OUTDOOR EXPO

SPONSORSHIP PROSPECTUS

2027

1-3 OCTOBER 2027

Canterbury Agricultural Park, Christchurch









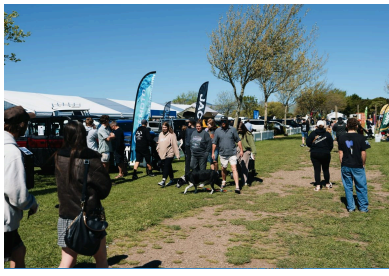
















WWW.OUTDOOREXPO.CO.NZ

An Invitation to Partner
with Outdoor Expo 2027

In October 2026 Outdoor Expo ran across three days for the first time. More than 10,000 visitors came through the gates at Canterbury Agricultural Park to see, try and buy from 250+ outdoor brands — and for two months before the gates opened, our campaign kept the show on Canterbury's screens, roads, radios and phones.

2026 IN ONE LINE

10,000+ visitors · 250+ brands · 3 days · 4 million+ ad impressions, billboard plays and search appearances

Our visitors are the people your brand wants to meet: families who camp, fish, hunt, ride, tow and boat, and who come to the show to compare gear and talk to the people who sell it. In 2027 we want to grow the show with a small group of partners who share that audience — from a national brand looking for naming rights to a local business with a great prize to give away.

The best partnerships are planned early. Most brands set their marketing plans 12 to 18 months ahead, and partners who confirm early in 2027 get the first choice of zones, features and on-site positions — and the longest run in our campaign.

I'd love to talk about what we could build together.

Marc Featherstone
Outdoor Expo · marc@outdoorexpo.co.nz



2026 Show **Snapshot**

Friday 2 – Sunday 4 October 2026 · Canterbury Agricultural Park, Christchurch

10,000+
VISITORS

3
DAYS — OUR FIRST 3-DAY SHOW







250+
OUTDOOR BRANDS

THE SHOW	
Brands on site	**250+**
Themed zones	**12**
Show days	**3**
Site footprint	**130,000 m²**

BEFORE THE GATES OPENED	
People interested or going on our Facebook Event	**10.2K**

The South Island's only event where 250+ outdoor brands gather in one place.

Cars and 4×4s, caravans and motorhomes, boats, bikes, camping, hunting and fishing, outdoor living, tourism and local food — across 12 themed zones, with live demos, a test-ride track, the Tent Village, the Kiwiana Stamp Trail and Mounted Games.

Growing every year since 2024

Site footprint

2024	37,000 m²
2025	100,000 m²
2026	130,000 m²

+30%

Facebook Event responses

2024	7K
2025	7.5K
2026	10.2K

+36%

Show days

2024	2 days
2025	2 days
2026	3 days

First 3-day show

Brand Exposure
Beyond the Gate

Gate numbers are only part of the story. From August to the last show day, Outdoor Expo was on Canterbury's screens, roads, radios and phones — and our partners ride along on all of it.

4 million+

ad impressions, billboard plays and search appearances in the 2026 campaign

Facebook & Instagram ads, digital billboards and Google search combined · February – October 2026

SOCIAL ADS

3.59M

times our Facebook & Instagram ads were seen

549,000+ people reached

DIGITAL BILLBOARDS

450,000+

digital billboard plays

9 Christchurch & Rangiora locations, 10 August to the show

ROADSIDE SIGNS

Major routes

roadside signs across Christchurch

from mid-August through to show week

RADIO

13+ stations

on air from August — 11 of them in show week

Plus **The Rock** promotion from August — on-air promos, the Roadies street crew and coverage from the park — and coverage on **The Hits**, **Sport Nation** (South Island) and **Life FM**.

WEBSITE

33,248

visits to outdoorexpo.co.nz

+39% on 2025

GOOGLE

122K

Google search appearances

≈3× 2025

9,383 search-ad clicks

EMAIL

10,000+

emails to our visitor list

in the build-up to the show

DIGITAL GUIDE

3,900+

Digital Guide opens

173,000+ pages read

Still being read two weeks after the show

SOCIAL

422

posts on Facebook, Instagram & TikTok

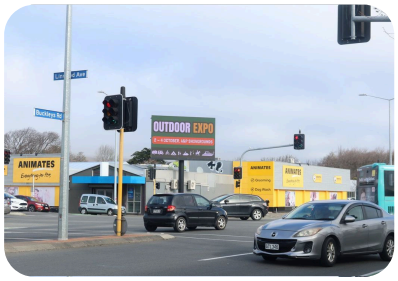
175

of them in the show weekend

≈90

exhibitors filmed live at their stands







2026 digital billboards on Curletts Rd, Linwood Ave and Cranford St, Christchurch.

Who Comes to **Our Show**

Outdoor Expo draws Canterbury households who spend their weekends outside — and who come to the show to compare, try and buy. Our audience broadly falls into four groups.



25–35

Young Professional Explorers

Experience-driven buyers who want mobility, flexibility and the newest outdoor gear and trends.



35–45

Active Family Households

Family decision-makers looking for practical, safe and good-value gear for an active life together.



40–65

Practical, Value-Driven Homeowners

Homeowners and lifestyle-block owners focused on long-term value and gear that works hard.

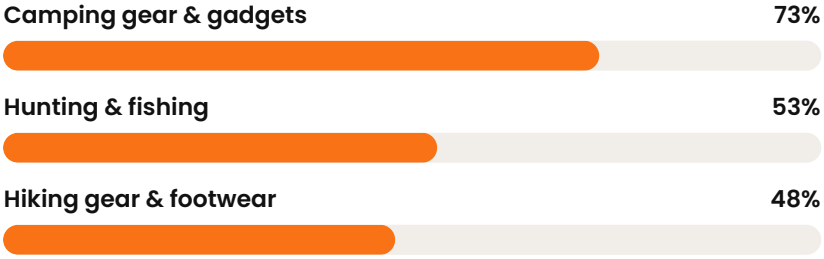


55–70

Comfort-Focused Mature Travellers

Established buyers with disposable income, looking for comfort-led touring, caravanning and travel.

What visitors want more of in 2027



8 in 10

visitors named the variety of exhibitors as a highlight

Figures from our 2026 post-show visitor survey.

On Site
& On Screen

Partners aren't just a sign at the gate. Across all three show days our crew filmed and posted live from the park — so your brand reaches the people walking past and the people following along at home.

Live from the park, 2026

≈90	exhibitors filmed at their stands and posted live Reels and Stories on Facebook, Instagram and TikTok across all three days
175	posts and Reels in the show weekend on top of Stories posted through each day
46	"Meet …" spotlight posts in the build-up introducing individual brands to our followers from mid-August
Live	on air from the park The Rock on air from the park during the show





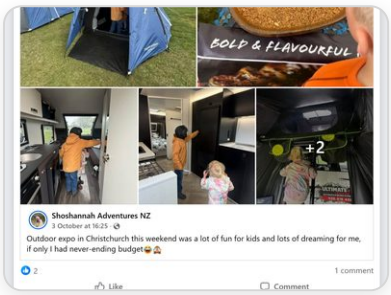


FEDDE STUDIOS **Official event media partner.** Professional photography and video across the show, which feeds our post-show coverage and next year's campaign.

Real Visitors, **Real Sales**

What visitors and exhibitors posted about the 2026 show, in their own words and captured as they appeared. Tap any post to open it.

What visitors said



"Outdoor expo in Christchurch this weekend was a lot of fun for kids and lots of dreaming for me."

Shoshannah Adventures NZ · outdoor influencer with 124K followers on Facebook and 109K on Instagram



"I would 100% recommend Dwight's… A big thanks also to… the Outdoor Expo… for helping my family and I get out this summer."

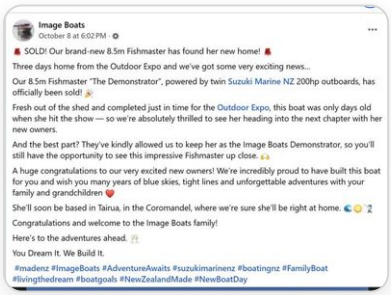
Steina Lam · visitor, on Facebook · 12 Oct



"How stoked was I that I arrived early enough to get the display model!!!"

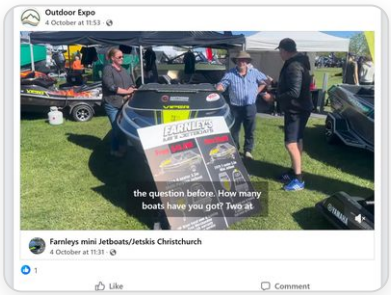
Jasmine Shaw · visitor who bought a display tent at the show

What exhibitors sold



"SOLD! … Three days home from the Outdoor Expo… has officially been sold!"

Image Boats · 8 Oct · built in time for the show, launched at Outdoor Expo and sold within days



"Another boat sold… These people have just bought one of our boats."

Farnleys Mini Jetboats · video at their stand, Sunday 4 Oct



"Sales, pick ups, deliveries and installations during and after a successful Outdoor Expo."

Perfect Pitched Roof Top Tents · 8 Oct · with a 10% show special on site

Our visitors come to spend.

People don't come to Outdoor Expo just to look — they come **ready to buy**, from small accessories to big-ticket boats, tents and vehicles. For a partner, that means your brand sits in front of **buyers who are making decisions on the day**, not just browsing.

Thank You to Our **2026 Partners**

Outdoor Expo 2026 was made better by the brands who brought prizes, giveaways, airtime and creativity to the show. Thank you.

Headline & Major Prize Partners

E-RIDE PRO

THE ROCK
Official Radio Partner

BLACK SHEEP TRADING

Kiwiana Stamp Trail prize partners

Eight brands put up the prizes for our 8-station family trail, which drew 3,000+ entries — in alphabetical order

- **Cobb**
- **EcoZip Adventures**
- **Electric Pukeko**
- **Micro Scooters NZ**
- **Mountain Horses Outfitters**
- **Navigator Gear NZ**
- **The Original Smoke & Spice Co.**
- **Tie-Upp Aviation**

Demo Tent giveaway partners

SWAZI **BURNSCO** **TWIN NEEDLE** **HUTCHWILCO**

Food Court partner

HAPPY HIRE

Event media partner

FEDDE STUDIOS
Photography and video







Want to see your brand here in 2027? Turn the page for the ways to partner.

Partnership **Packages**

Three ways in — from naming rights to a single great prize. Every package is shaped around your goals and your budget; the table shows what each level typically includes.

GOLD
Naming Partner

Tailored to your budget

Put your name on the show's biggest features, with the top spot across our campaign, on air and on site.

SILVER
Feature Partner

Tailored to your budget

Partner a themed zone or a crowd-pulling feature, with prominent branding and dedicated content.

PRIZE & PRODUCT
Partner

Prizes, sampling at stamp stations and giveaways — exposure in line with the value you bring.

	Gold Naming Partner	Silver Feature Partner	Prize & Product Partner
Naming & association Your brand wherever Outdoor Expo appears	Naming rights to a zone or headline feature + your brand beside ours on billboards, signage and ads	Featured partner of a zone or feature	Official Prize Partner credit
Campaign advertising 3.5M+ ad impressions in 2026	Logo on major campaign creative	—	—
Radio 13+ stations · 255,000+ listeners	Inclusion in our on-air promotions	—	—
Website (12 months) 73,000+ page views, last 12 months	Homepage hero logo + partner page	Homepage logo + feature page credit	Prize listing on the website
Digital Guide 3,900+ opens · 173,000+ pages read	Logo on the front page + a 2-page feature article + a full-page ad	1-page feature article + 2 full-page ads	Prize listing
Social media 549,000+ people reached in 2026	Dedicated social posts and Reels, pinned post, show-weekend live content + your logo on our Facebook Event	Dedicated social posts + live content from your zone or feature	Prize and giveaway posts with partner tagging
Visitor emails 6,500+ email subscribers	Feature + your logo on every email we send	Feature in one email	Prize mention
On-site branding 130,000 m² site · 250+ brands	Premium main-gate signage & priority site	Prominent signage across your zone or feature	Branding at your prize display or station
PA announcements Multiple announcements a day	Regular, all three days	Regular, all three days	Prize and giveaway mentions
Hospitality	15 function tickets & 8 VIP parking passes	10 function tickets & 5 VIP parking passes	2 function tickets
Post-show partner report	✓	✓	✓

Every package is tailored to the partner and confirmed in writing. Activation features on the next page can be added to any level.

Activation **Opportunities**

Build your partnership around a feature, or add one to any package. Each puts your brand where visitors stop, watch and take part.

1 Demo Tent / Stage naming
Name the home of live demos and talks: your logo or ads on the two stage screens between speakers, and PA announcements — "The Demo Tent, brought to you by …"

2 Kiwiana Stamp Trail station
In 2026, 3,000+ visitors stopped at every one of our eight stamp stations. Host one and put your brand in their hands — sample your product, give away a prize, or both. **3,000+ visitors at each station**

3 Test-ride track
Put your name on the track where visitors try e-bikes and e-motos before they buy.

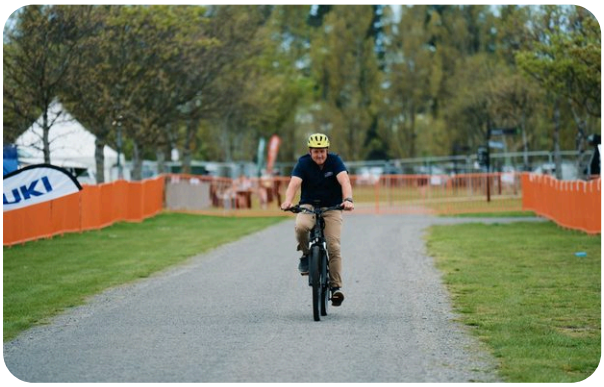
4 Tent Village
Partner the camping showcase where families walk through pitched tents with experts on hand.

5 Mounted Games arena
Arena naming and signage for the horseback games in the main arena.

6 Exhibitor & Sponsor Function host
Host the eve-of-show function where exhibitors and partners get together.









2026: the Demo Tent, the Kiwiana Stamp Trail, the test-ride track and the Tent Village.

How to Secure Your Sponsorship

Sponsorship runs as a tender.

Tell us which zone or feature you'd like to own, and we'll confirm availability and exclusivity with you.

Choose your section

Zones and features at the 2026 show — 2027 options are confirmed with you during consultation

- Cars & E-Motorbikes
- Caravans & Motorhomes
- 4×4 Touring
- Boating & Watersports
- Hunting, Fishing & Adventure Gear
- Cycling
- Outdoor Living
- Tent Village
- Tourism & Artisan Foods
- Food Court
- Mounted Games
- Demo Tent

The Tender Process

1 · Explore the zones

Pick the zone or feature that fits your brand, from the list above or the activations on page 10.

2 · Submit an EOI

Send an expression of interest at **outdoorexpo.co.nz/sponsor** with your preferred zone or feature and package level, or email Marc directly.

3 · Consultation & confirmation

We confirm availability and category exclusivity, and shape the package around your goals.

4 · Contract & planning

We confirm the package, exclusivity and key dates in a written agreement.

5 · Marketing rollout

Your brand goes live across our channels, the campaign and the site — and you get a post-show partner report.

Start the conversation

Scan to send an expression of interest, or get in touch:

Marc Featherstone · **marc@outdoorexpo.co.nz**
outdoorexpo.co.nz/sponsor











OUTDOOR EXPO

PARTNER WITH OUTDOOR EXPO 2027

1–3 October 2027 · Canterbury Agricultural Park, Christchurch

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2026 event photography: Fedde Studios