

22ND | FEB | 2025

SPONSORSHIP
PACKAGE



OBERON
RODEO

EVENT DETAILS

Event Date: 22nd February 2024

Location: Oberon Showground

Expected crowd: 3500-4500 (based on previous years)

The Oberon Rodeo Association Inc is the not for profit organisation that runs the Oberon Rodeo. The first Oberon Rodeo to be Run since 2001 was on the 1st December 2012.

2025 will mark the eleventh rodeo run by the committee since regrouping in 2011. The committee is dedicated to improving & growing this event each year as it has become more and more popular within the community. Prior to 2012 the last Oberon Rodeo was held in 2001 and the 25th anniversary was in 1999. The rodeo has grown significantly in size as far as competitor entries and spectator attendance.

Advertising methods: Website, Television, Radio, Posters, Newspapers, Magazines and Social Media.

Community Support: In past years, the Oberon Rodeo Association has donated to the Oberon Public School, The Southern Zone Rodeo Assoc, Oberon Show Society, Oberon Tigers Senior Rugby League club, Telstra Childflight, Oberon Children's Centre & Can Assist Oberon.

Contacts:

President – Jack Rowlandson – 0477 543 660

Secretary – Bree Rowlandson – 0427 885 592

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WWW.OBERONRODEO.COM

SPONSORSHIP OPPORTUNITIES



PLATINUM SPONSOR

\$15,000 + GST

"(Your company name) Oberon Rodeo"

- Admission and Entry into the sponsor's tent for 20 people with refreshments provided.
- Banners/Signage (provided by sponsor) around the event location.
- Company logo displayed on all advertising and exposure during and after the Oberon Rodeo including our website, radio, print media and television commercials.
- Company logo in prominent position around chutes.
- First right of refusal the following year for this category of sponsorship.
- Other benefits can be negotiated with the committee.

TAKEN ON 3 YEAR DEAL

GOLD OPTIONS

Event Naming rights:

Rod Brien Memorial Open Bull Ride - \$3500 + GST

Jack Johnston Memorial Open Saddle Bronc - \$1800 + GST

Open Bareback - \$1800 + GST

Open Steer wrestling - \$1800 + GST

Open Roping - \$1800 + GST

Open Team Roping - \$1800 + GST

Ladies Barrel Race - \$1800 + GST

Ladies Breakaway Roping - \$1800 + GST

Steer Undecorating - \$1800 + GST

Benefits:

\$1800 – Admission and entry into the sponsors tent for 8 people and your logo and business name next to the event on the website and in the program and exposure throughout the day and during your sponsored event. Your logo will also be included on the television commercials.

\$3500 – Admission and entry into the sponsors tent for 12 people and your logo and business name next to the event in the program, television commercials, social media and on the website. Your business will have exposure throughout the day and your event.

All Naming rights sponsorship will have first right of refusal the following year.

BAR SPONSOR

\$3000 + GST

“(Your company name) Bar”

- Admission and Entry into the sponsor's area for 10 people with refreshments provided.
- Banners/Signage (banner provided by you) placed around the fenced bar area and on the bar.
- Company logo included in television commercials, rodeo program pamphlet and social media including our website.
- First right of refusal the following year for this category of sponsorship.

FEATURE EVENT

'Your Name' Invitational Mighty Match Up - \$4500 + GST

UNAVAILABLE

The 'Invitational Mighty Match Up' is an event run in conjunction with Bucking Bulls Australia that will be new to our rodeo in 2023. The event will have prize money up for both the bull rider and the bulls in the event. Both the animal and the rider are judged individually. The winning rider and contractor will also receive a trophy buckle.

There will be a Calcutta event on the night prior to the Oberon Rodeo at a venue selected by the committee. Attendants of this night will be able to purchase the riders and the bulls individually along with the 'Match Up'.

Benefits:

\$4500 – Admission and entry into the sponsors tent for 15 people and your logo and business name next to the event in the program and on the website. Your logo on our television commercials. Your business will have exposure throughout the day and during your event, as well as the calcutta night. Opportunity to have someone representing your company to present prizes to competitors. Logo on 2 buckles to be presented for this event.

All Naming rights sponsorship will have first right of refusal the following year.



SILVER OPTIONS

Event naming rights:

Novice Bull Ride - \$950 + GST

Novice Saddle Bronc - \$950 + GST

Novice Bareback - \$950 + GST

Bullfighters - \$1350 + GST

Pickup Men - \$1350 + GST

Judges - \$1500 + GST

Announcer - \$1500 + GST

Benefits:

\$1350-\$1500 -This amount will include a shirt with your company logo worn by Bullfighters/Pick up men/Judges/Announcer. Exposure during the events when the bullfighters or pickup men are required and all day for judges and the announcer. Business name and logo in the program for the day, on the television commercial, social media and on the website. First right of refusal the following year.

Admission and entry into the sponsors tent for 6 people.

\$950 – Admission and entry into the sponsors tent for 4 people and your logo and business name next to the event in the program , social media and on the website, as well as exposure throughout the day and during your event.

All Naming rights sponsorship will have first right of refusal the following year.

BRONZE OPTIONS

Event naming rights:

Poddy Ride 8/U11 - \$250 + GST

Junior Breakaway 8-U18 - \$350 + GST

Novice Barrel Race - \$350 + GST

Junior Steer ride 11/U14 - \$600 + GST

Junior Bull Ride 14/U18 - \$600 + GST

Juvenile/Junior Barrel Races

-8/U11 \$200 + GST

- 11/U14 \$350 + GST

-14/U18 \$350 + GST

Benefits:

\$200-\$350 – Admission and entry into the rodeo for 2 people and your logo and business name next to the event in the program. Exposure throughout the day and your event.

\$600 – Admission and entry into the sponsors tent for 2 people and your logo and business name next to the event in the program. Exposure throughout the day and your event.

CHUTE PACKAGES

6 x Rough Stock - \$2000 + GST each

1 x Timed Event Box - \$2000 + GST

Benefits:

- 8 x admission and sponsorship tent passes
 - Logo in the program
 - Logo above the chute
- Exposure throughout the day as competitors are announced from your chute
 - Logo on website, social media and television commercial
 - First right of refusal the following year

PROGRAM ADS

Advertising is available in our program at the below rates:

Full Page - \$250 + GST

½ page - \$125 + GST

¼ page - \$65 + GST

*Packages can also be tailored to suit your budget - but will not be for an event.

*Any other forms of sponsorship will be gladly accepted by way of cash, prize, gift or voucher.

*Please contact us if you have any questions regarding sponsorship.

CONTACT DETAILS

Please email us at oberonrodeoassoc@hotmail.com with your invoicing details along with your preferences from the package. Not all options will be available but we will do our best to find something to fit your budget should your first preference not be available.

If you could also please send us your logo that would be much appreciated.

If you have any questions about this package please feel free to call Bree on 0427 885 592 or email.

