



STAMPEDE
★ *Series* ★

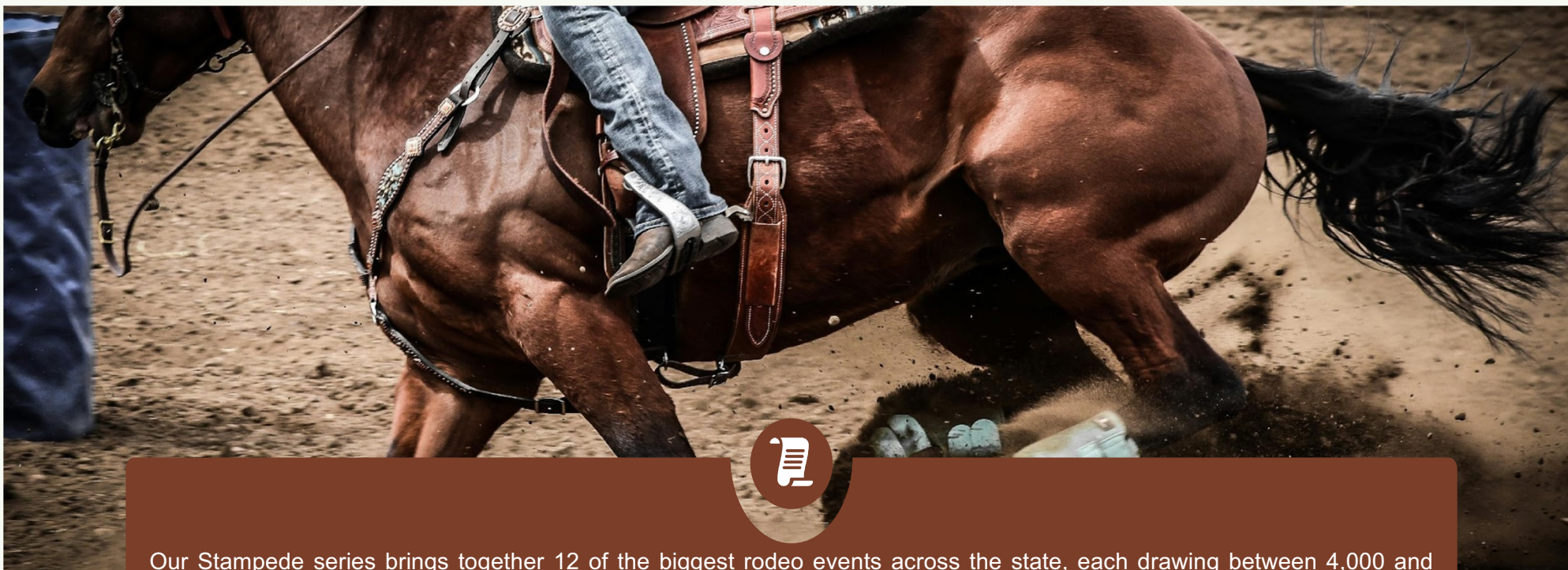
Rodeo Partnership Deck

July 2025

Avg. Reading Time: 3 min



About Our Events



Our Stampede series brings together 12 of the biggest rodeo events across the state, each drawing between 4,000 and 8,000 spectators. From bull riding and barrel racing to live music, family activities, and local food, every event delivers a high-energy, community-driven celebration of rodeo culture. With passionate crowds, strong local ties, and premium entertainment, our events offer sponsors the chance to connect with thousands of engaged, high-spending attendees in vibrant regional and metro settings.

Series Synopsis

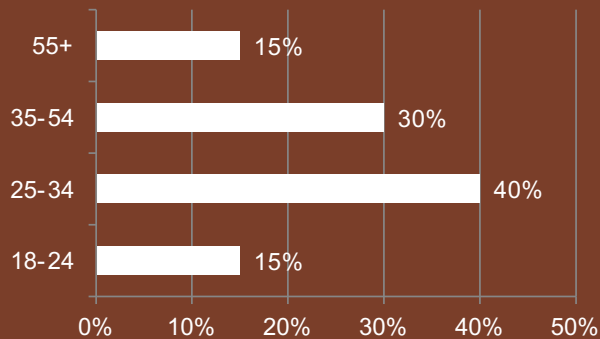
The Stampede Series is projected to become Australia's premier and most popular rodeo event during 2025 and 2026. Below is a compilation of the rodeos participating in this series:

- Hunter Valley Rodeo - Maitland - 10th October
- Macarthur Rodeo - Camden - 22nd November
- South Melbourne Rodeo - Scoresby - 13th December
- Albury & Wodonga Rodeo - Albury - 20th December
- Ballarat Stampede - Ballarat - 3rd January
- North Shore Rodeo- St Ives - 17th January
- Melbourne Rodeo - Melbourne - 28th February
- Shepperton Rodeo - Shepperton - 21st March
- Sydney Rodeo - Blacktown - 17th & 18th April
- Gold Coast Rodeo – Gold Coast - 2nd May
- Brisbane Rodeo & Series Final - Brisbane - 16th May



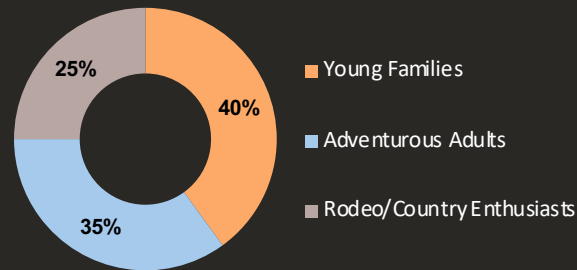
Audience Insights (Average per rodeo)

Age Distribution



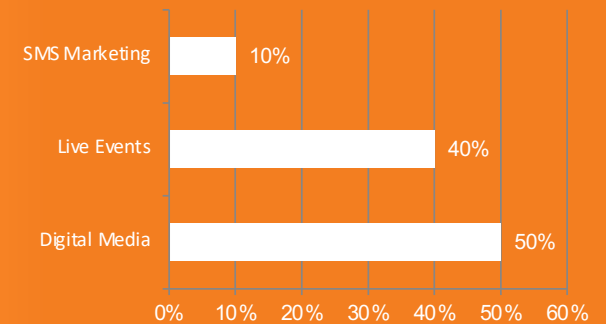
Our audience spans various age groups: 18-24 (15%), 25-34 (40%), 35-54 (30%), and 55+ (15%). This diverse range ensures broad engagement and dynamic festival experiences

Audience Composition



Our audience consists of young families (40%), adventurous adults (35%) and rodeo/country enthusiasts (25%), ensuring a vibrant mix of passion and expertise at our events.

Engagement



Our audience engages through digital media (50%), live events (40%), and email/SMS marketing (10%), providing multiple touchpoints for brand interaction.

Sponsorship Benefits

Brand Exposure

Gain standout visibility through event-day signage, live announcements, and targeted local marketing, reaching thousands of attendees on-site and an even wider audience through our digital and media channels.

Market Insights

Tap into local audience trends and feedback from an engaged community, helping you better tailor your products and services to resonate with this specific market.



Audience Engagement

Connect face-to-face with a high-energy crowd of 4,000–8,000 attendees, building brand loyalty through memorable, hands-on experiences and direct interaction.

Unique Opportunities

Position your brand at the heart of a major community event, aligning with the excitement, tradition, and entertainment of rodeo while creating authentic local connections.

Sponsorship Packages - Overall



Gold

Gain brand visibility through event signage and social media mentions.

\$3,000

Announced as the Gold Sponsor during rodeo performances

Sponsor logo on the website and all digital media including 2 sponsor posts on event social media

Space for 2 x banners outside the arena

Presentation of 1 x major trophy by the sponsor

3 x VIP Tickets (inc drinking package)

+ more



Platinum

Enhance brand presence with exclusive platinum and arena sponsorship
(Only 1 package available)

\$5,000

Arena will be announced as [Company]'s Arena during the rodeo

Sponsor logo on all digital media and printed arena signage including 3 x sponsor posts on event social media

4 x Prime signage placement

Sponsor activation area during the event

Presentation of 1 x major trophy by the sponsor

6 x VIP Tickets (inc drinking package)

+ more



Naming Rights

The ultimate brand presence as the presenting sponsor for the event.
(Only 1 package available)

\$10,000

Exclusive Naming Rights e.g. [Company] presents The Sydney Rodeo

Sponsor name mentioned in all digital media, PR, event opening and closing ceremony and on all printed signage

5 x sponsor posts on event social media

Presentation of 2 x major trophies by the sponsor

Prime Sponsor activation area during the event

10 x VIP Tickets (inc drinking package)

+ more

Sponsorship Packages – Key Events



Open Bull Ride

Own the 8 seconds that matter

\$3,000

Announced as the Open Bull Ride Sponsor during the event

Sponsor logo on the website and all digital media including 2 x sponsor posts on event social media

Space for 2 x banners outside the arena

Presentation of Open Bull ride trophy by the sponsor

3 x VIP Tickets (inc drinking package)

+ more



Open Bareback Bronc

Align with raw power and grit by sponsoring the Bareback Bronc Ride

\$2,000

Announced as the Open Bareback Horse Sponsor during the event

Sponsor logo on the website and all digital media including 1 sponsor post on event social media

Space for 2 x banners outside the arena

Presentation of Open Bareback Horse Trophy by the sponsor

2 x VIP Tickets (inc drinking package)

+ more



Open Saddle Bronc

Back the classic event that defines rodeo tradition

\$2,000

Announced as the Open Saddle Bronc Sponsor during the event

Sponsor logo on the website and all digital media including 1 sponsor post on event social media

Space for 2 x banners outside the arena

Presentation of Saddle Bronc Trophy by the sponsor

2 x VIP Tickets (inc drinking package)

+ more

Sponsorship Packages - Other



Rustler Package

This gives your brand a foothold in the arena, with essential exposure to connect you to our rodeo audience

\$1,500

- Announced as a Sponsor during the event
- Ability to have company banner in arena (sponsor to provide)
- Sponsor logo on the website and all digital media including 1 sponsor post on event social media
- 2 x VIP Tickets (inc drinking package)



Hoedown Package

The Hoedown Package puts your brand front and centre on the heart of the party — our main band stage

\$2,000

- Announced as the entertainment sponsor for the event and can introduce the band ahead of their performance
- Sponsor logo on the website and all digital media including 1 sponsor post on event social media
- Large printed signage around band stage
- 2 x VIP Tickets (inc drinking package)



VIP Area

Putting your name alongside the ultimate rodeo experience for our most valued guests

\$2,000

- Announced as an event Sponsor during the rodeo
- Sponsor logo on the website and all digital media including 1 sponsor post on event social media
- Signage throughout the VIP area for brand exposure
- 5 x VIP Tickets (inc drinking package)

Successful Events



Sydney Rodeo

The Sydney Rodeo sold out in under one week welcoming over 7,000 attendees in the largest rodeo event that has hit Sydney in recent years. With the huge demand for tickets, this event has been expanded into a 2-day rodeo celebration for 2026.



National Rodeo Championships

The peak of the RSA Rodeo Season, the National Rodeo Championships is a selective event aimed at identifying the top bull and bronc riders in the nation. This competition, held in Ballarat, was a sold-out event with 5,000 attendees that attracted significant local and national media coverage.



Melbourne Rodeo

The Melbourne Rodeo was yet another triumph, attracting a full house of 7,000 spectators to the Melbourne Christmas Tree Farm. This remarkable turnout, along with the heightened ticket demand resulting from the sold-out performance, has prompted the Melbourne Rodeo to relocate to the Melbourne Showgrounds in 2026, where we anticipate welcoming over 12,000 participants.





Our Valued Partners






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Let's Get in Touch!

If you have any questions, would like a tailored sponsorship package or are ready to join an unforgettable event - Get in touch today!

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