



MELBOURNE
ROYAL
SHEEP
COMPETITION

2026 Supporter *Opportunities*



Presenting the Best in the *Sheep and Fleece* Industries

The Melbourne Royal Show Sheep & Fleece Competitions offer exhibitors the opportunity to take home a prestigious trophy or blue ribbon, receive invaluable feedback from industry experts and be part of Victoria's most loved and iconic annual community event, the Melbourne Royal Show.

The Melbourne Royal Show celebrates the best of the Sheep and Fleece industries. The Melbourne Royal Sheep Competition plays host to more than 400 sheep from 24 breeds. Culminating in the All-Breeds Sheep Interbreed, judges award the prestigious titles of Champion Ram and Ewe who compete side by side to determine the Supreme Exhibit.

Additionally, the Melbourne Royal Show Fleece Competition showcases sheep from across southeast Australia, and incorporates the District Fleece Competition, which celebrates Champion fleeces from across Victorian agricultural shows. The competition is judged pre-Show to ensure a stunning display of fleeces can be curated, on show to the public for the full 11 days of Show.

Support the *Best*

Enjoy the benefits as a valued supporter.



Melbourne Royal invites you to be a valued supporter of the 2026 Melbourne Royal Show Sheep and Fleece Competitions, to be held over 11 days from 24 September – 4 October 2026 at Melbourne Showgrounds.

Support the best Ram and Ewe of a feature competition, section or class. As recognition for supporting Melbourne Royal in the presentation of a world-class sheep competition program at the 2026 Melbourne Royal Show, you will enjoy a range of benefits and exposure to your target audience.

Sheep/Fleece Supporter Opportunities

Class Supporter

Minimum value of these benefits starts at \$100, given in prize money, product sashes or trophies

- Name (only) adjacent to the supported class in Sheep and/or Fleece Schedule, Catalogue and results page.
- Acknowledgment on the Sheep and/or Fleece Supporters page on the Melbourne Royal website.
- Verbal recognition during judging commentary pre and post supported class.

Class Presenter

Minimum value of these benefits starts at \$500, given in prize money, product sashes or trophies

- Name (only) adjacent to the supported class in Sheep and/or Fleece Schedule, Catalogue and results page.
- Acknowledgment on the Sheep and/or Fleece Supporters page on the Melbourne Royal website.
- Verbal recognition during judging commentary pre and post supported class.
- Opportunity for a company representative to present an award to the winner of the supported class and offered an opportunity to have promotional photographs taken with the winner.
- 2 admit one tickets to the 2026 Melbourne Royal Show.

Section Supporter

Minimum value of these benefits starts at \$1,000, given in prize money, product sashes or trophies

- Name and logo adjacent to the supported class in Sheep and/or Fleece Schedule, Catalogue and results page.
- Acknowledgment on the Sheep and/or Fleece Supporters page on the Melbourne Royal website.
- Promotional coverage during judging commentary pre and post supported class.
- The right to display one company sign within the judging ring on the day of competition.
- Opportunity for a company representative to present an award to the winner of the supported class and offered an opportunity to have promotional photographs taken with the winner.
- 4 admit one tickets to the 2026 Melbourne Royal Show

Sheep/Fleece Supporter Opportunities

Section Presenter

Minimum value of these benefits starts at \$2,500, given in prize money, product sashes or trophies

- Name and logo adjacent to the supported class in Sheep and/or Fleece Schedule, Catalogue and results page.
- Acknowledgment on the Sheep and/or Fleece Supporters page on the Melbourne Royal website.
- Promotional coverage during judging commentary pre and post supported class.
- The right to display one company sign within the judging ring on the day of competition.
- Supporter recognition on digital screens around judging ring.
- Opportunity for a company representative to present an award to the winner of the supported class and offered an opportunity to have promotional photographs taken with the winner.
- 5 admit one tickets to the 2026 Melbourne Royal Show

Gold Section Presenter

Minimum value of these benefits starts at \$5,000, given in prize money, product sashes or trophies

- Naming rights to one of the following:
 - Supreme Exhibits
 - Interbreed
 - Feature Show
- Name and logo adjacent to the supported class in Sheep and/or Fleece Schedule, Catalogue and results page.
- Acknowledgment on the Sheep and/or Fleece Supporters page on the Melbourne Royal website.
- Promotional coverage during judging commentary pre and post supported class.
- The right to display one company sign within the judging ring on the day of competition.
- Supporter recognition on digital screens around judging ring.
- Opportunity for a company representative to present an award to the winner of the supported class and offered an opportunity to have promotional photographs taken with the winner.
- 10 admit one tickets to the 2026 Melbourne Royal Show

For further information on Melbourne Royal Show Livestock Competition supporter opportunities, or to discuss your individual requirements or preferences please contact:
Show Competitions Manager, Livestock | Email: sheep@melbourneroyal.com.au



MELBOURNE ROYAL SHEEP COMPETITION



For more than 175 years, Melbourne Royal has been inspiring excellence in agriculture and food production.

In this pursuit of excellence, Melbourne Royal conducts a range of world-class agricultural and leisure events throughout the year.

For more information, visit melbourneroyal.com.au

Contact us

+61 3 9281 7444

info@melbourneroyal.com.au

melbourneroyal.com.au

 @Melbourne.Royal

 @Melbourne.Royal

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