



NATIONAL
RODEO
CO.

STAMPEDE
★ *Series* ★

Stampede Series Brand Partnership Deck

FY25/26

Avg. Reading Time: 3 min



11

Rodeo Events

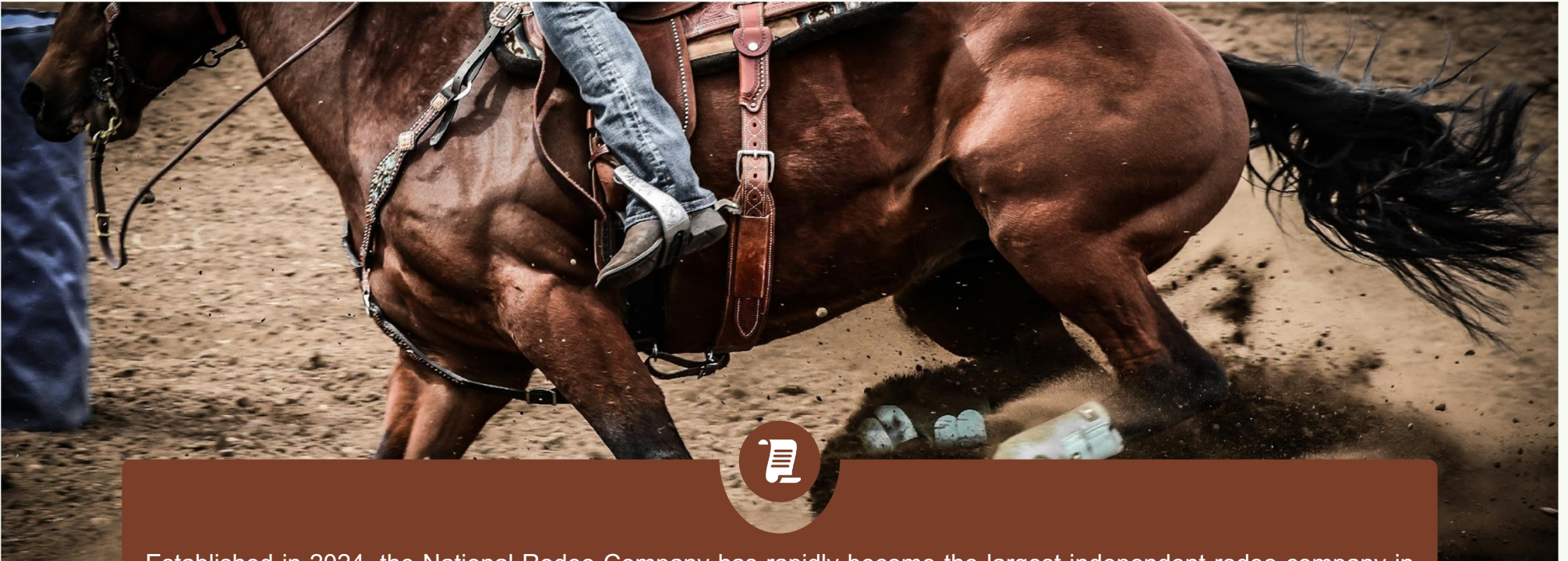
70,000+

Total Attendance

2M+

Social Media Impressions

About the Series



Established in 2024, the National Rodeo Company has rapidly become the largest independent rodeo company in Australia. Through the initiation of the Stampede Series, it aims to infuse a spirit of magnificence and performance into the Australian rodeo culture while also extending its reach to 9 major metropolitan regions across Queensland, New South Wales, and Victoria.

Series Synopsis

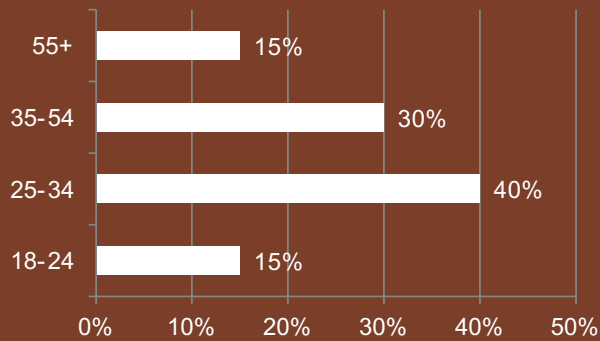
The Stampede Series is projected to become Australia's premier and most popular rodeo event during 2025 and 2026. Below is a compilation of the rodeos participating in this series:

- 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 -21st February
- Melbourne Rodeo -Melbourne -28th February
- Shepparton Rodeo -Shepparton -10th April
- Sydney Rodeo -Blacktown -17th & 18th April
- Moreton Bay Rodeo -Redcliffe -2nd May
- Brisbane Rodeo & Series Final -Brisbane -16th May



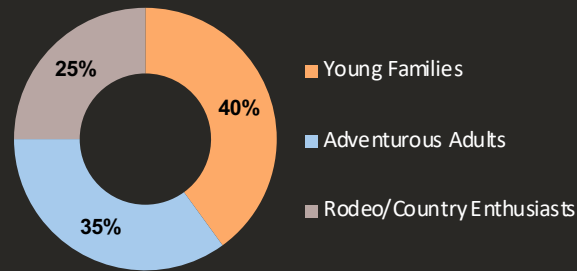
Audience Insights

Age Distribution



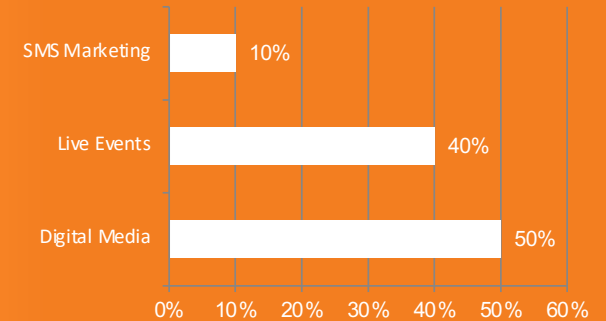
Our audience spans various age groups: 18-24 (15%), 25-34 (40%), 35-54 (30%), and 55+ (15%). This diverse range ensures broad engagement and dynamic festival experiences

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.

Partnership Benefits

Brand Exposure

Gain significant brand visibility through our extensive marketing channels, reaching hundred of thousands of potential customers and enhancing your market presence.

Market Insights

Access valuable market insights and trends, helping you tailor your products and services to meet evolving consumer demands.



Audience Engagement

Engage directly with a diverse high-spending audience, fostering brand loyalty and creating meaningful connections through interactive event experiences.

Unique Opportunities

Engage with a dedicated and enthusiastic audience across diverse locations in an innovative manner, broadening your clientele and creating new business possibilities.

Sponsorship Packages



Supplier Partnerships

Exclusive partnership in your business category across the series

Let's discuss

Exclusive partnership rights in your chosen category for the entire series

Premium sponsor on all digital, print and press advertising

Guaranteed event-day activation space

Event advertising and signage opportunities

Exclusive sponsor seating at every rodeo

Sponsor Passes dependent on partnership value

Access to all opt-in event data



Bronze

Take your brand to the next level with a bronze level series partnership

\$20,000

Bronze sponsor on all digital, print and press advertising

2 x event-day activation space

Bronze Website Listing & 1 x sponsor social post per Rodeo

Event advertising and signage opportunities

Exclusive sponsor seating at every rodeo

20 x Sponsor Passes

Access to all opt-in event marketing data



Silver

Showcase your brand as one of only 3 silver sponsors for the Stampede series

\$30,000

Silver sponsor on all digital, print and press advertising

5 x event-day activation space

Silver Website Listing & 2 x sponsor social post per Rodeo

Presentation of major event trophies at each event

Exclusive sponsor seating at every rodeo

30 x Sponsor Passes

Arena branding

Access to all opt-in event marketing data

Sponsorship Packages



Gold

Gain brand visibility through event signage and social media mentions.

\$40,000

- Gold sponsor on all digital, print and press advertising
- Guaranteed event-day activation space
- Event advertising and signage opportunities
- Exclusive sponsor seating at every rodeo
- 50 x Sponsor Passes
- Access to all opt-in event data and 1 x dedicated sponsor eDM



Platinum

Enhance brand presence with exclusive platinum and arena sponsorship

\$50,000

- Platinum sponsor on all digital, print and press advertising
- Premium guaranteed event-day activation space
- Event advertising and signage opportunities
- Branding takeover of major event space (stage, arena, VIP area)
- Exclusive sponsor seating at every rodeo
- 70 x Sponsor Passes
- Access to all opt-in event data and dedicated sponsor eDMs



Naming Rights

The ultimate brand presence as the presenting sponsor for the Series

\$100,000

- Named sponsor on all digital, print and press advertising
- Prime event-day activation space
- Premium advertising and signage opportunities
- Presentation of major event trophies at each event
- Dedicated takeover of social media prior to National Finals
- Exclusive sponsor seating at every rodeo
- 100 x Sponsor Passes
- Arena branding
- First access to all opt-in event data and dedicated sponsor eDMs

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 Series Partners






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Let's Get in Touch!

We invite you to explore partnership opportunities with us.

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