

COONAABLE ROODE O O

SPONSORSHIP PROSPECTUS

www.coonamblerodeoandcampdraft.com.au



OUR VISION

PRESTIGE

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

GROWTH

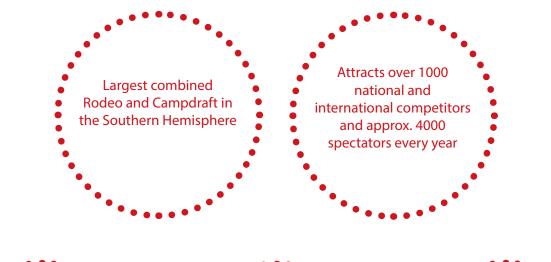
For the event to appeal to a wider audience through the inclusion of live music, local exhibitions, showcases and social events.

COMMUNITY

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



ABOUT THE EVENT



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



PROMOTION & MEDIA COVERAGE

- 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



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)

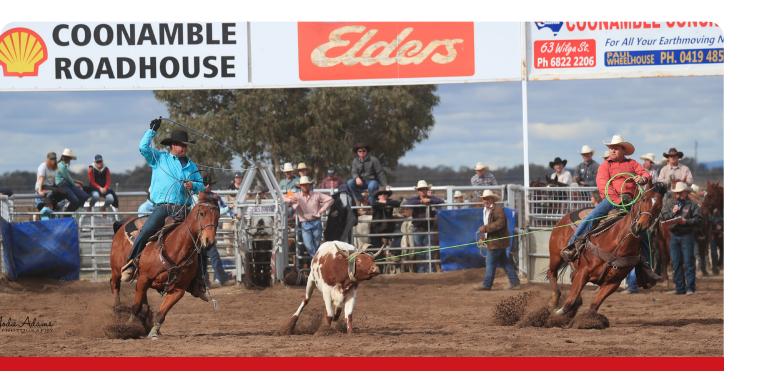


SHOWGROUND MAP



SPONSOR PACKAGES





NAMING RIGHTS

Naming Rights	 Naming right to the Coonamble Campdraft & Rodeo event for the current year (or as otherwise stated in sponsorship agreement) Your company will be given the provision of first right of refusal for renewal of sponsorship for the following years event.
Advertising	 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's website Identified as the Major Sponsor with a prominent position on the event website as well as links to sponsor website
Trade Stand	 A trade and exhibition stand in a prominent position will be made available to your company
Onsite Signage	• Opportunity to display signage in main arena (posters, flags, banners etc.)
Promotional Opportunities at Event	 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 Your company will receive verbal acknowledgment throughout the duration of the Coonamble Rodeo & Campdraft weekend Your company will be acknowledged at additional entertainment events 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) Your company will be given the opportunity to supply merchandise for distribution at the gate
Corporate Hospitality	 10 weekend passes and sponsor package containing drinks, food vouchers and merchandise.



GOLD SPONSOR

Naming Rights	• 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)
Advertising	 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 Prominent position on the event website as well as 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	 6 weekend passes and drink tickets to use at the bar

SILVER SPONSOR

Naming Rights	• 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)
Advertising	 Acknowledgement on event website and Facebook page (with links to company website), and posters Prominent position on the event website as well as 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	4 weekend passes and drink tickets to use at the bar

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 dis- tribution 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	Last Name	
Business Name		
Mailing Address		
Email Address		
Business Phone	Mobile	

Please tick your chosen sponsorship level

NAMING RIGHTS (Over \$5	5500) SILVER (\$1		BRONZE (\$550+) BRASS (\$275+)
Signature		Date	
Questions/ comments			

Please return the form via email at 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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