



2026 AFTA TACKLE SHOW

20-22 AUGUST, BCEC, BRISBANE

PRESENTED BY



THE ULTIMATE SHOWCASE FOR YOUR BRAND

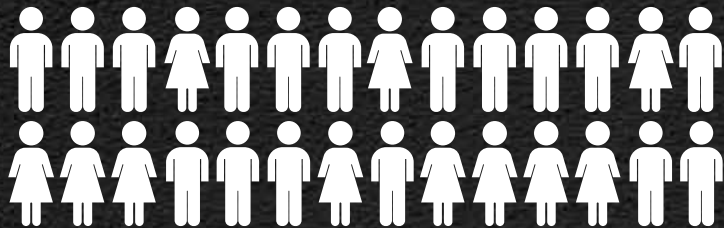
The annual AFTA Tackle Show is the premier event for Australia's fishing tackle industry, drawing trade professionals and enthusiastic public visitors from across the country. It's more than just an event – it's where the heart of the recreational fishing community comes to connect, innovate, and explore.

As a sponsor, this is your chance to put your brand directly in front of the people who sell, use and love your products and services. With our passionate attendees, industry leaders, and decision-makers under one roof, the AFTA Tackle Show offers unparalleled opportunities to elevate your visibility, engage with your target audience, and strengthen your brand's position in the market.



2026 AFTA TACKLE SHOW SPONSORSHIP DETAILS

**SATURDAY
PUBLIC DAY**
4,745 ATTENDEES IN 2025



**THURSDAY
TRADE DAY**
808 ATTENDEES IN 2025

**FRIDAY
TRADE DAY**
776 ATTENDEES IN 2025



**NETWORKING
DRINKS**
80 ATTENDEES AT THE
FIRST OFFSITE EVENT

**GALA DINNER
& AWARDS
NIGHT**
500+ ATTENDEES IN 2025





SECURE YOUR PACKAGE

The move to a new venue brings a wealth of exciting opportunities, and the 2026 AFTA Tackle Show is set to reach new heights.

With a 50% increase in floor space, we are pleased to offer an expanded and enhanced event experience for all attendees.

THURSDAY'S TRADE DAY

SPONSOR BENEFITS

- > Logo placement on event website
- > Logo placement in all digital mail outs
- > Logo placement on AFTA's venue signage
- > Logo placement in AFTR magazine Tackle Show feature*

EXCLUSIVE BENEFITS

- > Recognition in daily attendee SMS messaging
- > 2 x Branded barriers in prominent position
- > 1 x Event email ad (sponsor supplied)

**Benefit only applies if locked in before June 30, 2026*

COST TO SPONSOR

\$2,000 + GST



FRIDAY'S TRADE DAY

SPONSOR BENEFITS

- > Logo placement on event website
- > Logo placement in all digital mail outs
- > Logo placement on AFTA's venue signage
- > Logo placement in AFTR magazine Tackle Show feature*

EXCLUSIVE BENEFITS

- > Recognition in daily attendee SMS messaging
- > 2 x Branded barriers in prominent position
- > 1 x Event email ad (sponsor supplied)

**Benefit only applies if locked in before June 30, 2026*

COST TO SPONSOR

\$2,000 + GST



NETWORKING DRINKS

A relaxed and casual function with drinks and snacks to allow members to network away from the show floor.

The Charming Squire

Adjacent to the BCEC

6.15pm on Thursday, 20th August 2026



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SPONSOR BENEFITS

- > Logo placement on event website
- > Logo placement in all digital mail outs
- > Logo placement on AFTA's venue signage
- > Logo placement in AFTR magazine Tackle Show feature*

EXCLUSIVE BENEFITS

- > Recognition in Networking Drinks SMS messaging

**Benefit only applies if locked in before June 30, 2026*

COST TO SPONSOR

\$2,500 + GST

EXCLUSIVE

RETAILER LANYARDS

SPONSOR BENEFITS

- > Logo placement on event website
- > Logo placement in all digital mail outs
- > Logo placement on AFTA's venue signage
- > Logo placement in AFTR magazine Tackle Show feature*

EXCLUSIVE BENEFITS

- > Your name or logo displayed on lanyards worn by all BUYERS

**Benefit only applies if locked in before June 30, 2026*

COST TO SPONSOR

\$2,500 + GST



2026 AFTA TACKLE SHOW SPONSORSHIP DETAILS

GALA DINNER & AWARDS NIGHT DRINKS



2026 AFTA TACKLE SHOW SPONSORSHIP DETAILS

SPONSOR BENEFITS

- > Logo placement on event website
- > Logo placement in all digital mail outs
- > Logo placement on AFTA's venue signage
- > Logo placement in AFTR magazine Tackle Show feature*

EXCLUSIVE BENEFITS

- > Logo placement on digital screens at dinner
- > Recognition in Gala Dinner SMS messaging
- > Option to supply pull-up banner
- > 2 x Tickets to Gala Dinner

**Benefit only applies if locked in before June 30, 2026*

COST TO SPONSOR

\$5,000 + GST

EXCLUSIVE

VEHICLE SPONSOR

SPONSOR BENEFITS

- > Logo placement on event website
- > Logo placement in all digital mail outs
- > Logo placement on AFTA's venue signage
- > Logo placement in AFTR magazine Tackle Show feature*

EXCLUSIVE BENEFITS

- > 2 x Tickets to Gala Dinner
- > Up to 3 x Vehicles can be displayed in the Foyer

**Benefit only applies if locked in before June 30, 2026*

COST TO SPONSOR

\$10,000 + GST



2026 AFTA TACKLE SHOW SPONSORSHIP DETAILS

BEST IN SHOW

SPONSOR BENEFITS

- > Logo placement on event website
- > Logo placement in all digital mail outs
- > Logo placement on AFTA's venue signage
- > Logo placement in AFTR magazine Tackle Show feature*

EXCLUSIVE BENEFITS

- > Recognition in Voting SMS messaging
- > Option to supply pull-up banner
- > 1 x PUBLIC Event email ad (sponsor supplied)
- > 2 x Tickets to Gala Dinner
- > Opportunity to present awards
- > 3m x 3m Display Stand

**Benefit only applies if locked in before June 30, 2026*

COST TO SPONSOR

\$10,000 + GST



2026 AFTA TACKLE SHOW SPONSORSHIP DETAILS

GALA DINNER & AWARDS NIGHT



2026 AFTA TACKLE SHOW SPONSORSHIP DETAILS

SPONSOR BENEFITS

- > Logo placement on event website
- > Logo placement in all digital mail outs
- > Logo placement on AFTA's venue signage
- > Logo placement in AFTR magazine Tackle Show feature*

EXCLUSIVE BENEFITS

- > Logo placement on digital screens at dinner
- > Recognition in Gala Dinner SMS messaging
- > Option to supply pull-up banner
- > 2 x Event email ad (sponsor supplied)
- > 4 x Tickets to Gala Dinner
- > 3 minute speaking spot at Gala Dinner
- > 3m x 3m Display Stand

COST TO SPONSOR

\$15,000 + GST

PUBLIC DAY

SPONSOR BENEFITS

- > Logo placement on event website
- > Logo placement in all digital mail outs
- > Logo placement on AFTA's venue signage
- > Logo placement in AFTR magazine Tackle Show feature*

EXCLUSIVE BENEFITS

- > Logo placement on digital screens at dinner
- > Recognition in Public Day SMS messaging
- > Option to supply pull-up banner
- > 2 x PUBLIC Event email ad (sponsor supplied)
- > 6 x Tickets to Gala Dinner
- > 6 minute speaking spot at Gala Dinner
- > 6m x 3m Display Stand
- > Free entry to all members of the public
- > Invitation to officially OPEN Public Day

COST TO SPONSOR

\$40,000 + GST



JOIN US AS A SPONSOR

Position your brand at the forefront of Australia's fishing tackle industry. These packages are designed to maximise your exposure; this is your chance to connect with trade professionals , retail decision-makers, and passionate fishing enthusiasts.

Secure your spot today to ensure your brand is top-of-mind for the industry's key players. Opportunities are limited – act now to make a lasting impact at the event everyone's talking about.

to register your interest, and the AFTA team will contact you. Alternatively, you can email directly to



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