



STANTHORPE CAMPDRAFT COMMITTEE



Sponsorship Package

Prepared by:
Stanthorpe Campdraft Committee
Stanthorpe

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The Stanthorpe Campdraft

The Stanthorpe Campdraft is usually held on the 2nd weekend in March. Almost \$3,000.00 in prize money is up for grabs, as well as a wealth of donated goods and trophies that make up a total prize pool worth over \$5,000.00.

Being one of the first Campdraft competitions in the calendar year, the Stanthorpe Campdraft attracts entries from a wide ranging area, as competitors are keen to start increasing fitness levels (for themselves and their horses) and, with their friends and families, get into the competition spirit.

The Stanthorpe Campdraft is a fun day for competitors and spectators alike. All members of the public are welcome to watch riders from our local area and out of town, demonstrate high standards of horsemanship and skill in this very popular competition. Full catering is provided and for the photo buffs, there will be many an opportunity to capture horse and rider in action.

The Stanthorpe Campdraft Committee

Committee and Members

The Stanthorpe Campdraft Committee and Members are as follows:

- Lori Abraham
- Brett Boatfield
- Paula Boatfield (Secretary/Treasurer)
- Terry Hopgood
- Brian Hopgood
- Bruce McLady
- Steve Tomasel
- Ray Whitmore (President)

Contact Details

Contact details are as follows:

Mail: Campdraft Secretary, 196 Boatfield's Rd, Amiens Q 4380
E-mail: pbboatfield@bigpond.com
Phone: Paula – 07 4683 3119 Ray – 07 4686 1103
Fax: Paula – 07 4683 3395
Mobile: Paula – 0408 404 949

ABN: 72 480 288 449 (Stanthorpe Agricultural Society)

Facts and Figures

The Stanthorpe Campdraft attracts:

1. **Competitors**

Up to 500 competitors over the five campdraft events hosted on the weekend.

2. **Spectators**

Approximately 150 grandstand spectators and up to 300-400 on ground spectators.

3. **Volunteers**

Up to 50 volunteers who help out on the day.

4. **Business opportunities**

Several trade and exhibition stands on the day.

5. **Website users - increasing**

E-mail feedback indicates that there is an ever increasing numbers of hits on the campdraft website <http://www.granitenet.com.au/groups/sport/campdraft> and that a similar increasing number of competitors use it as the main form of communication to access forms, the draft, contact details, etc.

6. **Media coverage - increasing**

The Stanthorpe Campdraft and its sponsors are promoted in the following media:

- Stanthorpe Campdraft website at www.granitenet.com.au/groups/sport/campdraft
- Program on the Australian Campdrafting Association website at www.aca.com.au
- 3 different local newspapers (Border Post, Free Times, Tenterfield Star)
- 3 local radio stations – CFM, Rebel FM, Breeze FM
- Phone interviews conducted
- A number of articles written and published in the lead up to the event
- Follow up articles published in local newspapers, the Country Life and the Australian Campdrafting Magazine.

The Stanthorpe Campdraft Committee will be seeking further opportunities to advertise the event in other livestock-, produce- or equine-related magazines and media.

7. **ACA high ranking competitors - increasing**





The Stanthorpe Campdraft is attracting an increasing number of high ranking competitors, who are popular in both the local and interstate circuits.

Sponsorship

The Stanthorpe Campdraft is a major event on the Campdrafting and Stanthorpe Social Event Calendars. It is supported by a range of individuals and businesses in the Stanthorpe Community.

Sponsorship Categories

To cater for everyone's abilities, the Stanthorpe Campdraft Committee has introduced 4 categories of sponsorship:

1. Platinum Sponsors - those individuals or businesses providing major sponsorship from \$3000.00+ 
2. Gold Sponsors - those individuals or businesses providing sponsorship from \$1000.00+ 
3. Silver Sponsors - those individuals or businesses providing sponsorship from \$100.00 - \$500.00 
4. Bronze Sponsors - those individuals or businesses providing sponsorship in the way of goods that we can use for prizes or raffles 

If you would like to become a sponsor (cash donation, in-kind support or sponsorship of a particular event) please complete the attached form and forward it to: The Campdraft Secretary, Stanthorpe Campdraft Committee, 196 Boatfield's Rd, Amiens Q 4380, or scan and email it to Paula Boatfield at pbboatfield@bigpond.com.

Sponsorship Benefits

All supporters of the Stanthorpe Campdraft will receive the following:

- Acknowledgment on the Stanthorpe Campdraft website at <http://www.granitenet.com.au/groups/sport/campdraft>.
- Acknowledgement in the media opportunities listed above.
- Acknowledgement at regular times throughout the day at the event.
- Acknowledgement in the sponsorship power point presentation played as a continuous loop throughout the course of the Stanthorpe Campdraft.

Greater benefits can be achieved depending on the level of sponsorship provided as outlined below. The following options are a guide only and individual packages can be negotiated to suit your needs.

Benefits Guide

Note these benefits are a guide only; further details or specific requests may be negotiated.

Platinum Sponsor (Major Sponsor - \$3000 +)

1. We can give your company naming rights to the Stanthorpe Campdraft event (with multi-year option).

(Note 1: Where more than one company applies for platinum sponsorship, naming rights will go to the company donating the highest amount of sponsorship for this category.

Note 2: Where more than one company is giving the same amount of sponsorship, naming rights will go to the company who lodged their sponsorship form with the committee first.)



2. We can give significant promotion for your business across SE Qld and Northern NSW in advertising material and press releases as mentioned above.
3. Your logo/advertisement would be included in the official program.
4. Your logo/advertisement will be placed on the Stanthorpe Campdraft website <http://www.granitenet.com.au/groups/sport/campdraft>.
5. Our website will include links to your website.
6. Your logo on signage will be placed in prominent locations at the grounds (within guidelines).
7. You will be given the opportunity to have a trade and exhibition stand in a prominent position on the day of the event and be given the opportunity to distribute promotional material.
8. Your representative will be given access to hospitality in the campdraft office at the grounds.
9. Your representative will be given the opportunity to present prizes/ribbons to the winners of at least one of the events on the day (depending on level of sponsorship provided).
10. Your business will be given verbal acknowledgment throughout the event.
11. Your business would be promoted at fund raising events that take place at other times throughout the year.
12. Other benefits may be possible by negotiation.

Gold Sponsor (\$1000 +)

1. We can give your company naming rights for a specific event.

(Note 1: Where more than one company applies for gold sponsorship, naming rights will go to the company donating the highest amount of sponsorship for this category.

Note 2: Where more than one company is giving the same amount of sponsorship, naming rights will go to the company who lodged their sponsorship form with the committee first.)

2. Your business would be recognized on the Stanthorpe Campdraft website <http://www.granitenet.com.au/groups/sport/campdraft>.
3. Your business would be featured in radio and print advertising.
4. You will be given the opportunity to distribute promotional material at the event.
5. Your representative will be give access to hospitality in the campdraft office at the grounds.
6. Your business will be given verbal acknowledgment throughout the duration of the event.
7. Other benefits may be possible by negotiation.

**Silver Sponsor (\$100 - \$500)**

1. You will be given recognition on the Stanthorpe Campdraft website <http://www.granitenet.com.au/groups/sport/campdraft>.
2. You will be given access to hospitality in the campdraft office at the grounds.
3. Your business will be given verbal acknowledgment throughout the duration of the event
4. Your business will be featured in radio and print advertising.
5. Other benefits may be possible by negotiation.

**Bronze Sponsor (goods/prizes)**

1. Your company will be given recognition on the Stanthorpe Campdraft website <http://www.granitenet.com.au/groups/sport/campdraft>.
2. You will be given access to hospitality in the campdraft office at the grounds.
3. Your company will be given verbal acknowledgment throughout the duration of the event
4. Your business will be featured in radio and print advertising.
5. Other benefits may be possible by negotiation.

