



SPONSORSHIP PROSPECTUS

July 11-16, 2023.

www.currychallenge.com.au



2023 CLONCURRY STOCKMAN'S CHALLENGE & CAMPDRAFT

ONE OF AUSTRALIA'S GREATEST HORSE EVENTS

The Cloncurry Stockman's Challenge and Campdraft Association is proud to host the 40th Anniversary year since the conception of the original Stockman's Challenge.

We offer a wide range of sponsorship opportunities to suit your needs outlined within the prospectus. Highly sought-after naming rights will sell out so we encourage you to get in quick.

Don't fit in a box? We're always excited to work with our sponsors to come up with tailored solutions to connect you with our audience. Contact us to discuss your needs!

On behalf of the entire Committee I hope you'll choose to partner with us for this important milestone in our history.

Sincerely,

The Secretary

Cloncurry Stockman's Challenge and Campdraft Association





HISTORY

SOMEBODY ONCE SAID THAT IT IS NOT WHAT HAPPENS TO YOU IN LIFE THAT MATTERS – IT IS HOW YOU DEAL WITH IT INSTEAD...

It might seem somewhat ironical that the Stockman's Challenge was created as a memorial for Reg Brown. Yet, that one small idea – that one small act of generosity – has created a new benchmark in the Australian Horse Industry.

Reg Brown was a highly respected grazer from Nonda Downs near Julia Creek. He was a dedicated stud breeder and his sheep, cattle and horses attracted wide success and admiration across Queensland. He was also famous as the owner of Macdougall, winner of the 1959 Melbourne Cup, the man who brought one of Australia's greatest icons back to the bush.

Horses were his long-life passion: when he was younger, he loved starting a good colt, he adored racing – Reg Brown was a horseman: he just liked being around them.

In 1981, at the age of 61, he contracted a rare heart virus during a visit to Sydney. Two years later, in July 1983, he passed away suddenly while unloading cattle. He had finished telling a joke to one of the stockman and he was walking to open a gate beside a bauhinia tree. As endings go, it was a good one.





EVENT

The Cloncurry Stockman's Challenge competition requires competitors to complete two demonstrations; the first is the 'dry' section. Competitors and their horses are to complete a pattern before two judges. In this pattern are maneuvers such as flying changes, roll backs, spins and stops.

This pattern is designed to display the horse's athleticism, ability and trainability whilst exhibiting the rider's horsemanship. The second demonstration is again before two judges, this time the horse and rider combination are required to work cattle in a manner similar to a Campdraft course. The grand final will be on Saturday afternoon, subsequently after the grand parade and presentation of the finalists.

The Stockman's Challenge will carry a first prize minimum, of \$40,000 plus a generous trophy. As well as this pinnacle event the 2023 Stockman's Challenge & Campdraft will also incorporate a number of campdraft based events with classes for all ages and levels along with a Saturday night rodeo, live entertainment, trade, food and bar stalls and camping for competitors.





“

This classic outback event is a celebration of everything that makes our North West region and people truly remarkable and attracts thousands of visitors to the Cloncurry Shire each year, providing an important boost to the local economy.

”

Adam Fewster – Sustainability Manager, Ernest Henry Operations



Fast Facts

- - - - -

- ★ 11 - 16 July 2023
- ★ Cloncurry, QLD
- ★ 400+ Competitors
- ★ 2200+ Competition Runs
- ★ Bar and Entertainment
- ★ Campdraft Events
- ★ Challenge Events
- ★ Rodeo
- ★ Trade Stalls

★ Visit our Website website:

www.currychallenge.com.au





Attendee & Social Media Profile

The Cloncurry Stockman's Challenge and Campdraft Association anticipates over 3000 competitors and spectators from across the nation. With an even larger social media following.

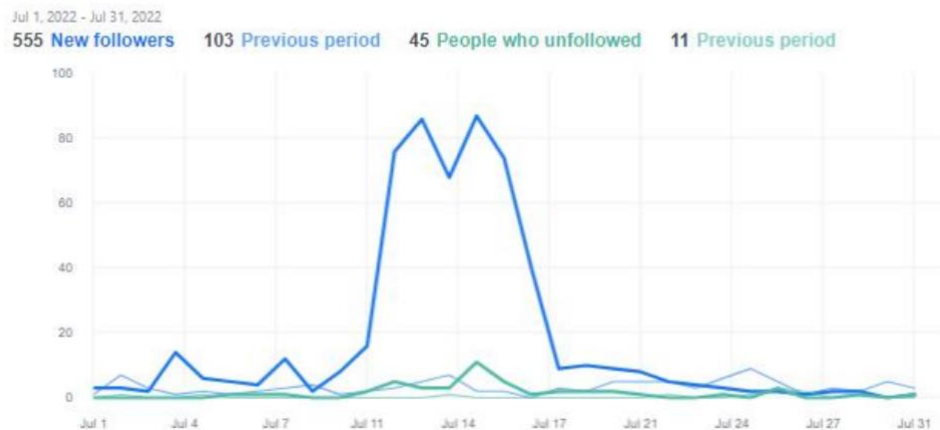
Below are statistics from the Curley Cattle Transport Cloncurry Stockman's Challenge and Campdraft event held in July 2022. Media Mortar

Facebook | Snapshot



- Total Posts: 37
- Total Post Reach: 261,681
- Total Post Engagement: 9,529
 - Comments: 952
 - Shares: 181
 - Reactions: 8,060
- Link Clicks: 621
- New followers: 555

Facebook | Followers (+555)



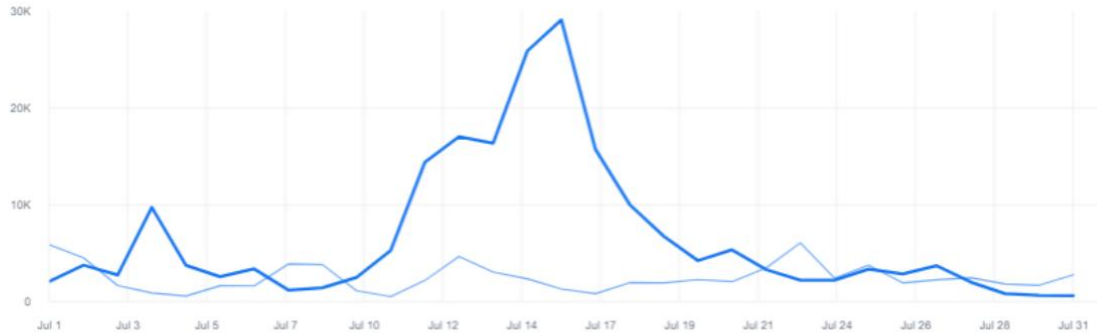


Facebook | Reach

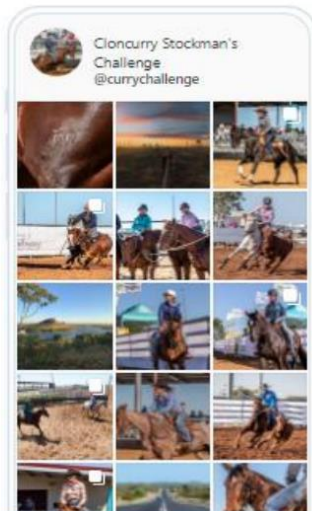


Jul 1, 2022 - Jul 31, 2022

70,563 People reached 24,054 Previous period



Instagram | Snapshot



- Total Posts: 17
- Total Impressions: 47,951
- Total Engagements: 845
- Total Reach: 6,308

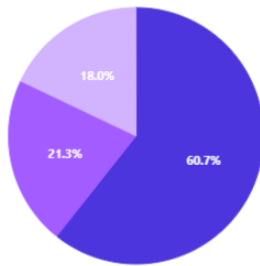


Instagram | Audience

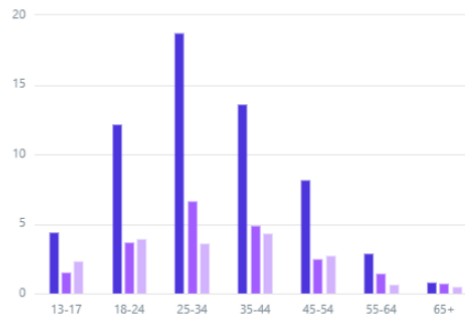


AUDIENCE BY GENDER

Female Male Prefer Not To Say



Female Male Prefer Not To Say



Instagram | Followers (+81)



FOLLOWERS

1,573

FOLLOWERS

81

GROWTH

5.43%

GROWTH RATE





Level	Platinum	Gold	Silver	Bronze	Copper
Values GST exclusive	\$10,000+	\$5,000+	\$2,500+	\$250+	<\$250
COVERAGE OVER THE PA THROUGHOUT THE EVENT					
Company Name Only	✓	✓	✓	✓	✓
30 sec Company overview (to be provided)	✓	✓	✓		
CORPORATE IDENTITY					
Logo on Letterhead	✓	✓			
Company Name in Media Release	✓				
Logo on TV & Print advertising	✓	✓	✓		
Verbal recognition in Radio Advertising	✓	✓			
Logo on Social Media Pages	✓	✓	✓	✓	✓
Company overview on Social Media Pages (content to be provided)	✓	✓			
ONLINE					
Logo, Blurb & Weblink on website (content to be provided)	✓	✓			
Logo and Weblink on website (content to be provided)			✓		
Logo on Website				✓	
Company Name Listed on Website					✓
2 x Quarterly Feature Newsletters (content to be provided)	Advertisement	Advertisement	Logo	Logo	Logo
OFFICIAL PRINTED PROGRAM					
Company Name Listed	✓	✓	✓	✓	✓
Logo Included	✓	✓	✓	✓	
Corporate Advertisement (content to be provided)	Full Page	Full Page	1/2 Page	¼ Page	
BANNERS/FLAG DISPLAYED (to be provided)					
Prime Arena Location	✓	✓	✓	✓	✓
Spectator Area	✓	✓	✓	✓	✓
EXHIBITION SPACE (Installed and manned by your company)	✓	✓	✓	✓	✓
NAMING RIGHTS					
Major Challenge Event (Rookie, Encouragement, Derby, Juvenile, Junior, Mini)	✓				
Major Campdraft Event (Open, Res. Open, Novice, Maiden, Juvenile, Junior, Mini)		✓			
Area/Location/Staff (Bar, viewing area, Back yard workers, front gate, 1 st peg etc)			✓		
Named Event Trophy Presentation	✓	✓			
Classic Challenge Trophy Saddle	The committee, and saddle maker Mick Connolly, would like to offer naming rights to this one off, custom saddle. To be awarded to the winner of the Classic Challenge. Naming rights will be \$5000 Gold Level Sponsorship and will be award in a "First in Best Dressed" arrangement. Please be sure to highlight your intent on your Sponsorship Acceptance form.				



For more information please contact:

PRESIDENT

Cheyne Williams 0437 185 003

SECRETARY

Kimberley Robertson 0419 651 047

TREASURER

Sandra Mitchell 0417 708 206

EMAIL

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WEBSITE

www.currychallenge.com.au





Photo Credits: Jo Thieme Photography & Rope N Spurs Photography

Cloncurry Stockman's Challenge & Campdraft Sponsorship Acceptance Form

Please return this form at your earliest convenience to secure your preferred sponsorship package via email stockmanschallenge@hotmail.com or post to Stockman's Challenge Po Box 427, Cloncurry, QLD 4824.

If you would like to discuss final benefits, please don't hesitate to contact any of the committee members listed previously.

Sponsorship level:

- ☐ Platinum Sponsor - >\$10,000 +GST
☐ Gold Sponsor - >\$5,000 +GST ☐ Silver Sponsor - >\$2,500 +GST
☐ Bronze Sponsor - >\$250 +GST ☐ Copper Sponsor - <\$250 +GST

What type of sponsorship would you like? (Please Tick)

- ☐ Monetary (value) _____
☐ Cattle donation
☐ Prizes for the event
☐ Services to be made available for the event
☐ In Kind (please specify)

☐ Other (please specify) _____

Will you require Trade Space? ☐ Yes ☐ No

Company Name: _____

Person of Contact: _____

Telephone: _____

Email address: _____

Postal Address: _____

To enable us to promote your business to the best of our abilities please tell us a little about your services, activities or a specific product/service you would like promoted. We would also appreciate a copy of your logo and any other promotional information that you would like us to use emailed to our secretary at stockmanschallenge@hotmail.com
