

# Mascot Games



**ROYAL  
ADELAIDE  
SHOW** Presented by  
**Drakes.**

**2026 Competitions now open**  
[theshow.com.au/competitions](https://theshow.com.au/competitions)

# AUSTRALIAN MASCOT GAMES

Have you seen all our favourite South Australian iconic mascots around the grounds?!

Now is the time that your mascot can shine!

Have your mascots compete in the fifth official Mascot Games held on the main arena competing for the title of 'Champion Mascot' in old fashioned Sports Day style fun.

For only \$25 per entry, this is a great opportunity for brands to reach a wide family audience, with verbal mentions through commentary and brand exposure through participation. All winners will be presented with ribbons on a podium and celebrated under a confetti cannon. Footage of the games may be requested post-event.

This event is a family favourite with an enthusiastic and engaging audience. It is an opportunity not to be missed. Participants in the games with an existing Show presence (as an exhibitor or through sponsorship) may also be invited to participate in the daily Street Parade held during the Royal Adelaide Show.

For more information or further enquiries, please contact Lucy Silva or [lsilva@adelaideshowground.com.au](mailto:lsilva@adelaideshowground.com.au).

**CLOSING DATE OF ENTRIES: FRIDAY, 28 AUGUST 2026 at 5.00 pm**

## The Daily Mascot Meet n Greet!

The Daily Mascot Parade Dance n Meet n Greet is an element of roving entertainment to Show patrons in the Atrium Food Court also gives the opportunity for businesses & organisations exhibiting at the Royal Adelaide Show to promote their presence at the Show. The Parade is open to any business or organisation exhibiting or participating at the Show that has a costumed Mascot or Character.

The Parade begins at the eastern end of the Atrium. We will provide two Crowd Attendants to accompany and marshal the Parade, but suited characters must also be accompanied with a minder to ensure that they are guided carefully through the Parade. SAPOL will also host the parade with their marching band.

The Parade will start at 1.00pm SHARP on selected days Saturday 5th, Sunday 6th, Wednesday 9th, Thursday 10th, Friday 11th, Saturday 12th, Sunday 13th of September. Mascots and minders are asked to meet at the location 15 minutes prior. Participants are required to arrive at the meeting area already in costume. Please allow enough time to get from your stand to the meeting area on time, as it is likely that your Character will be stopped along the way for photos, etc. The duration of the Performance is approximately 15 minutes and mascots are welcome to hang around and have photographs taken or leave post parade.

### **Class 1      Australian Mascot Games**

For only \$25 per entry, this is a great opportunity for brands to reach a wide family audience, with verbal mentions through commentary and brand exposure through participation.

All winners will be presented with ribbons on a podium and celebrated under a confetti cannon.

This event is a family favourite with an enthusiastic and engaging audience. It is an opportunity not to be missed.

First, Second, Third

# ROYAL ADELAIDE SHOW Presented by



# Drakes.

## 2026 Competitions

[theshow.com.au](http://theshow.com.au)