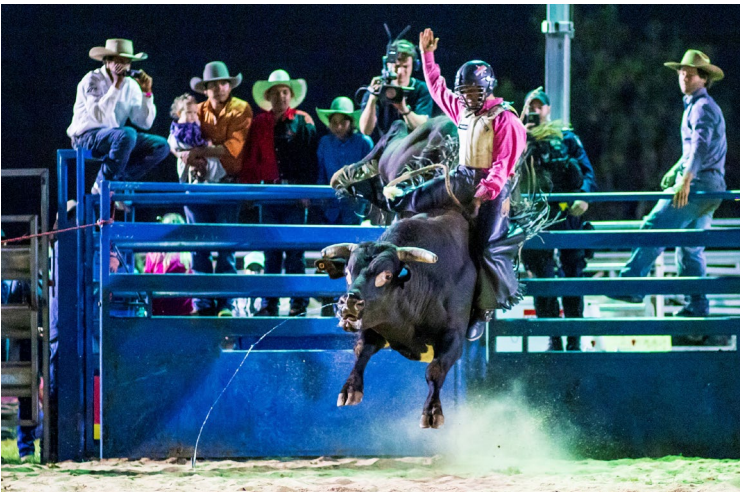


# MALANDA BULL RIDE SPONSORSHIP PACKAGES



*Figure 1 - 2021 - EFJAY Photography*

**OCTOBER 12TH, 2024**

## 2024 SET TO IMPRESS

The Malanda Bull Ride is fast approaching and promises to be another exceptional event. Previous events have wowed crowds and brought a community together for an evening of excitement, sportsmanship and sheer entertainment. With the 2024 Malanda Bull Ride event to take place on Saturday 12th October, excitement is already brewing and organisation well underway.

## **Our Story**

The Malanda Bull Ride is fast approaching and riders from across the country are set to descend on the region to wow the crowds. With the 2024 Malanda Bull Ride event to take place on **Saturday the 12<sup>th</sup> of October**, excitement is already brewing and organisation well underway. In addition to the thrill and excitement of the bull riding events, food vendors and stall holders will be on site to give everyone in the family the night off. Of course, the bar will be open, and live band '*Careless featuring Jacyntha'lee*' will be performing till late. A social occasion not to be missed!

The impressive \$15,000 Open Bull Ride will be a wonderful drawcard for our event and we expect to welcome competitors from across the country. The feature event, ***Butchers vs Bullocks***, will take place again in 2024. This is an invitation only event where we will see butchers from across North Queensland go head-to-head with the bullocks. Who will win – our bullock team or the brave butchers?

Please join us at The BIG Pub Malanda Bull Ride Open Bull Ride Draw and Calcutta Evening on Thursday the 10<sup>th</sup> of October. What is a Calcutta auction you might ask? Well, this exciting event involves the auctioning of the cowboys. The elite Open Bull Riders will be split into teams and each team will be auctioned to participants who attend the Calcutta. On the Saturday the highest aggregated points will be deemed the winning team and whoever purchased that team will win 60% of the auction pool of money, with the second place taking home the 40%! Even if you're not interested in participating in the auction, it would be well worth coming along to meet some of the Bull Riders.

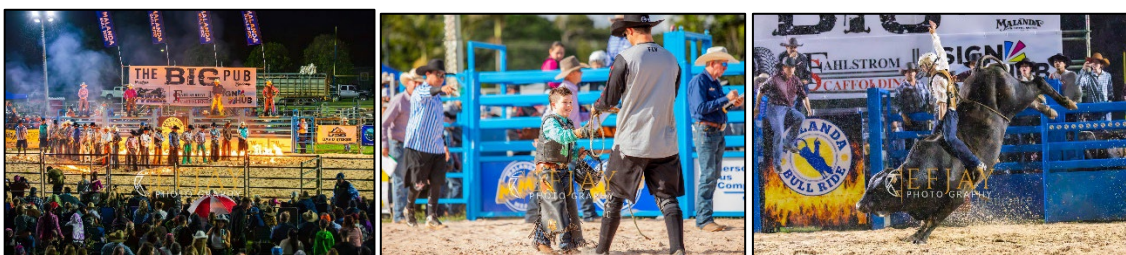
From an initial crowd of 800 to now over 4000, this event continues to get bigger and better each year and makes for a prime opportunity for businesses and organisations to showcase themselves and be a part of something special. With the introduction of the big screen TV in 2016, not only was the thrill factor increased 10-fold, but the televised images also provided a highly successful means of engaging with the audience in a way that could not be missed. Advertisements, logos or even a short film tailored specifically for the evening of the bull ride are all perfect possibilities for you to sell yourself to the Malanda and surrounding communities.

In addition to the incredible advertising opportunities being involved in the Malanda Bull Ride brings, it really is an extraordinary and unique occasion to be a part of. Our organisation team continues to be immensely proud of the positivity and philanthropy the event brings to the community. The evening is run entirely by volunteers who are passionate about donating their time for such a worthy cause and who realise that their hard work benefits Malanda and the greater Tableland's region in many different ways.

The event continues to draw massive crowds to the Malanda township, which not only benefits the local economy, but showcases the region to out-of-towners who may return for longer durations to really explore the area. Visitors also include the over 100 riders who come from near, far and wide to participate during the evening, demonstrating again how prestigious the event has become on the bull riding scene.

Just as important as the visitors the Bull Ride draws, is the community spirit it generates within our own surrounds. So many local individuals and organisations band together not only to help, but to utilise the evening as a means of fundraising and advertising.

We really hope your business or organisation will be a part of this year's event. Showcase yourself in one of the most prominent ways possible and feel proud of being a part of something truly special for the community that we all love and that we all want to see thrive. It truly is an opportunity not to be missed.



## **Naming Rights Opportunities for Sponsors**

*\*Please note sponsorship is not limited to these packages.*

1. **Naming Rights 'The BIG Pub' Malanda Bull Ride – ~~SOLD~~**
  
2. **Chute Sponsorship - Platinum Sponsorship Package ~~\$2500~~**
  
3. **Event Sponsors**
  - i. Open Bull Ride - ~~SOLD~~
  - ii. Novice Bull Ride - \$2000
  - iii. 14 – U16 Junior Bull Ride - \$1750
  - iv. 12 – U14 Junior Bull Ride - \$1500
  - v. Mini Bull Ride - \$2000
  - vi. Calf Ride - \$1500
  - vii. Bullock vs Butchers \$2000
  
4. **Master of Ceremony - \$1500 - Titanium Sponsorship Package**
5. **Bounty Bull - \$1500 - Titanium Sponsorship Package**
6. **Protection Athletes - \$2000 - Titanium Sponsorship Packages**
7. **Ambulance - \$2000 - Titanium Sponsorship Packages**
8. **Out Gate Position – \$1500 - Titanium Sponsorship Packages**
9. **After Party Band Entertainment - \$2000 – Careless featuring Rylan & Jacynta'lee**

all these aspects of our show are vitally important to the success of the Bull Ride.

## Platinum Sponsors

**investment of \$2500 or greater**

- **6 Entry Tickets Ultimate VIP Passes**

We are thrilled to introduce a new corporate function space available to Platinum Sponsors in 2024. This new space will be positioned on the side of the main arena where you are up close and personal to the bull riding action. The new beer garden courtyard will be open to platinum sponsors **only**. Drinks and Nibbles will be provided free in this area however **ONLY for the duration of the show.**

Please note, Platinum Sponsors with Ultimate VIP Passes will also have access to the exciting rooftop function space. Ultimate VIP Passes can also get free drinks from the main bar **during the show.** Numbers are limited for this area, if you wish to have additional passes for adults or children please discuss the options with a committee member.

- **Signage in a prominent position in the arena**
  - Signage must be provided (specific signage dimensions may be required)
- **Huge exposure on the Big Screen TV**
  - We encourage people to share advertisements, logos, videos etc.
- **Interview Opportunity with Sam O'Connor and Jacynta'lee.**
  - Please let us know if you would be interested in being interviewed
- **Advertisement Feature/Logo Required**
  - Deadlines will apply for advertising material so please ensure we get a copy of your artwork as soon as possible.
- **Facebook Exposure**
  - Follow us on Facebook at Malanda Bull Ride. We currently have over 4000 likes on our Facebook page. During our advertising peek we are reaching over 10,000 people per post.

Platinum Sponsorship Packages are negotiable depending on the opportunities we have available. Please contact a committee member to discuss options that suit you and your party. We will endeavour to ensure you can maximise your sponsorship deal and enjoy our show!

## Titanium Sponsors

**investment of \$1500 or greater**

- **6 Entry Tickets**
- **Rooftop VIP Passes for 4 Adults**
  - The Rooftop VIP Seating is invitation only and is situated on the **rooftop**. Drinks and Nibbles will be provided free in this area however **ONLY for the duration of the show.** Ticket holders with VIP Passes can also get free drinks from the main bar **during the show.**
  - Numbers are limited for this area, if you wish to have additional passes for adults or children please discuss the options with a committee member.
- **Signage in a prominent position in the arena**
  - Signage must be provided (specific signage dimensions may be required)
- **Huge exposure on the Big Screen TV**
  - We encourage people to share advertisements, logos, videos etc.
- **Mention by MC and Interview Opporunities available with Sam O'Connor and Jacynta'lee**
- **Advertisement Feature/Logo Required**
  - Deadlines will apply for advertising material so please ensure we get a copy of your artwork as soon as possible.
- **Facebook Exposure**
  - Follow us on Facebook at Malanda Bull Ride. We currently have over 4000 likes on our Facebook page. During our advertising peek we are reaching over 10,000 people per post.
  - Provide us with your story. We would love to share as much information as possible with our Facebook followers.

## Gold Sponsors

**\$1000**

- **4 Entry Tickets**
- **Rooftop Seating Passes for 2 Adults**
  - The Rooftop VIP Seating is invitation only and is situated on the **rooftop**. Drinks and Nibbles will be provided free in this area however **ONLY for the duration of the show**. Ticket holders with **VIP Passes** can also get free drinks from the main bar **during the show**.
  - Numbers are limited for this area, if you wish to have additional passes for adults or children please discuss the options with a committee member.
- **Signage in a prominent position in the arena or in the grounds**
  - Signage must be provided (specific signage dimensions may be required)
- **Huge exposure on the Big Screen TV**
  - We encourage people to share advertisements, logos, videos
- **Mention by MC**
- **Advertisement Feature including newspaper advertisement and ticket sales.**
  - Deadlines will apply for advertising material so please ensure we get a copy of your artwork as soon as possible.
- **Facebook Exposure**
  - Provide us with your story. We would love to share as much information as possible with our Facebook followers.

## Silver Package

**\$500**

- **4 entry tickets into the Event**
- **8 Drink Tickets**
- **Signage in a prominent position in the grounds**
  - Opportunity to have your logo appear on a Street Banner (banners designed to last 3 years)
  - Some Popular signage spots you may wish to select include;
    - base of the arena (dimensions apply)
    - Bar Area
    - Gate Entry
- **Exposure on the Big Screen TV**
- **Mention by MC**
- **Advertisement Feature**
- **Facebook Exposure**

## Bronze

**\$200**

- **2 Entry Tickets & 4 Drink Tickets**
- **Signage in the grounds**
  - Some Popular signage spots you may wish to select include;
    - Base of the arena (dimensions apply)
    - Bar Area
    - Gate Entry
- **Exposure on the Big Screen TV**
- **Mention by MC**
- **Facebook Exposure**





## **Other Notes**

1. Please keep in mind we will require businesses to supply signage for the selected position. Please contact us for more details if you require signage. For particular positions signage will need to be certain dimensions and hence will be supplied and organised by the Malanda Bull Ride Committee. Please indicate signage dimensions when contacting us.
2. There is opportunity for businesses to distribute their merchandise if they wish to. Our arena entertainment staff will be responsible for distributing merchandise around the crowd. If you have merchandise you would like to contribute please let us know.
3. VIP Seating Area: The privileges of the VIP Seating Area 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. *Please note with the introduction of the 'New' Ultimate Sponsors Function Space only those invited will have access to this area.*
4. Additional entry passes will need to be purchased, please discuss with our committee to make arrangements.

## **Contact Information**

Email: [malandabullride@outlook.com](mailto:malandabullride@outlook.com)

Postal: PO Box 540, Malanda, QLD, 4885

Kate Stokes

Ph: 0428 321 325

John O'Connor

Ph: 0408 610 736

*John will also be taking all nominations. Nomination will open from the 14th of September*

Follow us on Facebook: *Malanda Bull Ride*

