



# SPONSORSHIP AND MARKETING PACKAGE



**FOOD  
AND  
BAR**

**\$1000  
FEATURE  
BULL RIDE**

**CAMPING  
AVAILABLE**

**KIDS  
ACTIVITIES**

**JUNIOR  
RODEO  
SUNDAY**

**DEE JAYE  
BUX MUSIC  
'TIL LATE**

**STANTHORPE  
RODEO**

**4 MARCH 2023**

STOCKMAN'S ARENA, STANTHORPE SHOWGROUNDS, 8 HIGH ST, STANTHORPE  
GATES OPEN 10AM | PRE-PERFORMANCE 12 NOON | MAIN PERFORMANCE 2PM

THIS RODEO IS AFFILIATED WITH THE NATIONAL RODEO ASSOCIATION

BAR | CANTEEN | EFTPOS | ATM | JUMPING CASTLE | STALLS

**ONLINE TICKETS FROM: [www.emediacampaigns/stanthorperodeo](http://www.emediacampaigns/stanthorperodeo)**

**ENQUIRIES: [rodeo@stanagsociety.com.au](mailto:rodeo@stanagsociety.com.au)**

**MORE INFO: [www.stanthorpeshowgrounds.com.au/rodeo-subcommittee](http://www.stanthorpeshowgrounds.com.au/rodeo-subcommittee)**

PROUDLY SUPPORTED BY:





**BAR - CANTEEN  
EFTPOS - ATM  
STALLHOLDERS  
ENTERTAINMENT  
AFTER PARTY**



Find us on  
**Facebook**

**STANTHORPE  
RODEO**

## **STANTHORPE RODEO**

The Stanthorpe Agricultural Society's Rodeo subcommittee is responsible for hosting 3 rodeo related events throughout the calendar year. They include the Stanthorpe Rodeo in March, the Junior Rodeo in March and the NRA National Finals Rodeo in November.

The event covered by this package is our full round rodeo, which is held in Stanthorpe on the 1st weekend in March each year.

Almost \$12,000.00 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 \$15,000.00.

This is a wonderful opportunity for your organisation to promote your local profile. We invite you to consider the attached Sponsorship & Advertising Package for the 2023 Stanthorpe Rodeo.





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**STANTHORPE  
RODEO**

## **THE RODEO SUBCOMMITTEE**

*Chair:* Clint McErvale - 0437 329 782

*Deputy chair:* Greg Day - 0409 270 104

*Secretary:*  
Makayla O'Leary - 0466 874 867

*Treasurer:*  
Paula Boatfield - 0428 195 202

*Members:*

- Brett Boatfield
- Amanda Day
- Nick Gilbert
- Rachael Finch
- Jake McDonald
- Ainsley McErvale
- Duncan Miles
- Keith Thorne
- Steve Tomasel
- Jason Traplin

*Email:*  
[rodeo@stanagsociety.com.au](mailto:rodeo@stanagsociety.com.au)

*Web:*  
[www.stanthorpeshowgrounds.com.au/  
rodeo-subcommittee](http://www.stanthorpeshowgrounds.com.au/rodeo-subcommittee)

*Mail:*  
The Rodeo Secretary  
c/- Stanthorpe Agricultural Society  
8 High St, Stanthorpe Q 4380

*ABN:* 72 480 299 449  
(Stanthorpe Agricultural Society)



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## FACTS AND FIGURES

*Competitors:* This is a full rodeo open to competitors of a range of ages and skills.

*Spectators:* Approximately 2,000 spectators attend the annual 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-subcommittee](http://www.stanthorpeshowgrounds.com.au/rodeo-subcommittee).

*Online tickets:* We have engaged Steve Scherri from Emedia Campaigns to coordinate our online ticketing activities.

*Social media:* Find us on Facebook at Stanthorpe Rodeo.

*Media promotion:* We have engaged Teilah McKelvey from Skye Consultancy Studio to undertake our marketing and promotions activities.

The following media outlets will be considered for promotion of Stanthorpe Rodeo. Sponsorship will have to be confirmed and paid prior to 18th February 2023 to be considered for this promotion:

- Radio: We will advertise Stanthorpe Rodeo on local radio station Ten FM
- Newspaper media: We will advertise the Stanthorpe Rodeo in local newspapers including Stanthorpe Today and The Stanthorpe Daily Journal.
- Social media: Stanthorpe Rodeo will be promoted on:
  - Stanthorpe Rodeo webpage
  - Stanthorpe Rodeo facebook page
  - Stanthorpe Rodeo event facebook page
  - National Rodeo Association website.
- Print media: Stanthorpe Rodeo will be promoted via posters put up in key locations around Stanthorpe.



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## **SPONSORSHIP PACKAGE CATEGORIES**

Naming rights sponsor	\$2000
Chute sponsor	\$750
Timing box sponsor	\$750
Major event sponsor	\$500
Novice/Junior event sponsor	\$250

## **NAMING RIGHTS**

For \$2,000 sponsorship, you will receive a great return on your investment through the following advertising benefits.

Before the event:

- Promotion as the naming rights sponsor to Stanthorpe Rodeo at the Stanthorpe Showgrounds held on Saturday the 19th 4 March 2023
- Social media mentions through promotion on Stanthorpe Rodeo facebook page.
- Radio mentions through promotion in local radio media.
- News 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 NRA 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 fence (supplied by sponsor).



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## **CHUTE or TIMED EVENT SPONSOR**

Chute sponsors will be given naming rights to one of six chutes. Every time a competitor will be exiting from your chute, your name will be announced.

Timing event sponsors will be given naming rights to the timing event box. Every time a competitor will be exiting from the timing event box, your name will be announced.

For your \$750 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 flyer 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).



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## MAJOR EVENT SPONSOR

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 throughout that event.

Major events include:

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

For your \$500 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 flyer 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).



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## **NOVICE or JUNIOR EVENT SPONSOR**

Novice or junior event sponsors will be given naming rights on a specific minor event or form of entertainment e.g. "Business Name - Event Name".

Novice events include:

- Novice bull ride
- Novice bareback ride

Junior events include:

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

For your \$250 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 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.





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## **SPONSORSHIP FOR THE 2023 STANTHORPE RODEO**

If you would like to become a sponsor of the 2023 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 2023 Stanthorpe Rodeo and are interested in the following sponsorship package.*

Please tick the category of sponsorship and indicate the amount you would be willing to sponsor. All sponsorship amounts are inclusive of GST. You will be invoiced in due course.

<b>TICK ✓</b>	<b>CATEGORY</b>	<b>AMOUNT</b>
	Naming rights sponsor	\$2,000.00
	Chute/Timing event box or	\$750.00
	Major event sponsor	\$500.00
	Novice or Junior event sponsor	\$250.00
	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 18 February 2023 for inclusion in all advertising.
- Please forward a high resolution version of your logo to: [rodeo@stanagsociety.com.au](mailto:rodeo@stanagsociety.com.au).