

Good old fashion picnic races for the whole family



SPONSORSHIP PROPOSAL

twenty, twenty, three.



All profits raised go towards the
Wandoan & District Kindergarten

Who & What

Wandoan Camel Races

Wandoan Camel Races is a vibrant and unique country picnic racing event held in the small township of Wandoan, Queensland. A standout and distinctive event within our area where everyday people can fulfil their dreams of racing a camel in one of the six races on the day, our township swells from 500 to a crowd of over 3000 people. With new additions to our program, a fantastic reputation from 2018, 2019, 2021 and a focus on growth through further advertising and marketing, this event is expected to grow even further in 2023.

The success of the event is in the unique attraction of camel racing, but also the variety of entertainment for all ages set against a relaxed country picnic racing atmosphere. From VIP Trackside Marquees, to children's rides, pig races and market stalls, Wandoan Camel Races aims to cater for the wide-range of event-goers that attend our event from near and far.

We are seeking sponsors for our event and believe that your business or company would be the perfect match for the 2023 Wandoan Camel Races. We appreciate that every dollar spent to promote your business must be worthwhile and by supporting this well renowned event in our community, you can be assured your business will be delivered amazing value and exposure all while supporting a fantastic service within our community - the Wandoan and District Kindergarten.

So please have a look at the sponsorship levels and benefits associated with each in this proposal. We look forward to having the opportunity to promote your business to our community and tourist crowd in the lead up to the 2023 Wandoan Camel Races on Saturday October 7th, 2023.

Who are we?

Wandoan and District Kindergarten Association is made up of a group of dedicated and hardworking parents who tirelessly work to raise funds to ensure that our Kindergarten remains open in our community despite the declining number of enrolments due to the current downturn in our town.

Wandoan and District Kindergarten receives a small portion of funding from the government each year, however the remainder of funds need to come from enrolment fees and fundraising. Obviously due to declining enrolments a greater amount of fundraising is needed. Generally 35% of operation costs need to be fundraised each year in order to keep the kindergarten's doors open. This figure does not allow for funds to be put away for the future, be used to improve programs or purchase new resources at the Kindergarten. Therefore 75% of funds raised from Wandoan Camel Races go towards keeping the Kindergarten open, with the remaining 25% used to purchase new resources and improve programs for the future to ensure Wandoan Kindy Kids have access to same Kindy Program and Resources as their urban counterparts.



Main event sponsorship - \$10,000

Exclusive Event Sponsor Benefits:

- Naming Rights "2023 (Your Business/Organisation) Wandoan Camel Races"
- Final Camel Race to be named (Your Business/Organisation) Wandoan Camel Cup
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Business logo on event merchandise
- Social media acknowledgement posts, external media coverage and logo on all distribution flyers and documents
- Award Podium featuring your business/organisation banner and signs
- Opportunity for additional signage at entry and finish line
- Opportunity for a representative from your business/organisation to present Wandoan Camel Cup
- Acknowledgement on the day by event announcer



Major sponsorship

Major Sponsorship - KIDS RIDES \$7,000

Exclusive Major Sponsor Benefits:

- Naming Rights – Children's Rides proudly brought to you by (your business/organisation)
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Business logo on ride passes
- Social media acknowledgement posts
- Signage to be displayed at children's rides (no other competition)
- Regular Acknowledgement on the day by event announcer

**WILLING TO SPLIT
SPONSORSHIP AND
ACCEPT MULTIPLE
SPONSORS**

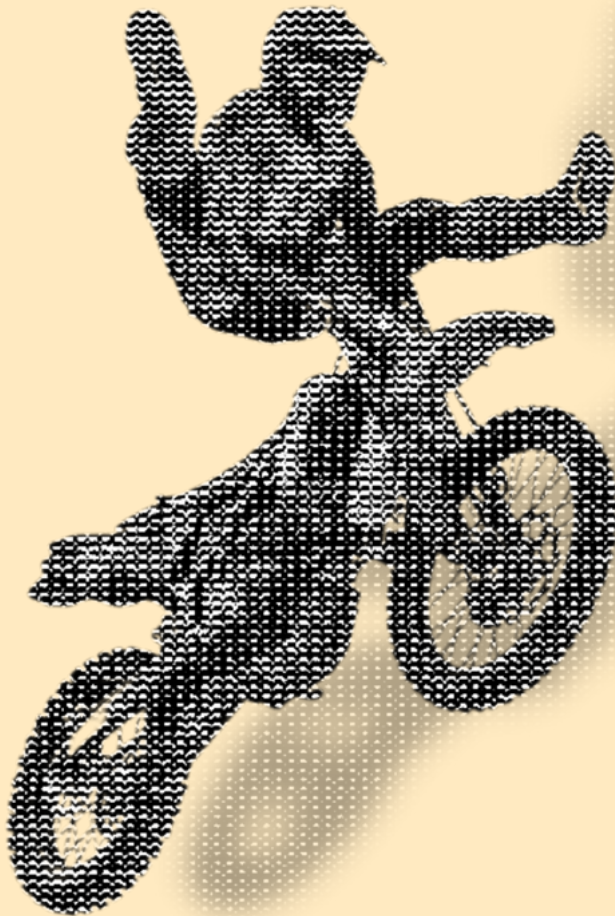


Major sponsorship

Major Sponsorship - KIDS LIVE ENTERTAINMENT \$5000

Exclusive Major Sponsor Benefits:

- Naming Rights – Children's Live Entertainment proudly brought to you by (your business/organisation)
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts
- Signage to be displayed on the day (Banner)
- Regular Acknowledgement on the day by event announcer

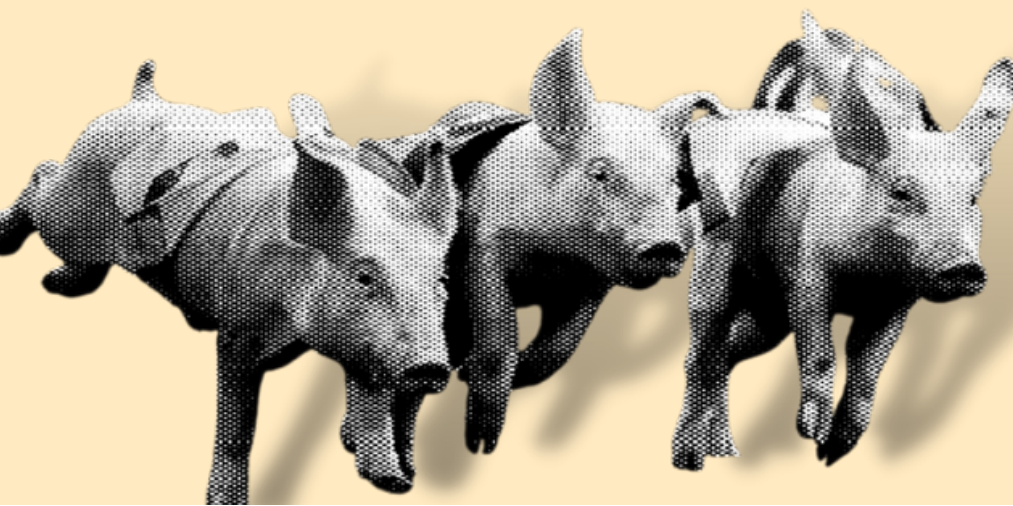


Major sponsorship

Major Sponsorship - PIG RACING \$4,500

Exclusive Major Sponsor Benefits:

- Naming Rights – Pig Races proudly brought to you by (your business/organisation)
- Final Pig Race to be named (Your Business/Organisation) Wandoan Pig Plate
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts
- Signage to be displayed around pig racing arena
- Opportunity for representative from your business/organisation to present Wandoan Pig Plate
- Acknowledgement on the day by event announcer



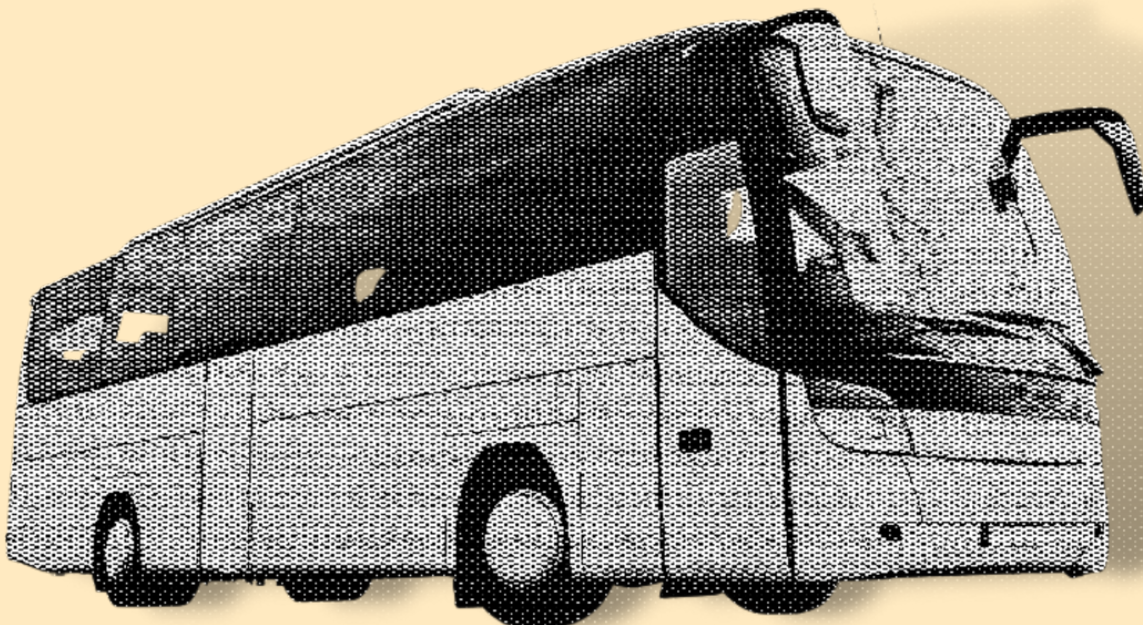
Major sponsorship

Major Sponsorship - CHARTER COACHES \$3,000

Exclusive Major Sponsor Benefits:

- Naming Rights – Charter Coaches proudly brought to you by (your business/organisation)
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts
- Acknowledgement on the day by event announcer

**WILLING TO SPLIT
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SPONSORS**



Major sponsorship

Major Sponsorship - ACROBAT \$3,000

Exclusive Major Sponsor Benefits:

- Naming Rights – Helly Hoops (acrobat) proudly brought to you by (your business/organisation)
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts
- Acknowledgement on the day by event announcer

**WILLING TO SPLIT
SPONSORSHIP AND
ACCEPT MULTIPLE
SPONSORS**



Major sponsorship

Major Sponsorship - VIP Trackside Marquee

\$10,000

Exclusive Major Sponsor Benefits:

- Naming Rights – Your Business/Organisation Lunch on the Lawn Trackside Area
- Business logo on entry tickets
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts
- Signage to be displayed in Trackside Marquee Area
- Acknowledgement on the day by event announcer





VIP Gold Sponsorship

Gold Sponsorship - VIP Trackside Marquee

Sponsor Benefits:

- Business logo on table flyers and event program
- Business logo on website
- Social media acknowledgement post
- Signage to be displayed in Trackside Marquee Area
- Acknowledgement on the day by event announcer



Gold Sponsorship

Sponsorship - Photography \$1,500

Exclusive Sponsor Benefits:

- Naming Rights - Photographer proudly brought to you by (your business/organisation)
- Business logo on all flyers, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts
- Signage/Banner to be displayed
- Acknowledgement on the day by event announcer



Gold Sponsorship - Videography - \$2200

Sponsor Benefits:

- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts
- Business signage to be displayed
- Acknowledgement on the day by event announcer



Major sponsorship

Major Sponsorship - Night Entertainment \$4,500

Exclusive Major Sponsor Benefits:

- Naming Rights – Live Band proudly brought to you by (your business/organisation)
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts
- Signage to be displayed near the Band
- Acknowledgement on the day by event announcer

**\$3250 SPONSORSHIP
REMAINING. WILLING TO
SPLIT TO ACCOMMODATE**

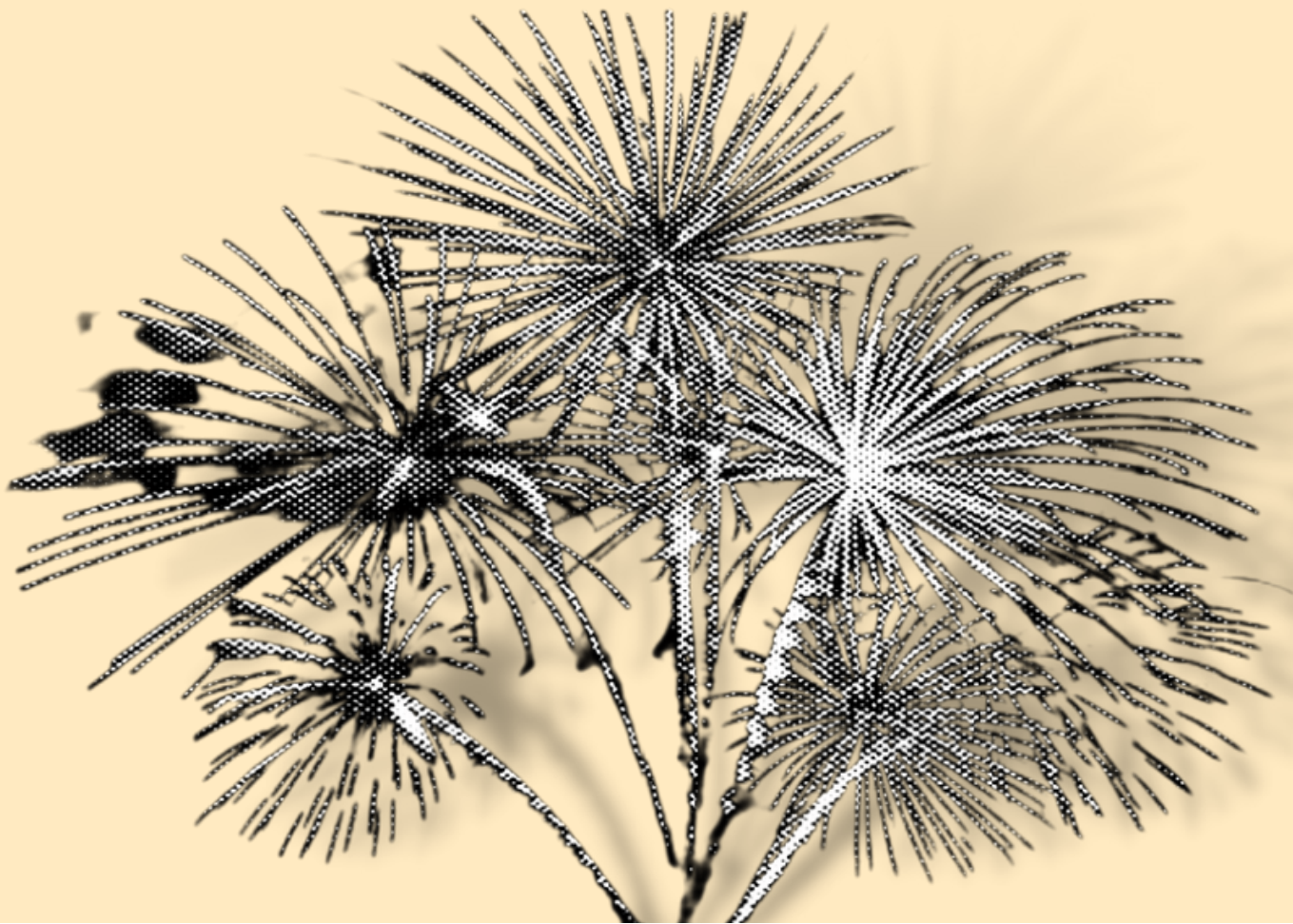


Major sponsorship

Major Sponsorship - Fireworks \$2,500

Exclusive Platinum Sponsor Benefits:

- Naming Rights – Fireworks proudly brought to you by (your business/organisation)
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts including Facebook Live Cross with our Roving Reporter
- Signage to be displayed on fencing
- Acknowledgement on the day by event announcer



Major sponsorship

Major Sponsorship - Lasertag \$2,500

Exclusive Platinum Sponsor Benefits:

- Naming Rights – Laser Tag proudly brought to you by (your business/organisation)
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Business logo on entry passes
- Social media acknowledgement posts including Facebook Live Cross with our Roving Reporter
- Signage to be displayed in Laser Tag Area
- Acknowledgement on the day by event announcer



Major sponsorship

Major Sponsorship - Petting Zoo \$3,300

Exclusive Major Sponsor Benefits:

- Naming Rights – Face Painting & Petting Zoo proudly brought to you by (your business/organisation)
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts
- Signage to be displayed near the Petting Zoo Area and Face Painting Stall
- Acknowledgement on the day by event announcer



Major sponsorship

Major Sponsorship - Face Painting \$1,500

Exclusive Major Sponsor Benefits:

- Naming Rights –Face Painting & Petting Zoo proudly brought to you by (your business/organisation)
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts
- Signage to be displayed near the Petting Zoo Area and Face Painting Stall
- Acknowledgement on the day by event announcer



Major sponsorship

Major Sponsorship - Moo Poo lotto \$1,500

Exclusive Major Sponsor Benefits:

- Naming Rights – Your Business/Organisation Moo Poo Lotto
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Business logo on Moo Poo Lotto tickets
- Social media acknowledgement posts
- Signage to be displayed near the Moo Poo Lotto Arena
- Acknowledgement on the day by event announcer



Punters Bar - \$1,000

Exclusive GOLD Sponsor Benefits:

- Naming Rights – Your Business/Organisation XXXXX
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts
- Signage to be displayed at the Punter's Bar in prime position
- Acknowledgement on the day by event announcer

Canned Bar- \$1,000

Our Punter's Bar knows how to draw a crowd during the day and long into the night! Don't compete with other businesses – have your business' banner in prime position at our Punter's Bar.

- Naming Rights – Your Business/Organisation XXXXX
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts
- Signage to be displayed at the Punter's Bar in prime position
- Acknowledgement on the day by event announcer

Sweeps Booth - \$1,000

With fantastic sweep, raffle and calcutta prizes, our Sweep Booth is a hive of activity. Positioned in the centre of the event area – event goers are sure to see your business' signage.



Silver Sponsorship

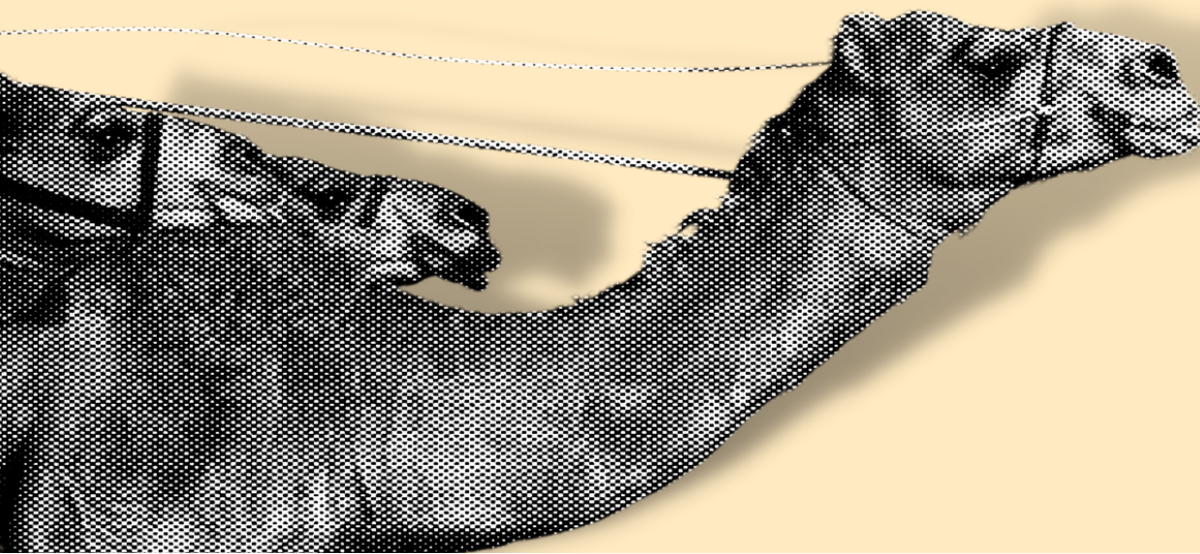
5 Camel Races + 4 Pig Races

Exclusive Race Sponsor Benefits:

- Naming rights to race
- Opportunity for representative from your business/organisation to present sashes to race winner
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts including Facebook Live Cross with our Roving Reporter
- Signage to be displayed on the race track
- Acknowledgement on the day by event announcer

Camel Race Sponsor: \$250 Each

Pig Race Sponsor: \$150 Each



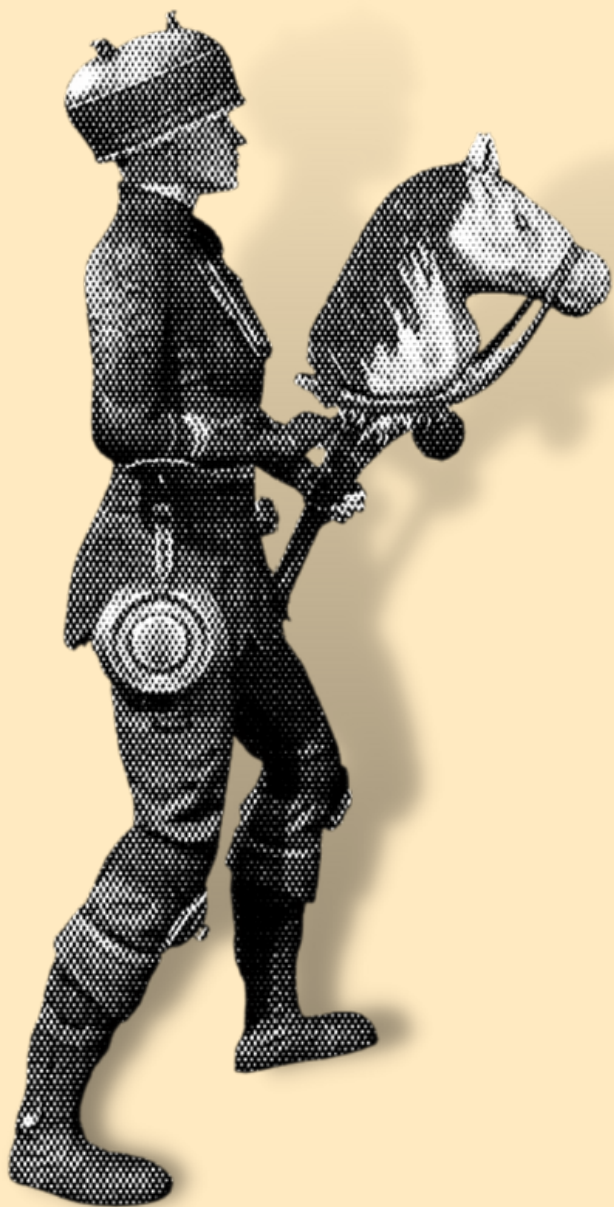
Novelty Foot Races

3 Packages Available - \$100 each

ADULT | SCHOOL AGE | PRESCHOOL

Exclusive Race Sponsor Benefits:

- Naming Rights to Novelty Race
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts including Facebook Live Cross with our Roving Reporter
- Signage to be displayed on race track
- Acknowledgement on the day by event announcer



Fashion on the Field Sponsorship

Exclusive Minor Sponsor Benefits:

- Naming Rights – Your Business/Organisation Best Dressed xxxx
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Signage to be displayed at the Fashions on the Field Stage
- Acknowledgement on the day by event announcer

Best Dressed Lady \$250

Best Dressed Gentleman \$250

Best Dressed Couple \$250

Best Headwear \$250



Fashion on the Field Sponsorship

Exclusive Minor Sponsor Benefits:

- Naming Rights – Your Business/Organisation Best Dressed xxxx
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts
- Signage to be displayed around Fashions on the Field Area
- Acknowledgement on the day by event announcer

Best Dressed Senior Boy and Girl \$150

Best Dressed Junior Boy and Girl \$150

Best Dressed Pre-School Boy and Girl \$150



FOTF Bronze Sponsorship

Fashion on the Field Sponsorship

Exclusive Minor Sponsor Benefits:

- Naming Rights – Your Business/Organisation Best Dressed xxx
- Business logo on all promotional flyers, posters, print advertisements and event program
- Business logo on website
- Social media acknowledgement posts
- Signage to be displayed around Fashions on the Field Area
- Acknowledgement on the day by event announcer

Individual Novelty - \$100



In Kind Sponsorship

VOLUNTEERS

Wandoan Camel Races is always seeking volunteers. If you are unable to financially contribute towards one of the Sponsorship Packages, your business/company may like to consider donating their time to assist with the set up, running of the event or clean up. Recognition via social media of your business/company's contribution will occur before and after the event.

EQUIPMENT & SERVICES

Catering for a large crowd means extra resources not readily available in Wandoan are required. If your business/company has access to any of the following equipment and would consider in-kind donation of its use, we would greatly appreciate your offer of support.

- Port-a-loos
- Trestle Tables
- Chairs
- Light Towers
- Marquees
- Shade Tents
- Freight
- Printing
- Merchandise

PRIZES

Is your business/company known for its products? You may like to support this event by donating a prize to be used towards our Auction or Multi-Draw Raffle. This is a fantastic way to promote your products.

**TRESTLE TABLES, LIGHT TOWERS
AND SHADE TENTS ARE OUR
CURRENT BIG TICKET ITEMS**



Fill in this form

Yes! The team at

would be delighted to be a

Main Event Sponsor

Major Sponsor - Kids Entertainment

Major Sponsorship - Kids Live Entertainment

Major Sponsor - Pig Races

Major Sponsor - Charter Coaches

Major Sponsor - VIP

Major Sponsor - Night Entertainment

Major Sponsor - Fireworks

Major Sponsor - Laser Tag

Major Sponsor - Petting Zoo

Major Sponsor - Face Painting

Major Sponsor - Moo Poo Lotto

Major Sponsor - Acrobat

Major Sponsor - Photography or Videography (Please circle)

Gold Sponsor - Punters Bar, Sweeps Bar (Please circle)

Silver Sponsorship - 5x Camel Races (\$250 each race)

Silver Sponsorship - 4x Pig Races (\$150 each race)

Bronze Sponsorship - 3x Novelty Races (\$100 each race)

FOTF - Gold (4x \$250 each category)

FOTF - Silver (3x \$150 each category)

FOTF - Bronze (1x \$100)

In Kind Donation

sponsor at the 2023 Wandoan Camel Races.

I understand that payment of my Sponsorship is due by 31 August 2023.

Signed: _____

Name: _____

Date: _____

Email: _____



Sponsorship agreement