



2026

SPONSORSHIP PROPOSAL



OUR STORY

A THRILLING EVENT FOR ALL

The excitement is palpable as the 2026 Malanda Bull Ride approaches, set to take place on Saturday, the 10th of October. Riders from across the country are gearing up to entertain the crowds with their daring feats. This event is not just about bull riding; it promises a night full of entertainment, with food vendors, stalls, a lively bar, and a live music by Jacynta'lee, playing until late. It's a social occasion that promises fun for the whole family!

A SPECTACULAR COMPETITION

One of the highlights of the Malanda Bull Ride is the \$20,000 Open Bull Ride, attracting top competitors from across the country. With the crowd on edge, the question is: who will come out on top—the powerful bulls or the fearless riders? The future of the sport is also on show, with junior events showcasing the next generation of talented bull riders and the bright future of the sport.

A GROWING TRADITION

From its inception with 800 attendees to now drawing over 3,500, the Malanda Bull Ride has grown exponentially each year. This growth provides a perfect platform for businesses and organisations to showcase themselves. The introduction of the big screen TV enhanced the thrill factor and provided a fantastic advertising opportunity. Advertisements, logos, or short films tailored for the evening are excellent ways to connect with the Malanda community and beyond.

COMMUNITY SPIRIT AND ECONOMIC IMPACT

The Malanda Bull Ride is not just about entertainment; it plays a significant role in boosting the local economy and highlighting the region to visitors who might return for extended stays. With over 100 riders participating, the event has cemented its prestige in the bull riding scene.

Equally important is the community spirit it fosters. Local individuals and organisations come together to help and use the evening for fundraising and advertising. The event is run entirely by volunteers, whose dedication benefits Malanda and the greater Tablelands region.

JOIN US AND BE PART OF SOMETHING SPECIAL

We invite your business or organisation to be part of this year's Malanda Bull Ride. It's an opportunity to showcase yourself in a prominent way and contribute to a cherished community event. Be proud to be part of an occasion that supports and celebrates the community we all love and want to see thrive. Don't miss the opportunity to be part of something truly special!

MALANDA BULL RIDE

SPONSORSHIP PACKAGES

PLATINUM

>\$3,000

- 6 Entry Tickets & Corporate Function Access
 - All inclusive drinks packages for six
- Signage in a prominent position in the arena
- Exposure on the Big Screen
- Interview Opportunities with the Media Team
- Advertising Features
- Facebook Exposure

Platinum Sponsorship Packages are tailored to suit your business and the opportunities available. Please contact us to discuss a package that meets your needs. We will work with you to maximise your sponsorship investment and ensure you enjoy a rewarding experience at the Malanda Bull Ride.

CLOUD - 9

TITANIUM

\$2,500

- 4 Entry Tickets & Corporate Function Access
 - All inclusive drinks packages for six
- Signage in a prominent position in the arena
- Exposure on the Big Screen
- Interview Opportunities with the Media Team
- Advertising Features
- Facebook Exposure

CLOUD - 9

GOLD

\$2000

- 6 Entry Tickets
- 6 Rooftop Passes
- 72 Drink Tickets
- Signage in a prominent position in the arena or in the grounds
- Exposure on the Big Screen
- Mentioned by MC
- Advertising Features
- Facebook Exposure

ROOFTOP

SILVER

\$1000

- 4 Entry Tickets
- 4 Rooftop Tickets
- 40 Drink Tickets
- Signage in a prominent on the grounds
- Exposure on the Big Screen
- Mentioned by MC
- Advertising Features
- Facebook Exposure

ROOFTOP

BRONZE

\$500

- 2 Entry Tickets
- 2 Rooftop Tickets
- 12 Drink Tickets
- Signage on the grounds
- Exposure on the Big Screen
- Mentioned by MC
- Advertising Features
- Facebook Exposure

ROOFTOP

NAMING RIGHT OPPORTUNITIES

EVENT NAMING RIGHTS	SOLD
CHUTE SPONSORS	\$3000

EVENT SPONSORS

OPEN BULL RIDE	SOLD
NOVICE BULL RIDE	\$3000
JUNIOR BULL RIDE	\$3000
MINI BULL RIDE	\$3000
CALF RIDES	\$2000
BUTCHERS VS BULLOCK	\$2500



NAMING RIGHT OPPORTUNITIES

MASTER OF CEREMONY	\$2000
BOUNTY BULL	\$2000
PROTECTION ATHLETES	\$3000
FIRST AID	\$3000
OUT GATE POSITION	\$2500
AFTER PARTY- LIVE MUSIC	\$4000
MEDIA TEAM	\$2500

Please note that we are not limited to the naming rights and sponsorship packages outlined above. We welcome discussions about customised event sponsorships, feature sponsorships, and other naming rights opportunities.

We encourage you to choose a sponsorship tier that best suits your business, and we'll work with you to maximise your exposure through a range of tailored promotional opportunities. Our goal is to ensure your partnership delivers outstanding value while supporting this iconic community event.

SPONSORS FUNCTION SPACE ACCESS

CLOUD 9 - PARTY ON WHEELS

We are thrilled to once again offer the CLOUD 9 – PARTY ON WHEELS function space exclusively to our Platinum Sponsors.

Located alongside the main arena, this premium hospitality area puts you right in the heart of the bull riding action. The exclusive beer garden courtyard is reserved for Platinum Sponsors.



ROOFTOP FUNCTION SPACE

The rooftop function space will now be open to all sponsors with appropriate access passes and offers a fantastic view overlooking the entire show.

Drink tickets will be accepted in this exclusive sponsor area.



**DRINKS AND NIBBLES WILL BE PROVIDED IN THESE AREA.
SPONSORS MUST HAVE THE APPROPRIATE ARMBANDS TO
ACCESS THESE EXCLUSIVE LOCATIONS.**

FAQ?

FREQUENTLY ASKED QUESTIONS

Can I get more entry passes to the sponsors?

Additional entry passes and drink tickets can be purchased, please discuss with our committee to make arrangements.

Merchandise Distribution

There is an opportunity for businesses to distribute their merchandise. Our arena entertainment staff will be responsible for distribution around the crowd.

Signage

Please keep in mind we require businesses to supply signage. Particular positions require signage of certain dimensions and thus will be organised by the MBR committee. Signage is positioned based on availability, dimensions, material and value of sponsorship package. Please indicate your signage dimensions when contacting us.

Sponsors Functions Spaces

The privileges of the sponsors function areas will be valid for the duration of the show ONLY. The safety and security of our spectators is paramount, and everyone will be issued with housekeeping rules.

CONTACT DETAILS

Email: malandabullride@outlook.com

Postal: PO Box 540, Malanda, Q, 4885

Kate Stokes

0428 321 325

John O'Connor

0408 610 736