



# INVITATION ...

... to support the 2026 Stanthorpe Brass Monkey Rodeo on 14 March 2026.

*Supporting community sporting events*







## STANTHORPE RODEO

The Stanthorpe Agricultural Society's Rodeo subcommittee is responsible for hosting several rodeo related events throughout the calendar year.

The event covered by this package is the 2026 Brass Monkey Stanthorpe Rodeo competition, which will be held in Stanthorpe on the 14 March 2026.

During this event patrons will see our cowboys and cowgirls compete in all the events that make up an 'all round' competition with the best rodeo stock in the district.

Over \$15,000.00 in prize money is up for grabs, as well as a wealth of donated goods and trophies that make up a total prize pool worth over \$20,000.00.

This is a wonderful opportunity for your organisation to promote your local profile and increase your brand recognition to an audience that will remember strong sponsorship exposure long after the event has finished.



*We invite you to consider the attached Sponsorship & Advertising Package for the 2026 Brass Monkey Stanthorpe Rodeo.*



# THE RODEO SUBCOMMITTEE

*Chair:* Clint McErvalle - 0437 329 782

*Deputy chair:* Greg Day - 0409 270 104

*Deputy chair:* Nick Gilbert - 0447 312 343

*Deputy chair:* Adam Williamson - 0455 577 304

*Secretary:* Taleyha Evans - 0408 035 403

*Treasurer:* Paula Boatfield - 0428 195 202

*Email:*

rodeo@stanagsociety.com.au

*Web:*

www.stanthorpeshowgrounds.com.au/  
rodeo

*Mail:*

The Rodeo Secretary

c/- Stanthorpe Agricultural Society

8 High St, Stanthorpe Q 4380

ABN: 72 480 299 449

(Stanthorpe Agricultural Society)

## Members:

- Brett Boatfield
- Amanda Day
- Rob Deveraux
- Steve Tomasel
- Jason Traplin
- Duncan Miles
- Karly Williamson
- Rob Gilbert
- Wendy Maitland



## FACTS AND FIGURES

*Competitors:* Cowboys and cowgirls compete in 8 open events and 8 novice/junior events.

*Spectators:* Approximately 2,500 spectators attend the Stanthorpe rodeo.

*Volunteers:* Over 50 volunteers help out at the Stanthorpe Rodeo.

*Website:* All information for the rodeo can be found on the Stanthorpe Rodeo web page on the Stanthorpe Agricultural Society's website at:

[www.stanthorpeshowgrounds.com.au/rodeo](http://www.stanthorpeshowgrounds.com.au/rodeo).

*Social media:* Find us on Facebook at Stanthorpe



*Media promotion:* The following media outlets will be considered for sponsorship promotion. Sponsorship must be confirmed and paid prior to 1 March 2026:

- Radio: We will advertise the rodeo sponsors on local radio station Ten FM.
- Newspaper media: We will advertise the rodeo sponsors in local newspapers including *Stanthorpe Today* and *The Stanthorpe Town & Country Journal*.
- Social media: Rodeo sponsors will be promoted on:
  - Stanthorpe Rodeo webpage
  - Stanthorpe Rodeo Facebook page
  - APRA Facebook page
  - APRA website.
- Site media: Rodeo sponsors will be promoted on the Stanthorpe Showgrounds LED sign with maximum exposure to High St traffic daily.



### Foster

a  
strengthened  
relationship  
with us



### Target

the right  
demographic  
for your  
product



### Increase

Visibility for  
your brand  
and your  
company

# SPONSORSHIP PACKAGE CATEGORIES

Naming rights sponsor	\$5000.00
Chute sponsor	\$1,000.00
Timing event end sponsor	\$1,000.00
Open event sponsor	\$1,000.00
Junior event sponsor	\$500.00

## NAMING RIGHTS SPONSOR \$5000

For \$5,000 sponsorship, you will receive a great return on your investment through the following advertising benefits.

Before the event:

- Promotion as the naming rights sponsor of the 2026 Brass Monkey Stanthorpe Rodeo at the Stanthorpe Showgrounds held on Saturday the 14 March 2026.
- Have social media mentions through promotion on Stanthorpe Rodeo facebook page.
- Have radio mentions through promotion in local radio media.
- Havenews mentions through promotion in local newspaper media.
- Brand exposure through your logo on our promotional poster displayed at yours and other local businesses.
- Brand exposure through your logo on the Stanthorpe Rodeo webpage.
- Brand exposure through your name/ logo on the APRA website.
- 6 adult entries to the Rodeo.

At the event:

- Continuous promotion during the event.
- Site availability for promotional/ product trade stall.
- Brand exposure through showcasing your banner on the showgrounds fence (supplied by sponsor).

## CHUTE/TIMED EVENT SPONSOR \$1000

Chute or Timed event sponsors will be given naming rights to one of six chutes or the timing event box.

Every time a competitor will be exiting from your chute or the timing event box, your name will be announced.

For your \$1,000 sponsorship, you will receive a great return on your investment through the following advertising benefits.

Before the event:

- Social media mentions through promotion on Stanthorpe Rodeo facebook page.
- Brand exposure through your logo on the chute and/or timing event box.
- Brand exposure through your logo on our promotional poster displayed at yours and other local businesses.
- Brand exposure through your logo on the Stanthorpe Rodeo webpage.
- 4 adult entries to the Rodeo.

At the event:

- Brand exposure through showcasing your banner on fence (supplied by sponsor).
- Site availability for promotional/ product trade stall.
- Increased sales and customer connectivity through the sale of merchandise (supplied by sponsor).



## OPEN EVENT SPONSOR \$1000

Major event sponsors will be given naming rights on a specific major event e.g. "Business Name - Event Name". When that event is run, your name will be announced.

Major events include:

- Bull ride
- Saddle ride
- Bareback ride
- Barrel race
- Rope & tie
- Steer wrestling
- Team roping
- Breakaway roping

For your \$1000 sponsorship, you will receive a great return on your investment through the following advertising benefits.

Before the event:

- Social media mentions through promotion on Stanthorpe Rodeo facebook page.
- Brand exposure through your logo on the chute and/or timing event box.
- Brand exposure through your logo on our promotional poster displayed at yours and other local businesses.
- Brand exposure through your logo on the Stanthorpe Rodeo webpage.
- 4 adult entries to the Rodeo.

At the event:

- Brand exposure through showcasing your banner on fence (supplied by sponsor).
- Site availability for promotional/ product trade stall.
- Increased sales and customer connectivity through the sale of merchandise (supplied by sponsor).

## JUNIOR/NOVICE EVENT SPONSOR \$500

Novice and junior event sponsors will be given naming rights on a specific novice or junior event e.g. "Business Name - Event Name". When that event is run, your name will be announced.

Novice and junior events include:

- Novice bull ride
- Novice horse ride
- U18 Junior bull ride
- U18 Junior barrel race
- U18 Junior breakaway roping
- U15 Mini bull ride
- 7-U12 Mini bull ride.

For your \$500 sponsorship, you will receive a great return on your investment through the following advertising benefits.

Before the event:

- Get social media mentions through promotion on Stanthorpe Rodeo facebook page.
- Brand exposure through your logo on the Stanthorpe Rodeo webpage.
- 2 adult entries to the Rodeo.

At the event:

- Brand exposure through showcasing your banner (supplied by sponsor) on the fence or near the entertainment you are sponsoring.
- Entertainment sponsor: Brand exposure through continuous announcement during event.

# SPONSORSHIP OF THE 2026 BRASS MONKEY STANTHORPE RODEO

If you would like to become a sponsor of the 2026 Brass Monkey Stanthorpe Rodeo please complete this form and either:

1. Scan and email it to the Sponsorship Coordinator at: [rodeo@stanagsociety.com.au](mailto:rodeo@stanagsociety.com.au).
2. Take a photo of it with your phone and MMS it to 0428 195 202.

*I/We agree to support the 2026 Brass Monkey Stanthorpe Rodeo and are interested in the following sponsorship package.*

TICK ✓	CATEGORY	AMOUNT
	Naming rights sponsor	\$5,000.00
	Chute sponsor	\$1,000.00
	Timing event box sponsor	\$1000.00
	Open event sponsor	\$1000.00
	Novice or Junior event sponsor	\$500.00
	Other form of sponsorship by arrangement	

Company name:	
Contact name:	
Postal address:	
Phone:	
Email:	

Name: .....

Signature: .....

Date: .....

- ABN: 71 512 983 198 (Stanthorpe Agricultural Society)
- Sponsorship must be confirmed by 1 March 2026 for inclusion in all advertising.
- Please forward a high resolution version of your logo to: [rodeo@stanagsociety.com.au](mailto:rodeo@stanagsociety.com.au).

