



# INVITATION ...

... to support Round 2 of the National Rodeo Association's National Finals Rodeo at Stanthorpe on 25 November 2023.

*Supporting the National Breast Cancer Foundation*



## THE NATIONAL FINALS 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 Stanthorpe Junior Rodeo in March and the National Rodeo Association's National Finals Rodeo in November.

The event covered by this package is Round 2 of the 2023 NRA National Finals Rodeo competition, which will be held in Stanthorpe on the 25th of November, 2023.

During this event patrons will see the top 12 competitors in the NRA rodeo competition compete in 14 rodeo events with the best rodeo stock in the district.

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 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 2023 NRA National Finals Rodeo.*

# THE RODEO SUBCOMMITTEE

*Chair:* Clint McErvale - 0437 329 782

*Deputy chair:* Greg Day - 0409 270 104

*Deputy chair:* Nick Gilbert - 0447 312 343

*Deputy chair:* Duncan Miles - 0408 950 392

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

*Treasurer:* Paula Boatfield - 0428 195 202

## *Members:*

- Brett Boatfield
- Amanda Day
- Rob Deveraux
- Jake McDonald
- Keith Thorne
- Steve Tomasel
- Jason Traplin
- Adam Williamson
- Karly Williamson

## *Email:*

rodeo@stanagsociety.com.au

## *Web:*

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)



## FACTS AND FIGURES

*Competitors:* The top twelve competitors over the fourteen finals rodeo events.

*Spectators:* Approximately 2,500 spectators attended the 2022 NRA National Finals Rodeo.

*Volunteers:* Over 50 volunteers help out at the National Finals 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).

*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 October 2023:

- TV: the NRA has a sponsorship arrangement with Channel 7.
- Radio: We will advertise the National Finals Rodeo sponsors on local radio station Ten FM.
- Newspaper media: We will advertise the National Finals Rodeo sponsors in local newspapers including Stanthorpe Today and The Stanthorpe Town & Country Journal.
- Social media: The National Finals Rodeo sponsors will be promoted on:
  - Stanthorpe Rodeo webpage.
  - Stanthorpe Rodeo Facebook page.
  - National Rodeo Association website.
- Site media: The National Finals 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	\$3000
Chute sponsor	\$1,000
Timing event end sponsor	\$1,000
Major event sponsor	\$500
Junior event sponsor	\$250

## NAMING RIGHTS SPONSOR

**\$3000**

For \$3,000 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 Round 2 of the 2023 NRA National Finals Rodeo at the Stanthorpe Showgrounds held on Saturday the 25th of November 2023.
- Get social media mentions through promotion on Stanthorpe Rodeo facebook page.
- Get radio mentions through promotion in local radio media.
- Get 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).

## 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).

## MAJOR EVENT SPONSOR \$500

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
- 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 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 EVENT SPONSOR \$250

Junior event sponsors will be given naming rights on a specific junior event e.g. "Business Name - Event Name" or "Business Name - Entertainment name".

Junior events include:

- U18 Junior bull ride
- U18 Junior barrel race
- 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:

- 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 FOR THE 2023 NATIONAL FINALS RODEO

If you would like to become a sponsor of the 2023 NRA National Finals Rodeo (Rd 2) 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 Round 2 of the 2023 NRA National Finals Rodeo and are interested in the following sponsorship package.*

TICK ✓	CATEGORY	AMOUNT
	Naming rights sponsor	\$3,000.00
	Chute or Timing event box sponsor	\$1,000.00
	Major event sponsor	\$500.00
	Junior event sponsor	\$250.00
	Other form of sponsorship by arrangement	
	Donation to Australian Breast Cancer Foundation	

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 October 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).

