



DALBY AUSTRALIAN STOCK HORSE SALE

2019 SPONSORSHIP PROSPECTUS



Australian Stock Horse
Darling Downs
Branch



DALBY
AUSTRALIAN STOCK
HORSE SALE
EST 1974

45th ANNUAL INCENTIVE CAMPDRAFT & SALE
FRIDAY 29TH NOV – SUNDAY 1st DEC 2019

Contact:

Jim Ryan (President)

0407 350 884

Bec Ryan (Sponsorship)

campdraft@darlingdownsashs.com.au

APPLICATIONS CLOSE
JUNE 30 2019



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 45th 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, in its 45th year, 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.

With preparation already underway for the 2019 Sale, and the Sale now being formally recognised as a major regional event on the Western Downs Regional Council's calendar, we are confident the Dalby Stock Horse Sale will continue to grow. Each year the committee aims to be bigger and better and to do this we need your support. The Darling Downs Branch and the Australian Stock Horse Society (ASHS) along with selling agents Ray White, invite you to become involved in the 2019 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 29th November to the 1st December. With enthusiasts arriving up to a week in advance, the main action will start Friday morning with the Incentive Campdraft and Challenge Events. These events are open to previous 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.

In 2019, 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 in the ASH Teams Draft and 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 Morning Tea along with the first of the sale horses entering the ring for pre work. The first 50 lots will go under the hammer Saturday evening, and with the stands at capacity, spectators are urged to take a birds eye view in the Rooftop Restaurant. Our sponsors will be invited to the VIP function while the fantastic Rooftop Express Show entertains the crowd. First up Sunday will see agents Ray White sell the 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

2 X POSITIONS AVAILABLE

Naming rights	<i>1 x event AND 1 x area (arena, camp, bar, grandstands.)</i>
Advertising	<ul style="list-style-type: none"><i>- Editorial on Dalby Australian Stock Horse Sale Website</i><i>- Full page advertisement in program</i><i>- Logo displayed on all advertising pre Sale</i><i>- Logo to be displayed with link to website on nomination page (highest viewed page) of Dalby Australian Stock Horse Sale Website & DDASHS Website</i><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><i>- Social media advertising of a particular product or service</i><i>- Banners and signage displayed around grounds (must be provided prior to Sale).</i>
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

5 X POSITIONS AVAILABLE

Naming rights	<i>1 x event OR 1 x area (arena, camp, bar, grandstands.)</i>
Advertising	<ul style="list-style-type: none"><i>- Editorial on Dalby Australian Stock Horse Sale Website</i><i>- Half page advertisement in program</i><i>- Logo displayed on all advertising pre Sale</i><i>- Logo to be displayed with link to website on nomination page (highest viewed page) of Dalby Australian Stock Horse Sale Website & DDASHS Website</i><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><i>- Social media advertising of a particular product or service</i><i>- Banners and signage displayed around grounds (must be provided prior to Sale).</i>
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

5 X POSITIONS AVAILABLE

- Advertising
- Logo to be displayed with link to website on nomination page (highest viewed page) of Dalby Australian Stock Horse Sale Website & DDASHS Website
 - 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
 - 1 x Banner to be displayed in campdraft arena

Trade Stall

Trade site booked over 3 x days

VIP Event

Invitation for 2 x tickets to exclusive VIP Function + Complementary drink tickets

BRONZE SPONSORSHIP

\$1,000 EACH

10 X POSITIONS AVAILABLE

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

10 X POSITIONS AVAILABLE

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

Please fill out the following information and return
to 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

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 2019 DALBY AUSTRALIAN STOCK
HORSE SALE!



Contact:

Jim Ryan (President)

0407 350 884

Bec Ryan (Sponsorship)

campdraft@darlingdownsashs.com.au

Online:

W: www.darlingdownsashs.com.au

FB: Darling Downs Branch ASHS

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