



WOODFORD RODEO 2024 SPONSORSHIP PACKAGES



Woodford A. P. & I. Assoc. Inc. will celebrate being part of the Woodford community for 113 years in 2024. The annual NRA Woodford Rodeo attracts more than 4000 attendees and hundreds of local and regional competitors. This event not only gives cowboys and cowgirls of all ages the opportunity to showcase their commitment to rodeo sports, but the event also brings the wider Woodford community together.

We have made some changes to this year's rodeo, which will be held on 24th February 2024, including increased camping, with exclusive family camping areas, a new bar, increased security and afterparty entertainment. This year Woodford A. P. & I. Assoc. Inc. also has a new social media team who will be focusing on boosting this event's online presence and reaching audiences across the region, not just Woodford. We realise that the annual NRA Woodford Rodeo is an integral part of our community identity, which is why we are working hard this year to deliver a successful and enjoyable event.

With huge online ticket sales expected, Woodford Rodeo 2024 will be a great opportunity for your business to advertise and attract new customers. We are offering a variety of generous sponsorship packages which will help you to increase brand awareness and product exposure, develop relationships with new leads and existing customers and demonstrate your commitment towards the Woodford community.

The sponsorship packages on offer include social media advertising, which has been shown to not only improve brand recognition for your business, but also potentially increase revenue. Social media advertising allows businesses to reach a wider audience and gain more exposure from across the region. Furthermore, event sponsorship is tax-deductible.

Woodford Rodeo 2024 is certainly an opportunity for your business/brand that you cannot miss. Please see below for our sponsorship packages.

Kind regards,

Woodford A. P. & I. Assoc. Inc.



WOODFORD RODEO SPONSORSHIP PACKAGES

ENTRY LEVEL PACKAGE – UNDER \$200

- Social media mention:
 - 1 x sponsorship post between Jan 24 and Feb 24 (includes the logo of all sponsoring businesses)
- Small logo placement on flyers and event program

BRONZE PACKAGE: \$200

- One free entry ticket
- Two social media mentions:
 - 1 x sponsorship post between Jan 24 and Feb 24 (includes the logo of all sponsoring businesses)
 - 1 x exclusive post in the week leading up to the event (could include business poster, upcoming sales, staff member photo etc)
- Small logo placement on flyers and event program

SILVER PACKAGE: \$500

- Two free entry tickets
- Three social media mentions:
 - 1 x sponsorship post between Jan 24 and Feb 24 (includes the logo of all sponsoring businesses)
 - 2 x exclusive post in the week leading up to the event (could include business poster, upcoming sales, staff member photo etc)
- Can display one banner (max size 76 x 305cm) on arena fencing*
- Medium logo placement on flyers and event program

*Banner/sign displays to be supplied by business

GOLD PACKAGE: \$1000

- Four free entry tickets
- Four social media mentions:
 - 2 x sponsorship post between Jan 24 and Feb 24 (includes the logo of all sponsoring businesses)
 - 2 x exclusive post in the week leading up to the event (could include business poster, upcoming sales, staff member photo etc)
- Can display two banners (max size 76 x 305cm) on arena fencing*
- Can display four corflutes/displays with business advertising at event*
- Medium logo placement on flyers and event program
- Business advertising displayed on Woodford Show website for three months

*Banner/sign displays to be supplied by business

PLATINUM PACKAGE: \$1,500

- Six free entry tickets
- Five social media mentions:
 - 2 x sponsorship post between Jan 24 and Feb 24 (includes the logo of all sponsoring businesses)

- 3 x exclusive posts in the three weeks leading up to the event (one each week) (could include business poster, upcoming sales, staff member photo etc)
- Can display four banners (max size 76 x 305cm) on arena fencing*
- Can display six corflutes/displays with business advertising at event*
- Can display one banner (max size 76 x 305cm) on music stage*
- Large logo placement on flyers and event program
- Business advertising displayed on Woodford Show website for 12 months
- Sponsorship acknowledged by rodeo announcer throughout day and night

*Banner/sign displays to be supplied by business

DIAMOND PACKAGE: \$2,000

- Eight free entry tickets
- 10 social media mentions (four posts in the month leading up to event + six exclusive posts in the weeks leading up to the event)
- 10 social media mentions:
 - 4 x sponsorship post between Jan 24 and Feb 24 (includes the logo of all sponsoring businesses)
 - 6 x exclusive posts in the six weeks leading up to the event (one each week) (could include business poster, upcoming sales, staff member photo etc)
- Two exclusive posts after the event
- Can display six banners (max size 76 x 305cm) on arena fencing*
- Can display eight corflutes/displays with business advertising at event*
- Can display one banner (max size 76 x 305cm) near music stage*
- Large logo placement on flyers and event program
- Business advertising displayed on Woodford Show website for 12 months
- Sponsorship acknowledged by rodeo announcer throughout day and night
- Free trade space for you to promote your business/brand at event (run by business owners)
- Woodford Show Society Ambassadors to present framed certificate and gift to business members in opening ceremony

*Banner/sign displays to be supplied by business

DIAMOND ADD-ON:

Rodeo title sponsor – determined upon highest offer

- Largest sponsor will have the event named after their business/brand, e.g., “Business Name Woodford Rodeo 2024”
- Title sponsorship will be displayed on all marketing material, including social media, flyers, posters, event signage, rodeo program and merchandise
- Two exclusive social media posts in addition to the Diamond Package inclusions
- Rodeo announcer will refer to title sponsor multiple times throughout the day and night

*Must purchase Diamond package to be eligible for rodeo title sponsorship. Businesses who bid \$2000 or more will be kept updated on bids to ensure they have the highest offer.

SADDLE UP PACKAGES:

Grandstand - \$1500

- Can cover one grandstand with as many banners/corflute displays as desired (without obstructing patrons' view of the rodeo)
- Obtain grandstand naming rights - rodeo announcer will refer to "business name grandstand" multiple times throughout the day and night
- Two social media mentions:
 - 1 x sponsorship post between Jan 24 and Feb 24 (includes the logo of all sponsoring businesses)
 - 1 x exclusive posts in the three weeks leading up to the event (one each week) (could include business poster, upcoming sales, staff member photo etc)
- Medium logo placement on flyers and event program

Chute - \$1000

- Four free entry tickets
- Can display one metal banner (max size 76 x 305cm) on one chute
- Obtain chute naming rights - rodeo announcer will refer to "business name grandstand" multiple times throughout the day and night
- Two social media mentions:
 - 1 x sponsorship post between Jan 24 and Feb 24 (includes the logo of all sponsoring businesses)
 - 1 x exclusive posts in the three weeks leading up to the event (one each week) (could include business poster, upcoming sales, staff member photo etc)
- Medium logo placement on flyers and event program

SOCIAL MEDIA EXAMPLES:



*Sponsorship post



*Exclusive post

WOODFORD RODEO SPONSORSHIP DETAILS

SPONSORSHIP SELECTION:

Please tick the selected sponsorship package and/or add-ons. To bid for rodeo title sponsor, please write sponsorship value on the line below. Please note, the sponsorship bid is in addition to the Diamond Package value (\$2,000).

- Entry Level Package
- Bronze Package
- Silver Package
- Gold Package
- Platinum Package
- Diamond Package
 - Grandstand
 - Chute
 - Rodeo title sponsor – sponsorship bid: \$_____

Please tick below if you would also like to be approached for Woodford Show 2024 sponsorship.

- We would like to be approached for Woodford Show 2024 sponsorship for more marketing opportunities and to demonstrate our continued support of the Woodford community.

CONTACT:

Woodford A & I Assoc. Inc.

info@woodfordshow.com.au

BUSINESS DETAILS:

Name: _____

Phone: _____

Email: _____

Address: _____

Signature: _____ Date: _____

*Businesses are encouraged to email logos/promotional material to be used in advertising. All corflute banners to be supplied by business. Businesses who select Bronze, Silver, Gold, Platinum or Diamond packages will be contacted for content for exclusive social media posts.

*Expected numbers may change due to unforeseen circumstances, including weather.