



**OUTBACK RODEOS**

*Have a bucking good time!*

presents



# COOLGARDIE RODEO

& *Outback Festival*

**2024**

**16, 17, 18 AUGUST 2024**



## INVESTMENT PROSPECTUS

**RODEO EVENTS • UTE MUSTER • GYMKHANA  
MUSIC CONCERTS • TRUCK MUSTER  
CAMP COOKING COMPETITION • MARKETS  
CAMPING • FOOD TRUCKS • KIDS' ACTIVITIES  
FASHION PARADES • FULL BAR FACILITIES**



presents



**COOLGARDIE  
RODEO**  
& *Outback Festival*  
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## BACKGROUND

Outback Rodeos Inc. was formed in 2021 to assist local shires in delivering rodeo events to remote regional areas of WA. The Coolgardie Rodeo is now well established as a premium event in the Goldfields thanks to the enthusiast support and commitment of the local Shire and Goldfields business community, along with the WA rodeo 'family'.

The Coolgardie Rodeo & Ute Muster event will be held on the weekend of Friday 16 to Sunday 18 August 2024 at a purpose-built facility just near Coolgardie.

The town of Coolgardie once had a population during its Goldrush days of over 15,000 residents and was known as the birthplace and unofficial capital of the Eastern Goldfields, boasting 60 shops and 26 hotels. Today the town of Coolgardie has around 878 residents and a population of 3,348 throughout the vast shire, and is affectionately branded "Mother of the Goldfields".

Outback Rodeos Inc, supported by the Shire of Coolgardie, are seeking your support for the Coolgardie Rodeo & Outback Festival through sponsorship.

## OBJECTIVES

The Outback Rodeos Inc's main objectives are to:

- Attract at least 4000+ people to this annual event from within the Goldfields and from intrastate.
- Encourage people to stay an average of 3-4 nights in the Coolgardie Shire and therefore, bring increased economic benefit to the community.
- Foster community spirit and pride, and provide employment or volunteering opportunities for residents.
- Create a greater knowledge of the Tourism experience of Coolgardie, Kambalda, Cave Hill, Wallaroo Rocks, Queen Victoria Rocks, Rowles Lagoon and other significant sites in the Coolgardie Shire.

The event will also be in association with the Australian Bushmans Camp draft and Rodeo Association Ltd. (ABCRA) The ABCRA conducts a point scoring system to determine National Champions and has over 4000 members and 180 affiliated committees throughout the country.

**YOUR SUPPORT** for this event on 16 - 18 August 2024 will be integral to its success and to foster future events in the Goldfields region & beyond.



# SPONSORSHIP TIERS

PACKAGE INCLUSION	PLATINUM SPONSOR \$30,000	GOLD SPONSOR \$20,000	SILVER SPONSOR \$10,000	BRONZE SPONSOR \$5,000	COPPER SPONSOR \$1000
NAMING RIGHTS for event	Bull Ride, Saddle Bronc, Bareback Barrel Race	One event, present buckle to winner	Junior Event, inc. presentation		
Permission to use sponsor logo	Platinum	Gold	Silver		
Name and logo on all printed material related to the event	●	●	●	●	
Name and logo on all outgoing correspondence related to event	●	●	●		
Acknowledgement of sponsorship at the event through PA system	●	●	●	●	
Plaque	●	●	●		
Framed Photo	●	●			
Banners & Signage <b>Sponsor to supply own banner or signage</b>	one on chute and 6 around arena and entrance	one on chute and 4 around arena and entrance	3 x around arena	2 x around arena	
VIP TENT Tickets (fully catered) including entry	10	8	4	2	
Gate Tickets	15	10	8	6	2
Drink Tickets	45	30	30	18	6
Stubby Holders	25	18	14	8	2
Branded Shirts	10	8	4	2	





# SPONSORSHIP AGREEMENT

Your support for this event on 16 - 18 August 2024, will be integral to its success and to foster future events in the Shire of Coolgardie. To proceed with sponsorship, please complete the form below:

## YOUR DETAILS

Sponsor Business Name \_\_\_\_\_

Postal Address \_\_\_\_\_

Authorising Representative \_\_\_\_\_

Position \_\_\_\_\_

Email \_\_\_\_\_

Mobile \_\_\_\_\_

## AGREEMENT

Our level of sponsorship is: (Amount including GST)

- PLATINUM - \$30,000
- GOLD - \$20,000
- SILVER - \$10,000
- BRONZE - \$5,000
- COPPER - \$1,000

*Please note: The deadline for Sponsorship logos to be included in event marketing is **Friday 15th June 2024.** Please supply vector or high resolution jpeg format. Email to [howdy@outbackrodeos.com](mailto:howdy@outbackrodeos.com)*

## PAYMENT PLAN

- Please invoice us for the full amount due by 30th July 2024
- Full payment due 5th August 2024

Authorised by \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Please return this form to Outback Rodeos Inc.  
email: [howdy@outbackrodeos.com](mailto:howdy@outbackrodeos.com)

If you wish to discuss your sponsorship further,  
please contact Outback Rodeos Inc Treasurer  
email: [howdy@outbackrodeos.com](mailto:howdy@outbackrodeos.com) Phone: 0424 750 534

*In good faith, the sponsor understands that if the Coolgardie Rodeo is cancelled due to unforeseen circumstances, no refunds of sponsorship will be made by Outback Rodeos Inc. Any surplus funds will be either put towards a future event or returned.*