

2019

# SPONSORSHIP PROSPECTUS



COONAMBLE  
**E**CHALLENGE  
CAMPDRAFT



# Coonamble

Covering 10,000 square km of prime agricultural land and supporting a population of 4300 people, Coonamble plays a critical role in the production and distribution of thousands of tonnes of grain each year as well as the turnover of millions of dollars worth of chemical, fertiliser, fuel and other merchandise. The shire is also renowned for its merinos, prime lambs, steers and breeding cattle. After all, it boasts some of the best livestock breeding and fattening country in Australia. With up to 8 campdrafts held each year within one hour of Coonamble, as well as agricultural shows, polocrosse, team penning and numerous other horse events, Coonamble is the centre of a strong and dynamic horse sport community. The picturesque Coonamble Showground provides a great venue for the event. Right on the bank of the Castlereagh River it boasts green lawns for camping, plenty of stables, a brand new permanent campdraft arena, premium dry work surfaces for equine competition, light towers for night events and a modern, multipurpose pavilion for meals and entertainment.





*about the*  
**Coonamble  
Challenge  
&  
Campdraft**

The Coonamble Challenge & Campdraft is a combined Stockman's Challenge and Campdraft event to be held in March 2019. The event is proud to be affiliated with the Australian Stockman's Challenge Association (ASCA) and is considered one of their major challenges. First held in 2015, it was the first, and is still currently the only ASCA challenge to be held in NSW, drawing competitors from all over Eastern Australia. Running in only its second year, the 2016 Coonamble Challenge & Campdraft attracted the largest ever ASCA Rookie Challenge event nominations in Australia. The event has gone from strength to strength and in its most recent event ran a whopping 927 Campdraft runs and 306 Challenge runs over three and a half exciting days. 2018 also saw the inaugural Colt Starting Competition held in conjunction with the Challenge & Campdraft, which was an overwhelming success, drawing a massive crowd and media attention. The 2019 event will consist of a full ABCRA affiliated Campdraft program (Open, Novice, Maiden, Ladies, Encouragement, Restricted Open, Junior and Juvenile events) as well as the ASCA Open, Classic (Under 5), Rookie, Encouragement, Juvenile and Junior events. The Colt Starting Competition will also be back in 2019 along with meals, live entertainment, trade stalls and food vendors.

[www.coonamblechallenge.com](http://www.coonamblechallenge.com)

# What Is A Stockman's Challenge?

The Stockman's Challenge concept was developed in Cloncurry, Queensland. It consists of a dry section, and a cattle work section. The aim of the competition is to develop soft, confident horses who will go on to be strong competitors in other disciplines including campdrafting.

The dry section is similar to a reining pattern, consisting of circles, sliding stops, turns and flying changes performed at speed. The cattle work section is similar in style to a campdraft but with more emphasis on the way the horse works than merely getting around the pegs and the gate.

As mentioned previously, the Coonamble Challenge & Campdraft is proudly affiliated with the Australian Stockman's Challenge Association (ASCA). ASCA has been formed to maintain and protect the heritage and the ideology of the Australian Stockman in the form of a sporting event. It's mission is to develop the skills of horsemanship, with particular emphasis on encouraging the development of youth, and develop the sport under the mantel of an Australian Sportsmanship Code of Conduct. These are values and aims that are upheld by the Coonamble Challenge & Campdraft Committee.



# Colt Starting Competition

2018 saw the first Colt Starting Competition held in conjunction with the Coonamble Challenge & Campdraft. Over three sessions, in front of a large and captive crowd, three exceptional young horses were started by three top trainers. Leah Read, Ron Wall and Mat Broome were invited to compete in this competition, judged under the expert eye of Rob Leach and Matt Holz. The horses were all sired by Hazelwood Conman and donated by Terry & Christine Hall for the event. They were successfully auctioned off during the competition by our major 2018 sponsor Ray White Rural & Livestock. This event was so popular with the crowd and competitors, it will be held again in 2019.

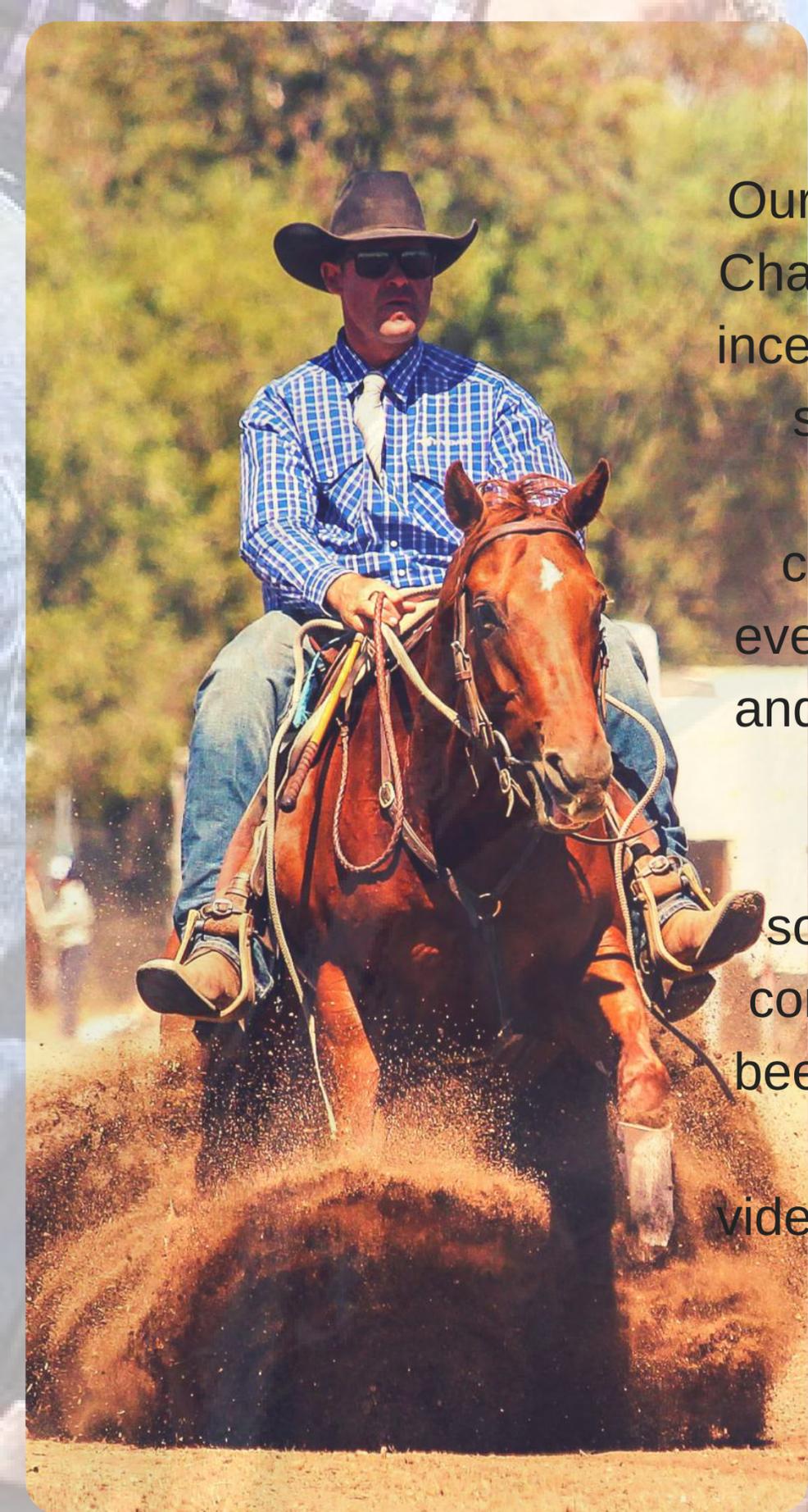


# What We Can Offer Our Sponsors

Our aim is to grow the Coonamble Challenge & Campdraft into *the* major Stockman's Challenge in NSW, and we are looking for partners to join us in this pursuit. Since its inception, the Coonamble Challenge & Campdraft has drawn competitors, judges and spectators from southern Victoria, far north Queensland, the Kimberley in Western Australia and all over NSW. We have also attracted the best competitors in both campdrafting and stockman's challenges, most who won't miss the event each and every year. The exposure we can offer your brand or business to the best horsemen and women from right across Australia, as well as spectators from all backgrounds is matched by only a few key events on the equine calendar. In addition to brand advertising during the event, we have a prominent online presence with a large social media following. Our Facebook page currently has 2317 followers with posts commonly reaching 4500 people, peaking at 10869 and our photos and videos have been viewed thousands of times. In the lead up to our 2018 event we had over 6000 visits to our website. Our Youtube channel features promotional and educational videos and is extremely popular all year round. We also have a range of merchandise that you'll see adorning stockmen and women at events all over the country! We invite you to check us out on Facebook, Instagram, Youtube, our website [www.coonamblechallenge.com](http://www.coonamblechallenge.com) or search our hashtags #cblechallenge and

#cccisawesome

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# SPONSORSHIP PACKAGES

	Platinum \$5000	Gold \$2000	Silver \$1000	Bronze \$500	Brass \$250	Copper <\$250
Event naming rights	✓					
Section naming rights	✓	✓				
Presentation of winners and place getters of sponsored section	✓	✓				
Limited edition Coonamble Challenge & Campdraft merchandise	✓ (4)	✓ (2)	✓ (1)			
Your name or logo on all event advertising	✓	✓	✓			
Promotional stall during the event	✓	✓	✓	✓		
Tickets to Dinner/Presentation on Saturday night at the event	✓ (4)	✓ (4)	✓ (2)	✓ (2)		
Your company name or logo on posters and flyers	✓	✓	✓	✓		
Prominent banner display at event (Banners/Signage to be supplied by the sponsor)	✓	✓	✓	✓	✓	
Your name and logo on our website and program and promotion on Facebook	✓	✓	✓	✓	✓	✓

## Sponsor A Peg [ \$200 ]

Your company name or logo featured on the first, second or a gate peg which will be in prominent view all weekend and featured in published photos taken of competition in the arena.

## Sponsor a Dry Work Arena [ \$500 ]

Arena Naming Rights and your company name or logo featured on all (6-8) dry work arena markers which will be in prominent view all weekend and featured in published photos taken of competition in the arena.

## Sponsor a Colt Starting Arena [ \$1000 ]

Your company name or logo featured on one of three colt starting arenas which will be in prominent view in front of the crowd. Constant brand or business name recognition by the commentator during the event.

# BOOKINGS

In order to meet our advertising deadlines and provide the best value for your sponsorship we will require confirmation of sponsorship by 30th December 2018.

The committee's aim is to provide an effective avenue for sponsors to promote their goods and services and are happy to discuss tailoring a package to your needs.

Name: \_\_\_\_\_

Package: \_\_\_\_\_

Address (for invoicing) - Post or Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

If you like more information or would like to discuss a tailored package please contact Andrew Shearer-  
Phone 0400 713 356 or Email [coonamblechallenge@hotmail.com](mailto:coonamblechallenge@hotmail.com)



Visit us at



[www.coonamblechallenge.com](http://www.coonamblechallenge.com)

# TRADE STALL

## Expression of Interest

If you are interested in attending as a trade stall holder, please supply the following details by 30th December 2018:

Name:

Business Name:

Mailing & Email Address:

Mobile:

Brief Description of product/stall:

Facebook page and/or website:

**Please note: If your EOI is successful, we ask \$100 payment (cash or equivalent goods) from each stall, this covers your attendance at our event for the whole weekend.**

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Photos thanks to Rust & Dust Photography unless otherwise marked