

SPONSORSHIP PROPOSAL



11TH-13TH OCTOBER 2019

Gundagai Showground, NSW

ABOUT THE EVENT

With 3000 attendees through the gates at the 2017 & 2018 Battle on the Bidgee, it is easy to see it is fast becoming one of the best Stockman's Challenges in Australia.

The Stockman's Challenge showcases competitors ability to use stockwhips, riding bareback whilst completing obstacles, rounding up the cattle with their dog and pack horse in tow to the very tough cross country course which draws the crowds. The fundamental skills used by Stockmen and Women for many years.

Located on the beautiful Murrumbidgee River in the township of Gundagai NSW, just off the Hume Highway makes it an easy stop for event goers.

The Battle on the Bidgee Inc. is a Not For Profit organisation run entirely by volunteers, it aims to:

ENTERTAIN, EDUCATE & EXCITE

The Battle on the Bidgee presents a unique opportunity for Sponsors to be involved in what is becoming a much anticipated event in not only the Gundagai region but throughout regional NSW.

At the same time offering three big days of competition and excitement.

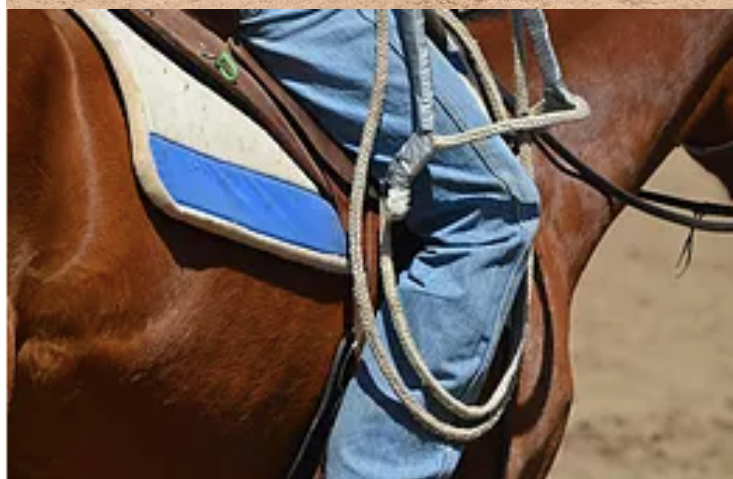


- Over 3000 attendees in 2018
- Live Entertainment, Stalls & Food Vans
- \$10420 donated to local community groups from last year's event
- Major donation from 2018 event helped contribute towards the new bus for Gadara School - a school that caters for special needs children across our region
- Contributions have also been made to other local charities & community groups

SPONSOR BENEFITS

- Visual business exposure to over 3000 visitors from many states of Australia
- Association with a well known NFP event
- Web page links between the Battle on the Bidgee and your business (Logo or Name)
- Acknowledgement on Event Sponsor Signage
- Acknowledgement in the Event Program
- Certificate of Appreciation following the event
- Complimentary passes to Battle on the Bidgee
- Depending on level of sponsorship, businesses are eligible for a reduced commercial site rate
- Sponsor area at the main arena

COMPLETE
SPONSORSHIP
PACKAGES
OUTLINED ON
FOLLOWING
PAGES



MAJOR SPONSOR - NAMING RIGHTS

\$10,000 INVESTMENT

NAMING RIGHTS TO THE 'BATTLE ON THE BIDGEE', WITH PERSONALISED PROFESSIONALLY PRINTED SIGNAGE. (BUSINESS NAME) PRESENTS 'BATTLE ON THE BIDGEE 2019.'

ANYWHERE THE BATTLE ON THE BIDGEE IS ADVERTISED YOUR BUSINESS NAME WILL BE. (MERCHANDISE EXEMPT)

- TV, Newspaper, Nationwide Magazines, Radio, Internet & Flyer advertising
- Logos on all internal and external communication, documents and website
- Exposure to approximately 3000 attendees during the event
- Stall in a prime location at the event to promote your products/services
- A number of family passes into the 2019 challenge for the weekend.
- VIP access to the sponsors viewing area for the final events to be held on Sunday

EVENT SPONSORS

\$1500 INVESTMENT

NAMING RIGHTS TO AN INDIVIDUAL EVENT WITH PERSONALISED PROFESSIONALLY PRINTED SIGNAGE.

WITH EVENTS RUNNING OVER THREE DAYS - THIS IS A GREAT OPPORTUNITY FOR EXPOSURE WITH ONLY AN ENTRY LEVEL INVESTMENT.

- Branded signage on display all weekend whether it be in the main arena or at the specific sponsored events
- Business logo on our website
- 2 Family weekend passes
- Participation in award ceremonies
- Sponsors access to viewing area for final events
- Logo Advertising in Local Newspapers and mentions in other local media such as radio

ARENA SPONSOR

\$1000 INVESTMENT

MAIN ARENA SIGNAGE FOR THE WEEKEND. INCLUDING FRIDAY AND SATURDAY NIGHT ENTERTAINMENT AND FINAL EVENTS ON SUNDAY.

- Businesses named in Local Paper and Radio
- Business logo on our website
- Logo Signage located in or around the Main arena for the duration of the weekend. (Sponsor to provide sign)
- Sponsors access to Viewing area for Final events on Sunday
- 2 Family weekend passes

GOLD SPONSOR

\$250-500 INVESTMENT

AS A SMALL COMMUNITY WE UNDERSTAND THAT THE ABOVE LEVELS OF SPONSORSHIP ARE NOT FOR EVERYONE, SO WITH THIS WE OFFER AN OPTION WITH SMALL BUSINESSES IN MIND.

- 1 Family weekend pass
- Business named in local newspaper advertising/radio
- Business logo on our website
- Access to sponsors viewing area on Sunday for final events.

**ARE YOU READY TO PARTNER WITH
BATTLE ON THE BIDGE?**

ANY QUESTIONS?

COMMITTEE CONTACTS

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The Committee of The Battle on the Bidgee looks forward to a long association with your company and we would be most grateful for your support. To assist with organisation if you could notify us of your intentions by the 30th of June and be financial by the 31st of July, this would be much appreciated.