

20th Annual

Weipa Rodeo

2025 Sponsorship Packages



Friday 22nd & Saturday 23rd August 2025

Weipa Rodeo

The Weipa Rodeo Association is a non-profit group, run entirely by volunteers and largely funded by generous sponsorship from local businesses. Without these sponsors and volunteers, the Weipa Rodeo would not be the success it is.

The Weipa Rodeo is a 2 day event with a full day of Rodeo School provided for all nominated riders the day before the event delivered by 3x Professional Australian Bullriders and our 4 Professional Protection Athletes / Bullfighters. This focuses on key attributes of rodeo like correct equipment and proper use, safe and successful riding techniques and dismount and protection. This greatly improves the safety and protection of our riders, our team and the livestock. Last year with the increasing popularity of our Barrel Racing Events we arranged a multi award winning horse sport competitor to facilitate a horsemanship clinic for all nominated horse sport riders.

Unique to Weipa Rodeo, the committee purchases and provides all required safety gear for all of our competitors. Junior and Senior riders borrow the committee's safety equipment, thus allowing them to participate without the significant financial outlay usually incurred (Helmets: \$200; safety vest: \$500, riding gloves: \$80; ropes: \$450) This community-focused succession-planning initiative helps ensure the future of the event through nurturing current and up and coming Rodeo athletes.

With rider nominations from all over the Cape and beyond, the Weipa Rodeo is focused on inclusion for all. With interest in the addition of the Saddle Bronc and Barrel Racing events the committee agreed to bring in the new event and keep the bushman's buckjump event as well as it catered to a broader amount of nominated riders. We have also commenced investing in some specialized horse sport equipment that would not be readily available in the general public, for example bronc riding saddles.

Each year we have a strong focus on not just putting on one of the largest and most exciting events in the cape but giving back to the community and supporting worthy causes.

A large piece of this is nominating a major charity that we will be supporting each year. We promote the organisation and their mission and raise as much awareness and funds for them as we can.

In 2024 The Weipa Rodeo Committee supported **Conquer the Corrugations**. *Conquer the Corrugations is an annual event that include walking from Coen to Archer River, the goal to promote awareness for Mental Health.*

In the Cape, mental health and suicide awareness and prevention are very real challenges. These organisations are vital in getting the message out there that people are not alone when they feel all else is lost. There are places to turn to and people to talk to and support there when needed. **Conquer the Corrugations** celebrating their 10 year anniversary in 2024 and the Weipa Rodeo are very proud that we could be a part of that.

In 2024 The Weipa Rodeo donated a total of \$23130 back into the community supporting various clubs, organisations and donations, including the massive \$17000 that went to **Conquer the Corrugations**.

In previous years we have been fortunate to have the opportunity to expand into our surrounding communities with engagement sessions being held in Aurukun and hosting a fun day for local school aged kids on campus and at the grounds giving local kids a fun and interactive opportunity to Rodeo without needing to nominate and jump on livestock and a week of mentoring from Australian and World Bullriding Champion Troy Dunn.

We have also kicked off a development program to support our local talent to grow in the sport of Rodeo.

In addition to the above with us now having the permanent rodeo grounds we are constantly looking for ways to improve our facility and build infrastructure that supports not only our event but the broader Weipa community. Examples of this would be the fabrication of an additional grandstand and the building of a permanent bar shed.

The Weipa Rodeo doesn't happen without support. The Rodeo committee is greatly appreciative of our generous community support, sponsors, volunteers, emergency services personnel, stock contractors and officials who work to ensure its success. All sponsorship is greatly appreciated, and we hope that we can count on your support to make the 2025 Weipa Rodeo a great success.

As a show of appreciation all sponsor logo and/or name will appear on the 2025 Sponsor Shirt. These will be given in your sponsor package.

2025 Weipa Rodeo Sponsorship Packages

Sponsorship Status

Sponsorship Status is based on combined sponsorship value

Platinum Rodeo Sponsorship	\$5,000 & Above
- Your Logo and/or name printed on 2025 Annual Event shirt	
Gold Rodeo Sponsorship	\$1,500 - \$4,999
- Your Logo and/or name printed on 2025 Annual Long Sleeve Event shirt	
Silver Rodeo Sponsorship	\$501 - \$1,499
Bronze Rodeo Sponsorship	\$200 - \$500

Event Sponsors	Packages Available	Price
Weipa Rodeo Partnership for 2025 - 'Presented By' Rights	(1)	\$20,000
Open Bull	(2)	\$5,500
Saddle Bronc	(2)	\$5,000
Bushman's Buckjump	(2)	\$ 5,000
Cape of Origin	(4)	\$5,000
Novice Bull	(2)	\$2,500
Junior Bull/Bullock	(2)	\$2,000
Mini Bull	(2)	\$2,000
Novice Barrel Race	(2)	\$2,500
Open Bullock	(2)	\$1,200
Women's Bullock	(2)	\$1,200
Junior Steer	(2)	\$1,000
Junior Barrel Race	(2)	\$1,000
Poddy Ride	(2)	\$1,000
Tiny Tots Barrel Race	(2)	\$500
Men's Chute Dogging	(5)	\$500
Women's Chute Dogging	(5)	\$500
Ringers Ironman Challenge	(5)	\$500

2025 Weipa Rodeo Sponsorship Packages

Specialty Item Sponsors	Packages Available	Price
Chute Sponsorship	(3)	\$5,000
Entertainment , Band, Lights, Sound	(4)	\$2,500
Rodeo Clowns	(4)	\$1,500
Development Program	(10)	\$1,000
Junior Rodeo School	(1)	\$1,000
Community Engagement Program		\$1000
Professional Bucking Stock		\$500
Stock Cartage		\$500
QAS & QPS		\$500
Event Judges		\$500
Pick Up Men		\$500
Colouring In Competition		\$300
Best Dressed Cowpoke (child)		\$200
Kids Dance Competition		\$200
Whip Cracking Competition		\$200

** All Values are inclusive of GST*

(If number of packages is not specified—unlimited packages available)

In-Kind Sponsorship

Machinery, materials & services etc.

Please give approx. figure & details of contribution

2025 Weipa Rodeo Sponsorship Packages

Important Dates & Information

Sponsorship closes **1st April 2025**

1st April 2025

- Money must be received by Weipa Rodeo
 - Direct Deposit preferred
 - Cheques accepted
- Shirt sizes required. If no size provided XL will be allocated.
- A copy of your logo in PDF or Jpeg format submitted

1st August 2025

- Have your Sign or Banner ready for collection, as this will be displayed at the Weipa Rodeo. Sponsorship Coordinator will liaise with you on when this will be collected.

Direct Deposit Details (Money to be received by 1st April 2025 to secure your event)

Account Name:	Weipa Rodeo Association Incorporated
Bank:	Queensland Country Bank
BSB:	654 000
Acc Number:	4161 2812
Description:	Please include your Invoice number or company name as a reference for the transfer

Cheque Details (Money to be received by 1st April 2025 to secure your event)

To be made out to:	Weipa Rodeo Association Incorporated
Post to:	Treasurer - Weipa Rodeo Association
	Po Box 1201
	Weipa, Qld, 4874

2025 Weipa Rodeo Sponsor Contacts

Sponsorship Coordinator
Jess Rasmussen 0411 663 156

President
Reuben Slingo 0405 125 054

2025 Weipa Rodeo Major Sponsor Packages

Weipa Rodeo Partnership - 'Presented By' Rights

1 Exclusive Sponsorship Package Available

- **Official Weipa Rodeo Partner i.e. 'Weipa Rodeo Presented By' Rights**
 - **Your business will be displayed and promoted the following way:**
 - Your Logo and/or name printed on the 2025 Weipa Rodeo Sponsor Shirts
 - Your Logo and/or name printed on the 2025 Weipa Rodeo Annual Event Shirts
 - Your sponsorship promoted on Weipa Rodeo social media
 - Your logo and/or name advertised on the big screen during the two day event
 - Regular sponsor announcements throughout the two day event
 - Your banner displayed in a prominent position at the event
 - **Appreciation**
 - Framed certificate of appreciation
 - Weipa Rodeo Platinum merchandise package
 - 2 x 2025 Committee Style Shirts (without "committee" embroidery)
 - 4 x 2025 Weipa Rodeo Sponsor Shirts with all sponsor logos
 - 10 x Weipa Rodeo Weekend entry passes
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Chute Sponsor

3 Sponsorship Packages Available

- **Your business will be displayed and promoted the following way:**
 - Your banner on chute gate
 - Your logo and/or name printed on the 2025 Weipa Rodeo Sponsor Shirts
 - Your logo and/or name printed on the 2025 Weipa Rodeo Annual Event Shirts
 - Sponsor announced each time chute gate is used
 - Your sponsorship promoted on Weipa Rodeo social media
 - Your logo advertised on the big screen during the two day event
 - Regular sponsor announcements throughout the two day event
- **Appreciation**
 - Framed Certificate of appreciation
 - Weipa Rodeo merchandise package
 - 7 x 2025 Weipa Rodeo Sponsor Shirts with all sponsor logos
 - 7 x Weipa Rodeo Weekend entry passes

PLEASE NOTE: Announcement content, finished artwork for advertising and logo to be provided by the sponsor by April 1st 2025.



2025 Weipa Rodeo Major Sponsor Packages

Open Bull

Saddle Bronc

Bushman's Buck Jump

Cape Of Origin

- **Your business will be displayed and promoted the following way:**
 - Your logo and/or name printed on the 2025 Weipa Rodeo Sponsor Shirts
 - Your logo and/or name printed on the 2025 Weipa Rodeo Annual Event Shirts
 - Your logo and/or name sponsorship promoted on Weipa Rodeo social media
 - Your logo advertised on the big screen during the two day event
 - Sponsor announcements throughout the event
 - Your banner displayed at the event
- **Appreciation**
 - Framed Certificate of appreciation
 - Weipa Rodeo merchandise package
 - If you would like to participate in event presentation please advise
 - 5 x 2025 Weipa Rodeo Sponsor Shirts with all sponsor logos
 - 5 x Weipa Rodeo Weekend passes
- **Naming rights or shared naming rights of the Individual Event**
 - i.e. 'Sponsors name' Open Bull



PLEASE NOTE: Announcement content, finished artwork for advertising and logo to be provided by the sponsor by April 1st 2025.



2025 Weipa Rodeo Sponsor Packages

Novice Bull
Open Barrel Race

Junior Bull/Bullock
Entertainment, Band, Lights, Sound

Mini Bull

- **Your business will be displayed and promoted the following way:**
 - Your logo and/or name printed on the 2025 Weipa Rodeo Sponsor Shirts
 - Your logo and/or name printed on the 2025 Weipa Rodeo Annual Event Shirts
 - Your logo and/or name sponsorship promoted on Weipa Rodeo social media
 - Your logo advertised on the big screen during the two day event
 - Sponsor announcements throughout the event
 - Your banner displayed at the event
- **Appreciation**
 - Framed Certificate of appreciation
 - Weipa Rodeo merchandise package
 - If you would like to participate in event presentation please advise
 - 2 x 2025 Weipa Rodeo Sponsor Shirts with all sponsor logos
 - 2 x Weipa Rodeo Weekend passes
- **Naming rights or shared naming rights of the Individual Event**
 - i.e. 'Sponsors name' Cape of Origin
 - i.e. 'Sponsors name' Novice Bull

PLEASE NOTE: Announcement content, finished artwork for advertising and logo to be provided by the sponsor by April 1st 2025.



2025 Weipa Rodeo Major Sponsor Packages

Community Engagement Sponsor

- **Your business will be displayed and promoted the following way:**
 - Your Logo and/or name printed on the 2025 Weipa Rodeo Sponsor Shirts
 - Your Logo and/or name printed on the 2025 Weipa Rodeo Annual Event Shirts
 - Your sponsorship promoted on Weipa Rodeo social media
 - Your logo and/or name advertised on the big screen during the two day event
 - Regular sponsor announcements throughout the two day event
 - Your banner displayed in a prominent position at the event
 - Representatives to join the Weipa Rodeo in community visits
- **Appreciation**
 - Framed certificate of appreciation
 - Weipa Rodeo merchandise package
 - 1 x 2025 Weipa Rodeo Sponsor Shirts with all sponsor logos
 - 1 x Weipa Rodeo Weekend entry passes
 - Quantities will be adjusted accordingly if committed value is higher



PLEASE NOTE: Announcement content, finished artwork for advertising and logo to be provided by the sponsor by April 1st 2025.



2025 Weipa Rodeo Sponsor Packages

Open Bullock

Women's Bullock

Junior Barrel Race

Junior Steer

Poddy Ride

Junior Rodeo School

Rodeo Clowns

Development Program

- **Your business will be displayed and promoted the following way:**
 - Your logo and/or name printed on the 2025 Weipa Rodeo Sponsor Shirts
 - Your sponsorship promoted on Weipa Rodeo social media
 - Your logo and/or name advertised on the big screen during the two day event
 - Sponsor announcements throughout the event
 - Your banner displayed at the event.
- **Appreciation**
 - Framed Certificate of appreciation
 - Weipa Rodeo merchandise package
 - If you would like to participate in event presentation please advise
 - 1 x 2025 Weipa Rodeo Sponsor Shirt with all sponsor logos
 - 1 x Weipa Rodeo Weekend pass
- **Naming rights or shared naming rights of the Individual Event**
 - i.e. '*Sponsors name*' Open Bullock
 - i.e. '*Sponsors name*' Women's Bullock
 - i.e. '*Sponsors name*' Junior Bullock
 - i.e. '*Sponsors name*' Junior Steer
 - i.e. '*Sponsors name*' Poddy Ride
 - i.e. '*Sponsors name*' Open Barrel Race
 - i.e. '*Sponsors name*' Men's Steer Undecorating
 - i.e. '*Sponsors name*' Women's Steer Undecorating
 - i.e. '*Sponsors name*' Junior Barrel Race

PLEASE NOTE: Announcement content, finished artwork for advertising and logo to be provided by the sponsor by April 1st 2025.



2025 Weipa Rodeo Sponsor Packages

Men's Chute Dogging

Women's Chute Dogging

Ringers Ironman

Tiny Tots Barrel Race

Professional Bucking Stock

Stock Cartage

QAS & QPS

Event Judges

Pick-up Men

- **Your business will be displayed and promoted the following way:**
 - Your logo and/or name printed on the 2025 Weipa Rodeo Sponsor Shirts
 - Your sponsorship promoted on Weipa Rodeo social media
 - Your logo and or name advertised on the big screen during the two day event
 - Sponsor announcements throughout the event
 - Your banner displayed at the event
- **Appreciation**
 - Framed Certificate of appreciation
 - Weipa Rodeo merchandise package
 - If you would like to participate in event presentation please advise
 - 1 x 2025 Weipa Rodeo Sponsor Shirt with all sponsor logos
 - 1 x Weipa Rodeo weekend pass
- **Naming rights or shared naming rights of the Individual Event**
 - i.e. 'Sponsors name' Men's Chute Dogging
 - i.e. 'Sponsors name' Women's Chute Dogging
 - i.e. 'Sponsors name' Ringers Ironman Challenge

PLEASE NOTE: Announcement content, finished artwork for advertising and logo to be provided by the sponsor by April 1st 2025.



2025 Weipa Rodeo Sponsor Packages

Colouring in Competition

Best Dressed Cowpoke

Kids Dance Competition

Whip Cracking Competition

- **Your business will be displayed and promoted the following way:**
 - Your Logo printed on the 2025 Weipa Rodeo Sponsor Shirts
 - Your logo and sponsorship promoted on Weipa Rodeo social media
 - Your logo advertised on the big screen during the two day event
 - Sponsor announcements throughout the 2 day event
 - Your banner displayed at the event
- **Appreciation**
 - Framed Certificate of appreciation
 - Weipa Rodeo merchandise package
 - 1 x 2025 Weipa Rodeo Sponsor Shirt with all sponsor logos
 - 1 x Weipa Rodeo Saturday entry pass

PLEASE NOTE: Announcement content, finished artwork for advertising and logo to be provided by the sponsor by April 1st 2025.





Photo Credit—Chris Richardson Photography

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