

JUNE LONG  
WEEKEND

# COONAMBLE RODEO & CAMPDRAFT



SPONSORSHIP PROSPECTUS

[www.coonamblerodeoandcampdraft.com.au](http://www.coonamblerodeoandcampdraft.com.au)



## OUR VISION

### **PRESTIGE**

To be recognised as the Nation's Premier Rodeo and Campdraft event.

### **GROWTH**

For the event to appeal to a wider audience through the inclusion of live music, local exhibitions, showcases and social events.

### **COMMUNITY**

To use the event as a fundraising platform for local community groups and organisations.



## ABOUT THE EVENT

Largest combined  
Rodeo and Campdraft in  
the Southern Hemisphere

Attracts over 1000  
national and  
international competitors  
and approx. 4000  
spectators every year

4 Day Event:  
Fri - Campdraft  
Sat & Sun - Open Rodeo &  
Campdraft  
Mon - Junior Rodeo &  
Campdraft

Family friendly and  
community focused event  
with all profits injected  
back into community

Supported with  
additional activities and  
entertainment including  
mechanical bull rides



## PROMOTION & MEDIA COVERAGE

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- Dedicated website and Facebook page
- Feature advertising and editorial in local, regional and national newspapers.
- TV advertising and news coverage
- Extensive radio advertising with complimentary ticket giveaways to incite interest and anticipation
- Promotion on Visit NSW website
- Promotional collateral including posters and fliers are distributed to statewide Visitor Information Centres

# EVENT PROGRAM

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## FRIDAY

Campdraft starts 8:00 am

## SATURDAY

Open Rodeo from 8am  
Campdraft from 6:45am & Finals  
Entertainment - Mechanical Bull Rides, Retail Shops  
XXXX Gold Bar  
Live Entertainment from 6:00 pm

## SUNDAY

Open Rodeo from 8 am & Finals  
Campdraft from 6:45 am & Finals  
XXXX Gold Bar  
Mechanical Bull Rides, Retail Shops

## MONDAY

Junior Rodeo  
Campdraft from 6:45am & Finals  
Free Entry (for both competitors and spectators)



# SHOWGROUND MAP



# SPONSOR PACKAGES

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## NAMING RIGHTS

Over \$5500  
incl GST

## GOLD SPONSOR

\$2200 +  
incl GST

## SILVER SPONSOR

\$1100 +  
incl GST

## BRONZE SPONSOR

\$550 +  
incl GST

## BRASS SPONSOR

\$275 +  
incl GST



# NAMING RIGHTS

Naming Rights	<ul style="list-style-type: none"><li>• Naming right to the Coonamble Campdraft &amp; Rodeo event for the current year (or as otherwise stated in sponsorship agreement)</li><li>• Your company will be given the provision of first right of refusal for renewal of sponsorship for the following years event.</li></ul>
Advertising	<ul style="list-style-type: none"><li>• All advertising material (TV, radio, print, event website and Facebook page, fliers, posters) and press releases will include your logo</li><li>• Online promotion will include links to your company's website</li><li>• Identified as the Major Sponsor with a prominent position on the event website as well as links to sponsor website</li></ul>
Trade Stand	<ul style="list-style-type: none"><li>• A trade and exhibition stand in a prominent position will be made available to your company</li></ul>
Onsite Signage	<ul style="list-style-type: none"><li>• Opportunity to display signage in main arena (posters, flags, banners etc.)</li></ul>
Promotional Opportunities at Event	<ul style="list-style-type: none"><li>• Your company representative will be given the opportunity to present prizes to the winners of the Open Bronc and Open Bull riding competition as well as the Open Campdraft</li><li>• Your company will receive verbal acknowledgment throughout the duration of the Coonamble Rodeo &amp; Campdraft weekend</li><li>• Your company will be acknowledged at additional entertainment events</li><li>• Your company will be given the opportunity to stage celebrity appearances, costumed character, spokesperson etc. to promote products (without interference to the running of the program)</li><li>• Your company will be given the opportunity to supply merchandise for distribution at the gate</li></ul>
Corporate Hospitality	<ul style="list-style-type: none"><li>• 10 weekend passes and sponsor package containing drinks, food vouchers and merchandise.</li></ul>





# GOLD SPONSOR

Naming Rights	<ul style="list-style-type: none"><li>• Naming rights for a specific event (sponsor's choice), for example the Junior Rodeo, Maiden Campdraft etc. (the company representative will be given the opportunity to present prizes at the sponsored event)</li></ul>
Advertising	<ul style="list-style-type: none"><li>• All advertising material (TV, radio, print, event website and Facebook page, fliers, posters) and press releases will include your logo. Online promotion will include links to your company webpage</li><li>• Prominent position on the event website as well as links to sponsor website</li></ul>
Promotional Opportunities at Event	<ul style="list-style-type: none"><li>• Your company will receive verbal acknowledgment throughout the duration of the Coonamble Rodeo &amp; Campdraft weekend</li><li>• Your company will be given the opportunity to supply merchandise for distribution at the gate</li></ul>
Corporate Hospitality	<ul style="list-style-type: none"><li>• 6 weekend passes and drink tickets to use at the bar</li></ul>

# SILVER SPONSOR

Naming Rights	<ul style="list-style-type: none"><li>• Naming rights for a specific event (committee's choice), for example the Junior Rodeo, Maiden Campdraft etc. (the company representative will be given the opportunity to present prizes at the sponsored event)</li></ul>
Advertising	<ul style="list-style-type: none"><li>• Acknowledgement on event website and Facebook page (with links to company website), and posters</li><li>• Prominent position on the event website as well as links to sponsor website</li></ul>
Promotional Opportunities at Event	<ul style="list-style-type: none"><li>• Your company will receive verbal acknowledgment throughout the duration of the Coonamble Rodeo &amp; Campdraft weekend</li><li>• Your company will be given the opportunity to supply merchandise for distribution at the gate</li></ul>
Corporate Hospitality	<ul style="list-style-type: none"><li>• 4 weekend passes and drink tickets to use at the bar</li></ul>

# BRONZE SPONSOR

Advertising	Acknowledgement on event website and Facebook page (with links to company website), and posters  Logo displayed in sponsor's section of event website with links to sponsor website
Promotional Opportunities at Event	Your company will receive verbal acknowledgment throughout the duration of the Coonamble Rodeo & Campdraft weekend  Your company will be given the opportunity to supply merchandise for distribution at the gate
Corporate Hospitality	2 weekend passes and drink tickets to use at the bar Unlimited access to the corporate sponsors tent (prime viewing position of the arena), located next to secretary's office

# BRASS SPONSOR

Advertising	Acknowledgement on event website and Facebook page (with links to company website), and posters  Logo displayed in sponsor's section of event website with links to sponsor website
Promotional Opportunities at Event	Your company will receive verbal acknowledgment throughout the duration of the Coonamble Rodeo & Campdraft weekend.
Corporate Hospitality	2 weekend passes and drink tickets to use at the bar Unlimited access to the corporate sponsors tent (prime viewing position of the arena), located next to secretary's office

# BECOME A SPONSOR

First Name	<input type="text"/>	Last Name	<input type="text"/>
Business Name	<input type="text"/>		
Mailing Address	<input type="text"/>		
Email Address	<input type="text"/>		
Business Phone	<input type="text"/>	Mobile	<input type="text"/>

Please tick your chosen sponsorship level

<input type="checkbox"/> NAMING RIGHTS (Over \$5500)	<input type="checkbox"/> SILVER (\$1100+)	<input type="checkbox"/> BRONZE (\$550+)
	<input type="checkbox"/> GOLD (\$2200+)	<input type="checkbox"/> BRASS (\$275+)

Signature	<input type="text"/>	Date	<input type="text"/>
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Questions/  
comments

Please return the form via email at [coonamble\\_rodeo@hotmail.com](mailto:coonamble_rodeo@hotmail.com)

OR  
mail to: Coonamble Rodeo and Campdraft  
PO BOX 75  
Coonamble NSW 2829

If you have any further questions after reading the sponsorship prospectus please do not hesitate to contact the Secretary Steven Butler on 0429 145 060.



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