



## Sponsorship Information

We would like to welcome you to Queensland's premier all breeds western performance show, the 4th annual "Tropicana Classic", proudly presented by the Australian Equine Institute.

The concept of the show comes from a group of like-minded dedicated individuals who are longstanding members of the western horse industry. Our vision is of a major show with a fun, relaxing, family showing environment encouraging everyone to enjoy their horses.

The Tropicana Classic unites all the traditional and the new fast-growing western disciplines at one venue, including but not limited to:

- Halter
- Cow Horse (Queensland qualifying show for the ARCHA National Finals)
- Boxing
- Western Performance
- Ranch Riding & Versatility Ranch
- Southeast QLD Western Dressage Championships
- Barrel Racing
- Show Hack
- Reining
- Hunter
- Trail

The Tropicana Classic showcases all western breeds and is Queensland major annual show rivalling the calibre of major western performance shows held in other states, attracting competitors Australia wide. In 2023, the Tropicana Classic attracted 476 horses competing over 10 days of showing, with \$80,000 in prize money up for grabs. Tentatively, two international judges are booked to judge our show at the world class Queensland State Equestrian Centre from the 29<sup>th</sup> of June to the 7<sup>th</sup> of July 2024. The Tropicana Classic Barrel Race and Western Dressage Southeast QLD Championship Show are also run in conjunction at the QSEC and Caboolture Showgrounds, becoming a fixture in both the Western Dressage and Rodeo calendars.

We look forward to working closely with our sponsors, promoting your businesses, and seeing you all at the show.

Kind regards,  
The Tropicana Classic Team

## **Tropicana Classic Sponsorship Packages**

### **Classic Sponsorship**

**\$1,000 - \$5,000**

- Sponsorship of \$1,000, or greater.
- Sponsorship of a class, general show sponsorship or value amount of product sponsorship.
- Naming rights to the class – includes sponsorship name on the buckle and sash.
- 12-month social media coverage of your business
- Class presentation and interview with class winners
- Product placement and advertising throughout the show
- A short video of the sponsors business and/or products, including an interview with the sponsor at the show.
- Promotion of sponsorship in the monthly newsletter
- Full page advert in show program
- Complimentary Trade Stall
- Priority Stabling & Camping

### **Feature Sponsorship**

**\$500 - \$999**

- Sponsorship of \$500 or greater
- Sponsorship of a class, general show sponsorship or value amount of product sponsorship
- 12-month social media coverage of your business
- Class presentation
- A short interview with the sponsor at the show.
- Promotion of sponsorship in the monthly newsletter
- Half page advert in show program
- Complimentary Trade Stall (Council fee to be paid by the stall owner)
- Priority Stabling & Camping

### **AA Class Sponsorship**

**\$330 (inc. GST)**

- Sponsorship of Select Amateur, Novice Amateur, Amateur or All Age Amateur classes.
- Alternatively, sponsor an entertainment night (sponsorship includes bar and live music costs).
- Social media coverage of your business
- Class presentation
- Promotion of sponsorship in the monthly newsletter
- Quarter page advert in show program

### **AA Class Sponsorship**

**\$55 - \$110 (inc. GST)**

- Sponsorship of Beginner, All Age Youth & Senior Youth classes (\$100 each)  
OR
- Junior Youth Classes (\$50 each).
- Social media coverage of your business
- Sponsorship recognition in show program

### **High Point Sponsorship / Halter Supreme Exhibit of Show Sponsorship**

**\$165 (inc. GST)**

- Sponsoring a High Point award OR Halter Supreme Exhibit of Show Award
- Social media coverage of your business
- Presentation of Award
- Sponsorship recognition in show program

### **High Point Reserve Sponsorship / Halter Supreme of Breed**

**\$110 (inc. GST)**

- Sponsoring a High Point Reserve award OR a Halter Supreme of Breed Award
- Social media coverage of your business
- Sponsorship recognition in show program

### **Champion & Reserve Champion Sponsorship**

**\$27.50 - \$55 (inc. GST)**

- Sponsoring a Champion (\$50) OR a Reserve Champion (\$25) Award
- Social media coverage of your business
- Sponsorship recognition in show program



## Sponsorship Agreement

Yes, I/we would like to sponsor the 2022 Tropicana Classic

Please select from the following sponsorship option:

- Classic \_\_\_\_\_ (please specify amount + GST)
- Feature \_\_\_\_\_ (please specify amount + GST).
- AA Class Sponsorship (Amateur) - \$330
- AA Class Sponsorship (Youth) - \$55.00 to \$110.00
- High Point - \$165.00
- High Point Reserve - \$110.00
- Halter Supreme Exhibit of Show - \$165.00
- Halter Supreme of Breed - \$110.00
- Champion - \$55.00
- Reserve Champion - \$27.50
- Other: \_\_\_\_\_ (please specify amount).

Or alternatively we can discuss custom a sponsorship package to suit your needs and requirements.

Preferred class to sponsor:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

Could logo/photos used for online advertisement be supplied at your earliest convenience. Marketing materials and/or products for the show to be supplied by the 15th of May 2023, at the latest. Arena banners to be dropped into the show office on bump-in day.

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

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

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Bank details**      Tropicana Classic      **BSB:** 084 745      **Account No:** 977 983 346

Please return the completed form to [tropicanaclassic@gmail.com](mailto:tropicanaclassic@gmail.com).

On behalf of the Tropicana Classic Team, we thank you for your generous support.