



Presented by  
**Community Bank Katherine**



## **SPONSORSHIP PROSPECTUS**

**17 – 18 JULY 2026**  
**KATHERINE SHOWGROUNDS**



## WELCOME

On behalf of the Katherine & District Show Society, it is our great pleasure to invite you to partner with us for the 61st Katherine Show and Rodeo, as we proudly celebrate a milestone year for our community and region.

In 2026, our theme, “Peanuts,” honours the 100-year centenary of the township of Katherine, a tribute to our humble beginnings, our resilience, and the enduring spirit that has shaped our community across generations. Just as our iconic “Peanuts” heritage reminds us of the strength found in togetherness, the Katherine Show and Rodeo stand as a symbol of community pride, shared tradition, and collective celebration.

For over six decades, the Katherine Show and Rodeo has been the Northern Territory’s premier regional event, deeply rooted in our agricultural heritage and the industries that sustain our region. From pastoral excellence and livestock showcases to equestrian events, local produce, arts, crafts, and entertainment, the Show brings together the very best of our people, our land, and our future.

Each year, the Show welcomes more than 35,000 locals and visitors, creating an atmosphere that celebrates not only agriculture, but also the diversity, resilience, and unity of the Katherine community. It is a time when families, businesses, volunteers, and visitors come together to share in something truly special. It’s an event that reflects the heart and soul of our region.

Importantly, the Katherine Show and Rodeo delivers a local economic impact approaching seven million dollars, directly supporting local businesses, creating employment opportunities, and strengthening Katherine’s position as a vibrant and thriving regional centre. Your partnership plays a vital role in ensuring this continued success, helping to sustain and grow an event that benefits the entire community.

We warmly invite both our valued existing partners and new sponsors to join us in celebrating this historic year. Your support not only enhances the experience for thousands of attendees, but also demonstrates a meaningful commitment to the growth, resilience, and prosperity of Katherine and the wider region.

By partnering with the Katherine & District Show Society, you align your organisation with one of the Northern Territory’s most respected and impactful community events, an event built on tradition, driven by community, and focused on the future.

We would be honoured to work alongside you as we deliver the 61st Katherine Show and Rodeo, and we look forward to creating another unforgettable celebration together.

Thank you for your continued support of our community.

*The Katherine & Districts Show Society Committee*



## ABOUT THE KATHERINE AND DISTRICTS SHOW SOCIETY

The Katherine & District Show Society is a proud community-led organisation dedicated to celebrating, promoting, and preserving the rich agricultural, cultural, and social heritage of Katherine and the surrounding Big Rivers region. Established over six decades ago, the Society is best known for delivering the annual Katherine Show and Rodeo, one of the Northern Territory's most iconic regional events and a cornerstone of the local calendar.

Driven by a passionate volunteer committee and supported by local businesses, sponsors, and community groups, the Society exists to bring people together and showcase the industries, talents, and traditions that define the region. Agriculture remains at the heart of the Show, with livestock competitions, equestrian events, and rural exhibitions highlighting the importance of pastoralism and primary production to Katherine's identity and economy.



Beyond agriculture, the Society provides a platform for local artisans, educators, performers, and community organisations to connect with the public, fostering community pride, participation, and inclusion. Each year, the Katherine Show and Rodeo attracts more than 35,000 attendees and contributes significantly to the local economy, supporting small businesses, tourism, and employment.

The Katherine & District Show Society is committed to ensuring the Show continues to evolve while honouring its traditions, creating opportunities for future generations to engage with rural life and community spirit. Through its events and initiatives, the Society plays a vital role in strengthening social connection, celebrating local achievement, and ensuring Katherine remains a vibrant and thriving regional centre.

The Katherine Show unites the community, connecting people with agriculture and their community, fostering a shared identity. In its 60-year history, the event has grown stronger. Our vision is to continue this growth, celebrating innovation in agriculture and ensuring community pride.



## OUR IMPACT THROUGH PARTNER IN SPONSORSHIP

The Katherine & District Show Society offers a range of tailored sponsorship opportunities designed to showcase your business to over 35,000 attendees. Partners benefit from strong brand exposure, meaningful community engagement, and alignment with one of the Northern Territory's most iconic regional events, supporting Katherine's growth, culture, and vibrant agricultural heritage.

## BENEFITS OF SPONSORING

- Increased brand visibility and recognition
- Targeted marketing to specific demographics
- Opportunities for community engagement and support
- Networking opportunities for potential partnerships
- Enhancement of brand image and credibility



## WHAT DOES THE SHOW DO FOR OUR COMMUNITY?

- Annual Local Economic Impact of \$6.9 million dollars
- \$5.1m Direct Impact
- \$1.3m Indirect intermediate goods and services impact
- \$3.8m – Increase on of GRP in RDA Northern Territory
- \$497,010 consumption impact across retail, hospitality and accommodation



## EMPLOYMENT

- 45 annual local jobs
- 13 indirect annual local jobs
- 2.4 annual local jobs on consumption impacts of the additional employment
- 60 Annual job increase in the RDA Northern Territory



## SPONSORSHIP PACKAGES AND PRICES

### MAJOR

Presenting Partner	\$15,000 + GST	Presented by Community Bank, Katherine in 2026/27
Delux	\$7,500 + GST	
Premiere	\$5,500 + GST	
Supporting	\$3,500 + GST	
Associate	\$1,250 + GST	

### GENERAL CLASS

General class from	from \$35 + GST
Donation to KDSS	All gifts \$2 and over are tax deductible



### RODEO

Rodeo Chutes	\$550 + GST
Rodeo Arena	\$250 + GST
Novice Saddle Bronc	\$1,250 + GST
Juvenile Barrel Race	\$350 + GST
Junior Barrel Race	\$350 + GST
Junior Steer Ride	\$450 + GST
Junior Bull Ride	\$600 + GST
Rodeo Clowns	\$1,500 + GST

### EQUESTRIAN

Open Grand Prix	\$250 + GST
Senior Six Bar	\$250 + GST
Junior Six Bar	\$150 + GST
General Classes	\$35 + GST

### CATTLE

Handler & Junior Judging	\$350 + GST
All classes	\$200 + GST
Bos Indicus Female Led Staff	6-12 months, 12-21 months, 21 – 30 months, Over 30 months
Indicus Junior Led Bull	6-12 months, 12 – 21 months, 21 – 30 months
Progeny Group Led Class	
Breeders Group Led	
Unled Stud Bos indicus Bull	
Any Other Stud Breed	
Junior Female Led Class	6-12 months, 12-21 months
Senior Led Female	21-30 months, Over 30 months



## **DELUXE SPONSOR**

### **VALUE PROPOSITION**

- Prominent logo placement in entertainment schedules & posters
- Name/logo on all Katherine Show & Rodeo correspondence
- Logo on outgoing emails related to the Katherine Show & Rodeo
- 14 advantage passes, including 7 car passes for 2026 show entry
- Opportunity to participate in official program and trophy presentation
- Unlimited banners and promotional materials at 2026 show
- Weblink/logo on Katherine Show & Rodeo website
- Logo on forms printed from the Katherine Show & Rodeo website
- PA broadcasts advertising during Katherine Show & Rodeo
- Acknowledgement at the official opening and on certificates
- Deluxe sponsorship acknowledgment in Katherine Show & Rodeo advertising leading up to 2026 show
- Monthly shutouts across different platforms including social media platforms
- Strong creative social media presence during lead-up of Show and post event
- Customised promotions or advertising based on needs/suggestions
- Thank-you acknowledgments after 2026 Katherine Show & Rodeo

**\$7,500 + GST investment**

## **PREMIER SPONSOR**

### **VALUE PROPOSITION**

- Logo placement in entertainment schedule & event posters
- Name/logo included in all Katherine Show & Rodeo correspondence
- Logo featured on all outgoing Katherine Show & Rodeo emails
- 10 advantage passes provided, including 5 car passes for 2026 show entry
- Opportunity to participate in the official program and present trophies
- Display of unlimited banners and promotional materials at the 2026 showgrounds
- Weblink and logo inclusion on the Katherine Show & Rodeo website
- Logo inclusion on forms printed from the Katherine Show & Rodeo website
- Potential PA broadcasts advertising during the show and rodeo
- Acknowledgement of sponsorship at the official opening
- Acknowledgement on certificates and at presentations for sponsored categories
- Acknowledgement of Premier sponsorship in Katherine Show & Rodeo advertising leading up to the 2026 show
- Monthly shoutouts on various social media platforms
- Customised promotions or advertising tailored to your needs or suggestions, such as naming rights of competitions
- Receipt of thank-you acknowledgments after the 2026 show.

**\$5,500 +GST investment**



## SUPPORTING SPONSOR

### VALUE PROPOSITION

- Your logo on posters throughout the pavilions
- 6 advantage passes, including 3 car passes for entry to the 2026 show
- Display of up to 3 banners around the showgrounds during the 2026 show
- Logo and weblink included on the Katherine Show & Rodeo website
- PA broadcast advertising during the Katherine Show & Rodeo
- Acknowledgement of your sponsorship on certificates and at presentations of events or classes, as mutually agreed upon, for all categories specifically sponsored by you
- The opportunity to present trophies to competition/exhibit winners
- Acknowledgement of your supporting sponsorship in selected Katherine Show & Rodeo advertising and promotions leading up to the 2026 show
- Monthly shoutouts on a range of social media platforms
- Thank-you acknowledgements after the 2026 show.

**\$3,500 + GST investment**

## ASSOCIATE SPONSOR

### VALUE PROPOSITION

- Logo on pavilion posters
- 2 advantage passes, including a car pass for entry to the 2026 show
- Display of up to 2 banners or signs around the showgrounds
- Name listed on the Katherine Show & Rodeo website
- PA broadcast advertising your business during the show
- Acknowledgement of sponsorship on certificates and at events/classes
- Monthly shoutouts on social media
- Thank-you acknowledgements after the 2026 show.

**\$1,250 + GST investment**

## OTHER SPONSORSHIP OPTIONS

- General Classes (for example "pumpkin scones" or "best tomato") start at \$35 to sponsor and are a great way to support the show.
- Tailored sponsorship packages are available, discuss with the Show Coordinator.
- We encourage all forms of sponsorship, including in-kind.

## NEXT STEPS

To secure your sponsorship, [please click here](#) to fill in the online form. Once this has been submitted, a member of Katherine Show will be in touch.