.org.au



757 Gympie Rd, Lawnton



2026 Sponsorship Prospectus

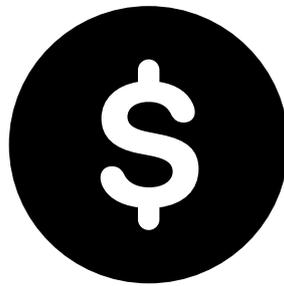
Sponsoring the Pine Rivers Show offers businesses a powerful opportunity to connect with a vibrant and engaged local community. As one of the region's most anticipated annual events, the Show attracts thousands of visitors across all ages, providing strong brand exposure and meaningful face-to-face engagement. Sponsors benefit from increased visibility, positive brand association, and the chance to support a longstanding community tradition. Aligning your business with the Show demonstrates a commitment to local connection and community spirit, while also delivering valuable marketing outcomes through promotion across multiple platforms before, during, and after the event.

There are a few ways you can get involved -



PEOPLE POWER

Putting on the show requires a lot of physical set up in the weeks leading up and across the three days of the show. Some organisations support us by sending staff down to the showgrounds to lend a hand as a part of their corporate volunteering initiatives.



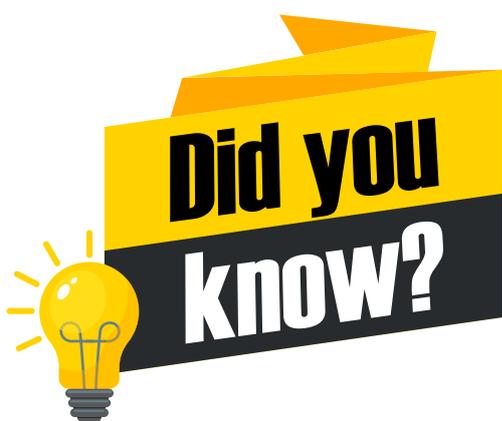
MONETARY DONATION

Many organisations chose to get involved by making a monetary donation through a sponsorship package. This money can be attributed to a specific section, entertainment site or as a general donation to the show. Together, we finance over \$150,000 worth of free entertainment for the local community.



IN-KIND DONATION

Some organisations are kind enough to support us with specific in kind donations. This has included, feed and supplies for animals, food and beverages for volunteers, sand and landscaping supplies for entertainment events (such as the rodeo), or even hay bales for seating in the food court.



29,892
Guests attended
the 2025 show



Our digital following across our website traffic and social media exceeds 40,000



Record breaking entries in Arts & Craft and Photography sections



The Australian and Queensland titles for Woodchop take place at our show



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There are a myriad of ways you can sponsor the show. Many businesses opt to sponsor a specific section or entertainment event. Some of the options available are listed below, or speak to us about a bespoke package tailored for you.

Named Pig in the Pig racing

Have your brand on the jacket of one of the best races at the show - the pig racing! This is always a popular attraction and draws a crowd for every race. Located in Family Entertainment in a high foot fall area, you are guaranteed to have your brand seen by thousands of people each day.

Valued at \$500 per pig



Woodchop Event

Naming rights to 1 event in Woodchop arena. Logo prominently displayed on schedules in Woodchop Arena and viewing lounge. Placement of Banners/ Tear Drops within the Woodchop arena displayed all three days of the show.

We also invite you to present to winning competitors and take part in a photo opportunity.

Valued at \$1500



Rodeo Chute Banner

Have your brand front and centre at the Friday Night Rodeo! We have a limited number of Rodeo Chutes available for businesses to prominently display their business logo/name. It is our feature entertainment for the Friday night and ensures your business is seen not only during the event but in hundreds of photos uploaded online.

Valued at \$2500



Specific Entertainment

Naming rights to specific entertainment sites such as:

- Lawnmower Racing - \$2,000
- Amazing Animals Petting Zoo - \$5,000
- Eljays BMX Stunt show - \$7,500
- Guineas to you petting display - \$3,500
- Crocodile Show and Reptile Display - \$5,000
- Saturday night fireworks display - \$7,000
- Saturday night feature entertainment - \$10,000
- Sheep Shearing display - \$1,100
- Street Science - Kids science entertainment - \$8,000
- Kids Sand & Play - \$1,000
- Scavenger Hunt - \$3,000





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How we promote your brand

LED Sign (6 months or 12 months)

Gold level sponsorship and above ensures your brand is on display at the show, and beyond the show. We proudly promote you as a sponsor for 6 or 12 months, in prominent locations, including on our Digital LED sign facing Gympie Rd. With around 26,800 cars travelling down this road each day, this ensures your brand is on the forefront of their minds.

Marketing Materials for the Show

In the lead up to the show, we distribute marketing materials around the Moreton Bay community, including placing programs and flyers in prominent locations such as Cafes, businesses and shopping complexes. Your logo included on these materials helps you market to a wider audience and a range of community demographics.

Social Media and Website

Our Social Media reach includes over 15,000 followers on Facebook and a growing audience on Instagram. We also welcome over 30,000 visitors to our website each year. Your logo proudly displayed in our sponsor section on the website and in dedicated social media posts ensures your brand is present across our digital marketing materials.

Static Displays across sponsored areas at Showtime

We encourage you to supply tear drop flags, marquees and banner signs that can be displayed at the sponsored sections and areas around the show (such as the bar, the lawnmower racing section or at the pig racing arena).

Showgrams promoting you over the PA system

We promote sponsors over the PA system across all three days of the show. Gold sponsors and above are invited to write their own Showgram promoting your specific business website.

Exclusive interview on Bridge FM live from the show

99.7 Bridge FM are broadcasting live from the Pine Rivers Showgrounds all three days of the show. Platinum and Diamond sponsors are invited to have a sit down interview live on air with Bridge FM, promoting their business to the local community.

Signage around the grounds on sponsor sites

We promote your brand on specific sponsorship spots around the grounds, including in our VIP viewing room. Your logo will be prominently displayed to members, guests and other business owners, providing a valuable opportunity to network, grow your customer base and form new business connections.



PROMOTION ON OUR GYMPIE RD LED SIGN



LOGO USE ON OUR MARKETING HANDOUTS



SOCIAL MEDIA POSTS ACROSS OUR PLATFORMS

2025 Pine Rivers Show

Woodchop Event Schedule
Friday 1st August

TIME	EVENT	HEAT
11.00am	Books in & Toolbox talk	
12.00pm	275 S/B Handicap	H1
	275 U/H Handicap	H1
12.24pm	275 S/B Handicap	H2
	275 U/H Handicap	H2
12.48pm	275 S/B Handicap	H3
	275 U/H Handicap	H3
1.12pm	275 S/B Handicap	H4
	275 U/H Handicap	H4
1.36pm	400 SHS QLD Title Championship	H1
	400 SHS QLD Title Championship	H2
2.00pm	275 U/H Handicap	FINAL
2.12pm	275 S/B Handicapping	H1
	275 S/B Handicapping	H2
3.00pm	400 SHS QLD Title Championship	FINAL
3.24pm	275 S/B Handicap	FINAL
3.36pm	275 S/B Handicapping	FINAL
4.00pm	Hotsaw Warmup's	FINAL
4.10pm	Hotsaw Racing	FINAL

Drinks, Rodeo and Live Music at the bar.

With Thanks to our Sponsor
Sci-Fleet Toyota TOYOTA

CORFLUTE SIGNS WITH YOUR LOGO DISPLAYED IN WOODCHOP ARENA



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Friday 31st July, Saturday 1st August, Sunday 2nd August

Full List of Package Inclusions

	Bronze \$500 - \$999	Silver \$1000 - \$1999	Gold \$2000 - \$4999	Platinum \$5000 - \$9999	Diamond \$10,000 +
Naming rights to a specific event	✗	✗	✗	✗	✓
Signage located throughout the show	1 sponsor point	2 sponsor points	3 sponsor points	4 sponsor points	5 sponsor points
Free Entry Passes	2 Passes	4 Passes	6 Passes	10 Passes	15 Passes
Publications - Name / Logo placed on Pine Rivers Show Website	✗	Inclusion of company logo	Inclusion of company logo	Including company logo & link to website	Including company logo & link to website
Announcements over the PA system throughout the show	✓	✓	Inc. Showgram promoting your business	Inc. Showgram promoting your business	Inc. Showgram promoting your business
Advertising acknowledgement in the Show Program	Inclusion of company name	Inclusion of company name & logo	Inclusion of company name & logo	Inclusion of company name & logo	Inclusion of company name & logo on covers
Acknowledgement on our Digital rotating sign*	✗	✗	Shared screen for 6 months post show	Exclusive screen for 6 months post show	Exclusive screen for 12 months post show
Acknowledgement on our Facebook Page	Grouped Bronze Sponsorship	Inclusion of Logo & Grouped Silver Sponsorship	Inclusion of Logo & Grouped Gold Sponsorship	Individual sponsor mention	Logo on the banner of our Facebook page
Invitation to attend the Sponsors evening	✗	✗	✓	✓	✓
Access to the Francis Room during the Show	✗	✗	✗	✗	You and your family
Exclusive Interview with 99.7 Bridge FM live from the Showgrounds	✗	✗	✗	✓	✓

*Acknowledgement on our digital rotating sign includes approximately 5 second displays during the rotation. Sign is located on a prime position on main road with 26,800** cars bypassing it daily.

**Average Daily Traffic Volume informed from Transport Main Roads AADT Segment Report published August 2020