



Rodeo • Campdraft • Ranch Sorting

2019
SPONSORSHIP
&
MARKETING
OPPORTUNITIES

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Australian Bushmen's Campdraft And Rodeo Association

Australia's largest Campdraft and
Rodeo Association

We value

Tradition - Pride - Spirit

Join us for the ride of your life

7,500 members Australia-wide

212 affiliated Committees

11 different Rodeo and Equine events

Over 420 events annually across Australia

The largest national finals event in Australia

400 competitors - 10,000 attendees

5 days of incredible action

All held during the Tamworth Country Music Festival

With over 70 year's industry experience

We got you covered!





Why partner with the ABCRA?

The ABCRA have been part of the Australian Rodeo and Campdraft industry and the rural community, for over 7 decades, in many cases paving the way to the continuing growth of our sports.

Choosing to partner with ABCRA, Australia's largest Rodeo and Campdraft association, your business has the opportunity to link its brand and products with a strong, unique Australian organisation whose story is rich with a heritage founded on the principles of tradition, pride and spirit.

There is great synergy between your business and ABCRA and this opportunity to partner will enable your business to reinforce their profile and products within the western horse sport market.

How to partner with the ABCRA

There are a number of ways to partner with and market your business with ABCRA, in either the:

- ✦ **The Great Australian Round up**
- ✦ **The National Finals Rodeo and Campdraft,**
- ✦ **Ranch Sorting Nationals Championships, or**
- ✦ **all the above**

At the ABCRA we understand that every business is different, and for this reason we do our best to have flexibility in our partnership agreements, tailoring them to each partner to maximise benefit for the individual needs and target market of the businesses with whom we partner.



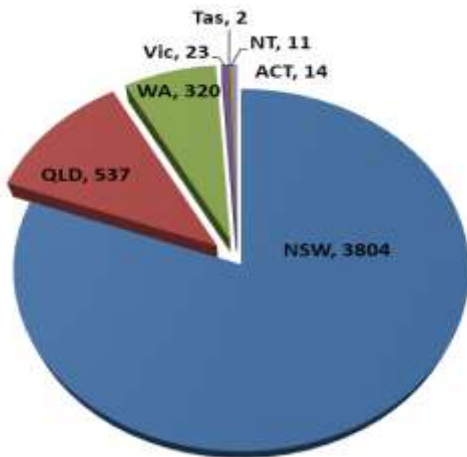


Our Members

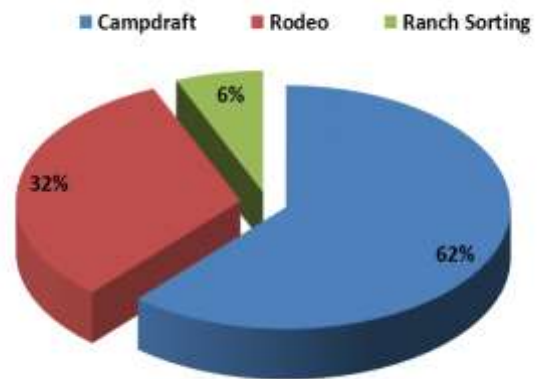
ABCRA members come from all walks of life and in all shapes, ages and sizes. No longer is there just 'the man on the land', but also large numbers of professional people including lawyers and barristers, health professionals, educators and trades people. Not to mention a large number of families heading out together most weekends to one of the 420 ABCRA affiliated Campdrafts, Rodeos, Ranch Sorting or Training days held every year across Australia.

All members have invested heavily in their chosen sports of Rodeo, Campdrafting or Ranch Sorting in the way of saddlery and allied products, horses, motor vehicles and trailers.

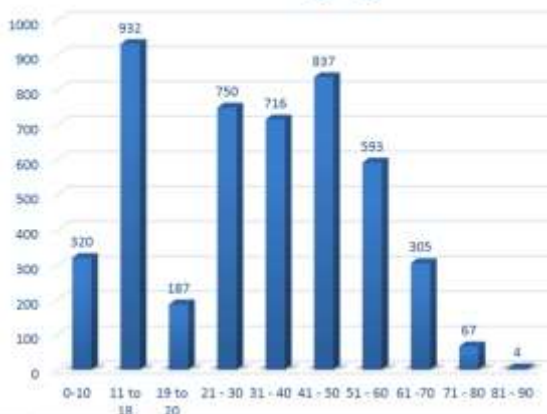
Members by State



Members by Sport



Members by Age





Event Overview

The Australian Bushmen's Campdraft and Rodeo Association hosts one of the premier events in the Australian Rodeo and Campdraft industry, the ABCRA National Finals Rodeo and Campdraft.

The ABCRA National Finals experience is like no other, and comprises three main events held over five full days and nights:

- ✂ the ABCRA National Finals Rodeo
- ✂ the ABCRA National Finals Junior Rodeo; and
- ✂ the ABCRA National Finals Campdraft

Held in the state-of-the-art AELEC Arena during the Tamworth Country Music Festival, the ABCRA National Finals are a flagship event of the festival, now recognised as the second biggest country music festival in the world.

The National Finals aims to involve not only competitors and industry enthusiasts, but also encourage new fans to get involved in our sports, with activities such as the increasingly and immensely popular Build A Cowboy/Cowgirl day, where each year over 130 children from all backgrounds have the opportunity to attend a free 'come and try' Rodeo and Campdraft day.

The ABCRA also honours its social responsibilities and utilizes the National Finals event to fundraise for selected charities.

In 2018, the ABCRA and the Cancer Council raised nearly \$10,000 during the event, through engaging with spectators and having a whole lot of fun with their Executive Bull Ride initiative and supported entertainment from Country Music Star Catherine Britt.

For several years, the Friday night of the National Finals has been host to “**Tough Enough to Wear Pink night**” in support of the Cancer Council, where all Spectators, competitors, Officials and even the livestock get in on the fun.

The ABCRA National Finals receives significant television and print media attention and exposure with pre and post event coverage.

Substantial event coverage is also featured in a number of leading industry publications and websites.





Social Media

In recent years, the ABCRA has become very active with Social Media promotion now boasting 19,000 followers across its three Facebook pages:

- ABCRA (@theabcra)
- The ABCRA National Finals (@abcranationalfinals)
- Ranch Sorting National Championships – Australia (@rsnca)

In June 2018 the ABCRA added Instagram into its Social Media portfolio, to increase value and exposure for its partners and sponsors even further.

The ABCRA is pleased to announce introduction of paid advertising being available across all ABCRA social media platforms for partners and sponsors, adding even more value and exposure for your business.

Live Streaming

In 2015 the ABCRA successfully introduced live event webcasting of our National Finals Campdraft and Rodeo to an eager worldwide audience of avid fans.

Live webcasting provides ABCRA and its corporate partners and sponsors increased exposure both domestically and internationally via computer, tablet and smart phone technology. The platform has increased engagement with participants and viewers and provides the ability for corporate partners and sponsors to promote and reinforce their brands during a broadcast drive interest and create PR opportunities providing the ability to package promotions and promote future events.





ABCRA Corporate Sponsorship - \$11,000

Annual Benefits

- ✦ All references to your business will be as a Corporate Partner of ABCRA.
- ✦ Inclusion of your business logo in the Partner area on ABCRA's website homepage.
- ✦ Website link for your business on the partners/sponsors page of the ABCRA website.
- ✦ Dedicated page for your business on the ABCRA website.
- ✦ Your business logo inclusion in ABCRA staff members email signature blocks.
- ✦ Your business logo inclusion on the sponsor's page in each issue of the ABCRA magazine for the duration of the partnership agreement.
- ✦ One (1) full page colour advertisement in four (4) mutually agreed issues of the ABCRA's official monthly magazine during the partnership period. Value of \$580 per addition
- ✦ Six (6) paid advertisement on the ABCRA's official Facebook page (over 12,000 followers).
- ✦ Six (6) organic advertisements on the ABCRA's official Facebook page (over 12,000 followers).
- ✦ Regular mentions on the ABCRA Instagram page throughout the duration of the partnership
- ✦ Your business logo attached to ABCRA's company vehicle/s signifying corporate partner status.
- ✦ Opportunity to utilise direct email marketing to ABCRA database, through a monthly ABCRA E-news or similar.

National Finals Rodeo and Campdraft Event Benefits

- ✦ Naming Rights Sponsor for a National Finals Rodeo event. Example - Jack Daniels Bull ride or CINCH Steer wrestling
- ✦ Two (2) ABCRA supplied, your business rodeo arena banners displaying your business logo for the duration of the ABCRA National Finals Rodeo.
- ✦ ABCRA supplied your business premium Chute Gate signage for the duration of the ABCRA National Finals Rodeo.
- ✦ Partner supplied your business flag to be utilized in the Grand Entry for each Rodeo performance.





- ✦ Your business logo included in select ABCRA National Finals Rodeo advertising including signage, television and print media.
- ✦ Your business logo inclusion on the Corporate Partners page of the ABCRA National Finals Official Program.
- ✦ One (1) Full page Colour advertisement in the ABCRA National Finals Official Program.
- ✦ Arena announcer acknowledgement of your Business a minimum of Three (3) times throughout all junior and senior rodeo performances.
- ✦ Access to the in-house 'big screen' television system where employed for your business logo placement/ static audio-visual advertising material; Three (3) 15 second positions per senior performance totalling nine (9) display opportunities.
- ✦ Opportunity to promote your business through ABCRA National Finals Facebook page (7,000 followers). 1 x advertisement weekly on the ABCRA National Finals Facebook page, with link during December, January before National Finals Event.
- ✦ A dedicated premium indoor retail site specifically designated for product display, sales and consumer interaction at AELEC for the duration of the ABCRA National Finals Rodeo and Campdraft. *The site to be charged at cost.*
- ✦ Two (2) trader passes for the duration of the ABCRA National Finals event
- ✦ Six (6) VIP Gold Buckle Stand Passes to each Senior Performance. (Thursday, Friday, Saturday Night)
- ✦ Partner supplied promotional material included in all competitor packs.





Rodeo Sponsorship Benefits - \$6,000

Annual Benefits

- ✦ All references to your business will be as a Sponsor of ABCRA.
- ✦ Inclusion of your business in the Sponsor area on ABCRA's website homepage.
- ✦ Website link for your business on the partners/sponsors page of the ABCRA website.
- ✦ Your business logo inclusion on the sponsor's page in each issue of the ABCRA magazine for the duration of the partnership agreement.
- ✦ One (1) ½ page colour advertisement in six (6) mutually agreed issues of the ABCRA's official monthly magazine during the partnership period.
- ✦ Opportunity to promote your business through ABCRA's Facebook page (over 12,000 followers). 1 x organic advertisement monthly on the ABCRA Facebook page, with link.
- ✦ Regular mentions on the ABCRA Instagram page throughout the duration of the sponsorship.

National Finals Rodeo Event Benefits

- ✦ Two (2) ABCRA supplied, rodeo arena banners displayed for the duration of the ABCRA National Finals Rodeo.
- ✦ Your Business logo included in select ABCRA National Finals Rodeo advertising including signage, television and print media.
- ✦ Your Business logo inclusion on the sponsor's page of the ABCRA National Finals Official Program.
- ✦ One (1) 1/2 page Colour advertisement in the ABCRA National Finals Official Program.
- ✦ Arena announcer acknowledgement of your business a minimum of Two (2) times throughout all junior and senior rodeo performances, plus regular sponsor recognition throughout the Campdraft performances.
- ✦ Access to the in-house 'big screen' television system where employed for logo placement/ static audio visual advertising material; Minimum of One (1) 15 second positions per senior performance
- ✦ Opportunity to promote your business through the National Finals Facebook page (7,000 followers). 1 x advertisement weekly on the ABCRA National Finals Facebook page, with link during December, January before National Finals Event.





Campdraft Partner Benefits - \$6,000

Annual Benefits

- ✦ All references to your business will be as a Corporate Partner of ABCRA.
- ✦ Inclusion of your business logo in the Partner area on ABCRA's website homepage.
- ✦ Website link for your business on the partners/sponsors page of the ABCRA website.
- ✦ Your business logo inclusion in ABCRA staff members email signature blocks.
- ✦ Your business logo inclusion on the sponsor's page in each issue of the ABCRA magazine for the duration of the partnership agreement.
- ✦ One (1) ½ page colour advertisement in eleven (6) issues of the ABCRA's official monthly magazine during the partnership period. Value of \$320 per addition
- ✦ Opportunity to promote your business through ABCRA's Facebook page (over 12,000 followers). 1 x advertisement monthly on the ABCRA Facebook page, with link.

National Finals Campdraft Event Benefits

- ✦ Naming Rights Sponsor for a National Finals Campdraft event. Example – Marsh Carney Novice Horse, Pryde's EasiFeeds open Rider
- ✦ Partner supplied flag to be utilized in the Grand Entry for each Campdraft performance.
- ✦ Your Business logo included in select ABCRA National Finals advertising including signage, television and print media.
- ✦ Your Business logo inclusion on the Partners page of the ABCRA National Finals Official Program.
- ✦ One (1) Full page Colour advertisement in the ABCRA National Finals Official Program.
- ✦ Two (2) Partners supplied Banners in the Campdraft arena for the duration of the ABCRA National Finals Campdraft period. (*signage must not exceed 3000mm x 1000mm*)
- ✦ Arena announcer acknowledgement of your Business throughout the Campdraft performances.
- ✦ Opportunity to promote your business through ABCRA National Finals Facebook page (7,000 followers). 1 x advertisement weekly on the ABCRA National Finals Facebook page, with link during December, January before National Finals Event.
- ✦ A dedicated premium indoor retail site specifically designed for product display, sales and consumer interaction at AELEC for the duration of the ABCRA National Finals Rodeo and Campdraft. The site to be charged at cost.
- ✦ Two (2) trader passes for the duration of the ABCRA National Finals event
- ✦ Six (6) VIP Gold Buckle Stand Passes to one night of your choice to the National Finals. (Thursday, Friday OR Saturday Night)
- ✦ Partner supplied promotional material included in all Campdraft competitor packs.





Rodeo Sponsorship Benefits - \$3,500

Annual Benefits

- ✦ All references to your business will be as a Sponsor of ABCRA.
- ✦ Inclusion of your business in the Sponsor area on ABCRA's website homepage.
- ✦ Website link for your business on the partners/sponsors page of the ABCRA website.
- ✦ Your business logo inclusion on the sponsor's page in each issue of the ABCRA magazine for the duration of the partnership agreement.
- ✦ One (1) ¼ page colour advertisement in six (6) mutually agreed issues of the ABCRA's official monthly magazine during the partnership period.
- ✦ Opportunity to promote your business through ABCRA's Facebook page (over 12,000 followers). 1 x advertisement bi-monthly on the ABCRA Facebook page, with website link.

National Finals Rodeo Event Benefits

- ✦ One (1) ABCRA supplied rodeo arena banners displayed for the duration of the ABCRA National Finals Rodeo.
- ✦ Your business logo inclusion on the Corporate Partners page of the ABCRA National Finals Official Program.
- ✦ One (1) 1/2 page Colour advertisement in the ABCRA National Finals Official Program.
- ✦ Arena announcer acknowledgement your business a minimum of Two (2) times throughout all junior and senior rodeo performances.
- ✦ Access to the in-house 'big screen' television system where employed for logo placement/ static audio visual advertising material; One (1) logo position per senior performance totalling three (3) logo display opportunities.
- ✦ Opportunity to promote your business through the National Finals Facebook page (7,000 followers). Sponsor acknowledgement posts throughout January and the event itself.
- ✦ Two (2) VIP Gold Buckle Stand Passes to ONE night of your choose to the Senior Performance. (*Thursday, Friday, Saturday Night*)
- ✦ Partner supplied your business promotional material included in all Rodeo competitor packs.





Junior Rodeo Sponsorship Benefits - \$2,000

- ✦ All references to your Business will be as a sponsor of the ABCRA Junior National Finals Rodeo
- ✦ Inclusion of your business in the Sponsor area on ABCRA's website homepage.
- ✦ Your Business Logo to be located on all Junior competitor shirts (105 shirts)
- ✦ Two (2) general admission tickets to be used at the Junior National Final Rodeo on Tuesday night the 24th and Wednesday night 25th January. As well as Friday night Senior Performance on the 27th.
- ✦ Announcer acknowledgement of your business during the junior event.
- ✦ Your Business Logo inclusion in the Partner/Sponsor page of the ABCRA National Finals Rodeo & Campdraft program.
- ✦ 1 x ¼ page advertisement inclusion the ABCRA National Finals Rodeo & Campdraft program
- ✦ Your Business Logo inclusion in the Partner/Sponsor page of the ABCRA Monthly Magazine, Yearbook addition.
- ✦ Access to the in-house 'big screen' television system for audio visual marketing/advertising material during Junior Rodeo performance.
- ✦ Opportunity to promote your business through the National Finals Facebook page (7,000 followers). 1 x advertisement bi-weekly on the ABCRA National Finals Facebook page, with link during December, January before National Finals Event.
- ✦ Partner supplied your business promotional material included in all Junior competitor packs.





Campdraft Sponsorship Benefits - \$3,500

Annual Benefits

- ✦ All references to your business will be as a Sponsor of ABCRA.
- ✦ Inclusion of your business in the Sponsor area on ABCRA's website homepage.
- ✦ Website link for your business on the partners/sponsors page of the ABCRA website.
- ✦ Your business logo inclusion on the sponsor's page in each issue of the ABCRA magazine for the duration of the partnership agreement.
- ✦ One (1) ¼ page colour advertisement in six (6) mutually agreed issues of the ABCRA's official monthly magazine during the partnership period.
- ✦ Opportunity to promote your business through ABCRA's Facebook page (over 12,000 followers). 1 x advertisement bi - monthly on the ABCRA Facebook page, with website link.

National Finals Campdraft Event Benefits

- ✦ Two (2) partner supplied Banners in the Campdraft arena for the duration of the ABCRA National Finals
- ✦ Your logo to be located on the left chest of all competitor jackets (25), in your chosen Campdraft Category
- ✦ Your business logo inclusion on the Corporate Partners page of the ABCRA National Finals Official Program.
- ✦ One (1) 1/2 page Colour advertisement in the ABCRA National Finals Official Program.
- ✦ Arena announcer acknowledgement your business throughout the Campdraft performances.
- ✦ Opportunity to promote your business through the National Finals Facebook page (7,000 followers). 1 x advertisement weekly on the ABCRA National Finals Facebook page, with link during December, January before National Finals Event.
- ✦ Two (2) VIP Gold Buckle Stand Passes to ONE night of your choose to the Senior Performance. (*Thursday, Friday, Saturday Night*)
- ✦ Partner supplied your business promotional material included in all Campdraft competitor packs.





Campdraft Sponsorship Benefits - \$2,100

- ✦ All references to your Business will be as a sponsor of the ABCRA National Finals Campdraft
- ✦ Your Logo to be located on the left chest of all competitor jackets (25), in your chosen Campdraft Category
- ✦ Two (2) general admission tickets to be used at both the Thursday and Friday night of the Senior Rodeo Performance.
- ✦ Arena announcer acknowledgement your business throughout the Campdraft performances.
- ✦ Your Business Logo inclusion in the Partner/Sponsor page of the ABCRA National Finals Rodeo & Campdraft program.
- ✦ 1 x ¼ page advertisement inclusion the ABCRA National Finals Rodeo & Campdraft program
- ✦ Your Business Logo inclusion in the Partner/Sponsor page of the ABCRA Monthly Magazine, Yearbook addition.
- ✦ One (1) Partner supplied Banners in the Campdraft arena for the duration of the ABCRA National Finals
- ✦ Your business logo inclusion on the Corporate Partners page of the ABCRA National Finals Official Program.
- ✦ Regular mentions on the ABCRA National Finals Facebook page. (over 7,000 followers)
- ✦ Partner supplied your business promotional material included in all Campdraft competitor packs.



The Great Australian Round up



A carefully crafted festival designed to:

- ✿ Raise funds for rural services and charities that support regional Australia and its communities.
- ✿ Provide a unique, family friendly rural Australian experience.
- ✿ Raise awareness and educate people about life on the land, and the significance of Australia's farming industries to the future of our country.
- ✿ Connect Australian country and city, working towards building a resilient, united rural community.
- ✿ Showcase and support the backbone of Australia, 'Our farming, sheep and cattle industry', from its humble beginnings, to the present and its fragile future.

The Great Australian Round up was developed by the ABCRA as a way to support and encourage the sustainability and vitality of rural Australia and its community. This weekend will encompass the heart of the ABCRA - Pride, Tradition and Spirit - and will tell a story of life on the land, the history of our farmers and their families, and the pride of our great Australian rural heritage. It will showcase what living on the land entails, and the trials and tribulations that our farmers face daily to feed and clothe our country and the world.

The Great Australian Round up will kick off with the arrival of the cattle drive into the AELEC, followed by festivities and friendly competition, from a stockman's challenge to working dog trials, whip cracking and sheep shearing. All the while, family attractions, trade stalls, activities and show re-enactments will be available, with the first day culminating in the large full evening of events.

Day 2 of The Great Australian Round up will continue the friendly competition and introduce the arrival of the Ute & Truck Show, and of course will still have plenty to do and see for families and festivalgoers.

Day 3 & 4 will see the introduction to the ABCRA National Finals Rodeo & Campdraft with daily exhibitions and entertainment for the whole family.

Full detailed daily program of events to be advised later in 2019.



Our Monthly Magazine

ABCRA publishes its own high-quality full colour gloss magazine, which is distributed directly to members, and is also available for retail sale to Rodeo and Campdraft enthusiasts through newsagencies across Australia. The Australian Bushmen's Campdraft & Rodeo Magazine has an estimated readership of over 16,000. In March of each year, ABCRA also publishes a premium quality full colour gloss Year Book, featuring the who's who of title winners and a full National Finals event coverage. The ABCRA Magazine and Year Book provide significant and widespread advertising opportunities to partners and sponsors by promoting directly to our members and readers.

Our Website

Our website is an evolving resource and will continue to offer increasing online and interactive benefits for members, corporate partners and sponsors alike. It is an excellent medium for our corporate partners to promote and reinforce their brand.





INVESTMENT

All partnership and marketing opportunities are based on a One (1) year term.

(Option for 3 year term for partnerships \$6,000 and above)

Confirmation

Confirmation of sponsorship will be executed by the signing of a sponsorship agreement.

So, what is next?

Let's talk about which options the best are fit for
Your business.

Event Details

Dates

Saturday 18th January – Saturday 25th January 2020

Location

Australian Equine & Livestock Events Centre, Tamworth, NSW

Attendees

As one of the primary events during the annual Tamworth Country Music Festival period in January, the ABCRA National Finals Rodeo and National Finals Campdraft will play host to up to **10,000 attendees during the event.**

The ABCRA are always open to new and exciting ways to partner with businesses and support our members, sports and Industry. If you have something specific in mind that you would like to discuss, please contact us directly.

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