



# DALBY AUSTRALIAN STOCK HORSE SALE

## 2021 SPONSORSHIP PROSPECTUS



Australian Stock Horse  
Darling Downs  
Branch



DALBY  
AUSTRALIAN STOCK  
HORSE SALE  
EST 1974

47th ANNUAL INCENTIVE CAMPDRAFT & SALE  
THURSDAY 2ND - SUNDAY 5TH DECEMBER

Contact:

Jim Ryan (President)

0407 350 884

Bec Ryan (Sponsorship)

[campdraft@darlingdownsashs.com.au](mailto:campdraft@darlingdownsashs.com.au)

APPLICATIONS CLOSE  
SEPTEMBER 30 2021



Find us on  
Facebook





To the Manager,

The Darling Downs Branch of the Australian Stock Horse Society is a not for profit member based organisation. They aim to co-ordinate events that promote the Great Australian Stock Horse - The Breed for every need.

In 1974 the Darling Downs Branch established The Dalby Stock Horse Sale. The Sale, now in its 47th year, has grown from humble beginnings to be the largest Exclusive Australian Stock Horse (ASH) sale in Australia, and holds the record of the highest selling heritage Australian stock horse in the world.

The Dalby Stock Horse Sale is now one of the featured events on the Performance Horse Calendar. Each year we see thousands of vendors, buyers, competitors, spectators and their families make the trek to the Darling Downs town of Dalby on the first weekend of December. This sees local motels, restaurants and retailers all reaping the benefits of the influx of equine enthusiasts to the area.

The Sale is now more than just about the selling of the best Australian Stock Horses. The army of Darling Downs Branch volunteers put on an event that is not to be missed. Our huge program of events now boasts Incentive Campdrafts, Challenges, Feedlot Teams Challenges, Ladies Morning Tea, charity auctions, world class equine shows, fully licensed bar, Rooftop Steak House Restaurant, live bands, trade sites and retailers from all over Australia.

Although last year was very uncertain with restrictions surrounding the Coronavirus, the team still managed to host a successful Sale weekend being the only major event in the Western Downs. The team pulled off one of the biggest and best Sales to date.

With restrictions still intermittently affecting events and businesses, but once again, the team is determined and dedicated to make sure that the show must go on!

The Darling Downs Branch and the Australian Stock Horse Society (ASHS) along with selling agents Ray White, invite you to become involved in the 2021 Dalby Stock Horse Sale. Please take the time to read our Sponsorship Prospectus and consider how you could benefit from being involved in the iconic Dalby Stock Horse Sale.

Kind regards,  
JIM RYAN  
President

# CONTENTS

**03 FORECAST**

**04 MARKETING &  
PROMOTION**

**05 WHAT WE  
OFFER**

**06 SPONSORSHIP  
LEVELS  
OUTLINE**

**07 SPONSORSHIP  
LEVELS  
DEFINED**

**11 SPONSORSHIP  
APPLICATION**

**12 GET IN TOUCH**





# FORECAST

The Dalby Stock Horse Sale is held on the first weekend in December each year. This year our event will run from the 2nd of December - 5th December. With enthusiasts arriving up to a week in advance, the main action will now start Thursday morning with the Incentive Campdraft and Challenge Events.

These events are open to previous buyers and vendors of the Sale where they bring horses purchased in previous years back to compete for significant cash prizes in a two round campdraft competition.

But once again in 2021, our Open Campdraft will be the feature event. Any horse sold through the sale since 2010 will be eligible to compete for a cash prize pool of over \$30,000. Upon conclusion of the campdraft events on Friday night, we will see spectators gather to cheer on their riders the Feedlot Teams Challenge. This is a charity event where feedlot teams compete for a cash prize pool which is divided between the teams and their chosen charities. With the winning team displaying the magnificent Longhorn Trophy in their workplace for the next twelve months.

Saturday morning will see the Ladies gather for their annual catchup at our Ladies Morning Tea. While our Sale horses take centre stage in the Sale Arena.

With the stands at capacity on Saturday evening, we urge spectators to take in a birds eye view of the action in the Rooftop Restaurant. Our sponsors will be invited to attend our VIP function and take this all in from a prime position in the VIP area.

First up Sunday will see our selling agents Ray White knock the hammer down on our remaining lots.





# MARKETING & PROMOTION

The Dalby Stock Horse Sale is committed to growing bigger and better each year. To do this, we rely heavily on our marketing at local, statewide and national levels.

The Darling Downs Branch works closely with Ray White Equine to execute such a large, successful event. We have a very strong online presence with the Darling Downs Branch (DDASHS) website & Facebook page plus the Dalby Australian Stock Horse Sale website & Facebook page.

This year we will be featuring sponsors on our websites and Facebook pages with the opportunity for them to advertise products, sales and an editorial to introduce our audience to their business.

This year, we are offering sponsors the opportunity to own the naming rights to, not only events, but also various areas of the event such as the arena, the camp, grandstands and bar. Sponsors will be able to exclusively display signage in their chosen area which will be referred to in all marketing material and throughout the Sale as the "Sponsors Name Grandstand," etc.

Other marketing will also include sponsors logos on all advertising documentation, regular announcements over the PA system throughout the weekend to an audience of thousands of vendors, buyers and spectators plus the opportunity to feature in our Sale Catalogue.





# WHAT WE OFFER

The Darling Downs Committee would like to think of your Sponsorship as a business transaction which will allow us to deliver our event to the high standards which we have set ourselves.

In supporting us, we believe it is our responsibility to give back to you also. We feel by sponsoring the Dalby Stock Horse Sale you will have a platform to reach a wider audience and promote your business throughout the equine industry.

We hope our prospectus gives you an outline on what the Dalby Stock Horse Sale is about and what we will offer you in return for becoming a sponsor.

Should you require any further information please feel free to contact our president Jim Ryan, who is more than happy to meet with prospective sponsors at a time convenient to you.

We thank you for taking the time to consider our event and look forward to hearing from you in the near future.



# DALBY STOCK HORSE SALE 2019

## SPONSORSHIP



### PLATINUM

- Naming Rights
- Editorial
- Branding
- Ad in Program
- Social Media Advertising
- Unlimited Signage Displayed
- Premium Trade Site
- VIP Event Entry



### GOLD

- Naming Rights
- Editorial
- Branding
- Ad in Program
- Social Media Advertising
- Signage Displayed
- Trade Site
- VIP Event Entry



### SILVER

- Branding
- Social Media Advertising
- Signage Displayed
- Trade Site
- VIP Event Entry



### BRONZE

- Branding
- Limited Social Media Advertising
- Signage Displayed
- Trade Site
- VIP Event Entry



### MINOR

- Limited Branding
- Limited Social Media Advertising
- Limited Signage Displayed

# PLATINUM SPONSORSHIP

**\$10,000 EACH**

---

Naming rights	<i>1 x event AND 1 x area (arena, camp, bar, grandstands.)</i>
Advertising	<ul style="list-style-type: none"><li><i>- Editorial on Dalby Australian Stock Horse Sale Website</i></li><li><i>- Full page advertisement in program</i></li><li><i>- Logo displayed on all advertising pre Sale</i></li><li><i>- Logo to be displayed with link to website on nomination page (highest viewed page) of Dalby Australian Stock Horse Sale Website &amp; DDASHS Website</i></li><li><i>- Social media advertising pre and post sale of business/brand – on both Dalby Australian Stock Horse Sale Facebook page and DDASHS Facebook page – combined over 5000 Likes plus more potential reach</i></li><li><i>- Social media advertising of a particular product or service</i></li><li><i>- Banners and signage displayed around grounds (must be provided prior to Sale).</i></li></ul>
Trade Stall	<i>Premium double site (highest traffic area) booked over 3 x days</i>
VIP Event	<i>Invitation for 6 x tickets to exclusive VIP Function + Complementary drink tickets</i>



# GOLD SPONSORSHIP

**\$5,000 EACH**

---

Naming rights	<i>1 x event OR 1 x area (arena, camp, bar, grandstands.)</i>
Advertising	<ul style="list-style-type: none"><li><i>- Editorial on Dalby Australian Stock Horse Sale Website</i></li><li><i>- Half page advertisement in program</i></li><li><i>- Logo displayed on all advertising pre Sale</i></li><li><i>- Logo to be displayed with link to website on nomination page (highest viewed page) of Dalby Australian Stock Horse Sale Website &amp; DDASHS Website</i></li><li><i>- Social media advertising pre and post sale of business/brand – on both Dalby Australian Stock Horse Sale Facebook page and DDASHS Facebook page – combined over 5000 Likes plus more potential reach</i></li><li><i>- Social media advertising of a particular product or service</i></li><li><i>- Banners and signage displayed around grounds (must be provided prior to Sale).</i></li></ul>
Trade Stall	<i>Premium double site (highest traffic area) booked over 3 x days</i>
VIP Event	<i>Invitation for 4 x tickets to exclusive VIP Function + Complementary drink tickets</i>

# SILVER SPONSORSHIP

**\$2,500 EACH**

---

- |             |   |
|-------------|---|
| Advertising | <ul style="list-style-type: none"><li>- Logo to be displayed with link to website on nomination page (highest viewed page) of Dalby Australian Stock Horse Sale Website &amp; DDASHS Website</li><li>- Social media advertising pre and post sale of business/brand – on both Dalby Australian Stock Horse Sale Facebook page and DDASHS Facebook page – combined over 5000 Likes plus more potential reach</li><li>- 1 x Banner to be displayed in campdraft arena</li></ul> |
|-------------|---|

Trade Stall	<i>Trade site booked over 3 x days</i>
-------------	--

VIP Event	<i>Invitation for 2 x tickets to exclusive VIP Function + Complementary drink tickets</i>
-----------	---



# BRONZE SPONSORSHIP

**\$1,000 EACH**

---

Advertising	<ul style="list-style-type: none"><li>- Logo featured in program</li><li>- 1 x Social media post acknowledging contribution pre sale</li><li>- 1 x Banner to be displayed in campdraft arena</li></ul>
Trade Stall	Trade site booked over 3 x days
VIP Event	Invitation for 2 x tickets to exclusive VIP Function + Complementary drink tickets

# MINOR SPONSORSHIP

**UNDER \$1,000 EACH**

---

Advertising	<ul style="list-style-type: none"><li>- Logo featured in program</li><li>- 1 x Social media post acknowledging contribution pre sale</li><li>- 1 x Banner to be displayed in campdraft arena</li></ul>
-------------	--

# SPONSORSHIP APPLICATION

Please fill out the following information and return  
to [campdraft@darlingdownsashs.com.au](mailto:campdraft@darlingdownsashs.com.au)

Name of Business:

Owner/Manager/Contact Person:

Contact Number:

Postal Address:

Facebook Page Link:

Website url:

Small Paragraph Highlighting Your Business/Services for Facebook posts/PA Announcements (We welcome 2 x different paragraphs for variety in announcements and advertising):

Will You Be Providing a Banner for Display at the Event?

If So, How Many?

Please provide:

Logo, Advertisement (Full Page or Half Page as per chosen Package - our Marketing Team can be of assistance if required), Any Product Photos to be Used in Social Media Advertisements and Any Additional Information that you can provide about your business to help with advertising and promotions.



# TRADE SITE APPLICATION

Please fill out the following information and return  
to [campdraft@darlingdownsashs.com.au](mailto:campdraft@darlingdownsashs.com.au)

Name of Business:

Owner/Manager/Contact Person:

Contact Number:

Postal Address:

Facebook Page Link:

Website url:

Small Paragraph Highlighting Your Business/Services for Facebook posts/PA Announcements (We welcome 2 x different paragraphs for variety in announcements and advertising):

Please provide:

A copy of your Public Liability Insurance to cover you throughout the course of the weekend.

# THANK YOU!

WE LOOK FORWARD TO WORKING WITH YOU FOR THE  
SUCCESS OF THE 2021 DALBY AUSTRALIAN STOCK  
HORSE SALE!



**Contact:**

Jim Ryan (President)

0407 350 884

Bec Ryan (Sponsorship)

[campdraft@darlingdownsashs.com.au](mailto:campdraft@darlingdownsashs.com.au)

**Online:**

W: [www.darlingdownsashs.com.au](http://www.darlingdownsashs.com.au)

FB: Darling Downs Branch ASHS

&

Dalby Stock Horse Sale