

23/02/2018

**RE: SPONSORSHIP OPPORTUNITIES - NEWMAN RODEO 2018**



The Newman Campdraft and Rodeo Association, also known to locals as NCDARA, was established in 1996 and held its first rodeo in 1998. **Today NCDARA is one of Newman's most passionate and supported sporting clubs, with the annual Newman Rodeo being one of the biggest sponsored rodeos in the Northwest region.**

**We are a small not-for-profit club that is entirely run by club members and volunteers.** Through the unstinting support of the Newman Business Community we have historically provided a Rodeo that has attracted over 100 senior competitors and offered some of the best prize money on the WA Rodeo Circuit, whilst providing an action-packed day of Rodeo Entertainment, Live Music and Food & Beverage experiences to the broader Newman Community. **Over the past three events we have averaged over 1500 people strong crowd from the local community and greater Pilbara region.**

We would not be able to hold our annual events if it wasn't for the continued and generous backing of local businesses and people from in Newman and greater Western Australia.

**We would very much welcome the opportunity to speak to you about joining with us to sponsor the Newman Rodeo, to be held on the 14<sup>th</sup> April, 2018.**

**In return for your support we will provide exposure for your business through: local and national advertising of the event; our website, social and print media; signage at the event grounds, and; by our MC during the rodeo.**

We hope that this is something you might be willing to consider. Please see the attached guideline Tiers of Sponsorship and I welcome the opportunity to speak with you further.

Thank you for giving this your consideration.

Best Regards

**Weldon Percy**

President, Newman Campdraft and Rodeo Assoc.

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### **GOLD LEVEL SPONSOR – ONLY 6 AVAILABLE - \$5000**

- **Naming rights to one main event category** (Bull ride, Bareback Bronc, Saddle Bronc, Barrel Race, Steer Wrestling, Team Roping & Tie Down Roping) **and one bucking chute** (with your logo displayed on it)
- **Banners/ signage x 2** (one on the chute and one around the rodeo arena, supplied by the sponsor)
- **Permission to use the name “Gold Sponsor”** in association with the event
- **Name and/or logo on all printed advertising material** related to the event (ABCRA Magazine, town flyers, NCDARA website, any other print advertisements placed in magazines or newspapers)
- **Name and/or logo** on all **outgoing correspondence** relating to the rodeo
- **Name and logo on event program**
- **Acknowledgement of sponsorship at the event through PA announcements by the MC**
- **15 gate entry tickets**
- **2 x NCDARA branded shirts**
- **15 x stubbie holders**
- **30 x drink tickets**

### **SILVER LEVEL SPONSOR - \$3000 UP TO \$4999**

- **Permission** to use the name **“Silver Sponsor”** in association with the event
- **Name and/or logo** on all printed advertising material related to the event (ABCRA Magazine, town flyers, NCDARA website, any other print advertisements placed in magazines or newspapers)
- **Banners/ signage x 1** (around the rodeo arena, supplied by the sponsor)
- **Name and/or logo** on all **outgoing correspondence** relating to the rodeo
- **Name and logo on event program**
- **Acknowledgements of sponsorship at the event through PA announcements by the MC**
- **10 gate entry tickets**
- **10 x stubbie holders**
- **20 x drink tickets**

### **BRONZE LEVEL SPONSOR - UP TO \$3000**

- **Name and/or logo** on all printed advertising material related to the event (ABCRA Magazine, town flyers, NCDARA website, any other print advertisements placed in magazines or newspapers)
- **Name and/or logo** on all **outgoing correspondence** relating to the rodeo
- **Name and logo on event program**
- **Acknowledgements of sponsorship at the event through PA announcements by the MC**
- **5 x stubbie holders**
- **10 x drink tickets**