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One horse, one rider, one hundred miles, one day.

The iconic Australian sporting event the *Tom Quilty Gold Cup* is coming to Western Australia.

Could your organisation profit from promotion and advertising of your products and/or services whilst also benefit from advertising your community involvement and support of this National event?

Does your organisation want to embrace the true Australian Community Spirit, the endurance riding motto "To Complete is to Win", and Australian History that is the Tom Quilty Gold Cup Endurance Ride?

Known internationally, the Tom Quilty Gold Cup is one of the most recognised equestrian events in Australia. Competitors come from across Australia and the globe to participate in the prestigious event in every capacity, including: riders; volunteers; officials; and spectators.

The Tom Quilty Gold Cup rotates between the states of Australia and will return to Western Australia in 2020 for the first time in 6 years. The Tom Quilty Gold Cup will be hosted by the [Western Australian Endurance Riders Association](#) (WAERA) and will be held in Collie in the South West of WA. [Click here for more info about Collie.](#)

This presents a fantastic and unique opportunity to advertise nationally your support of a very large community event and to embrace the true Australian Spirit that the Tom Quilty Gold Cup embodies. [Click here to learn more about the History of the Quilty.](#)

Extensive Advertising of this event has already begun, with the Event [Facebook page](#) operational, [website](#) launched, initial [newspaper articles](#) distributed, and a team of advertising crew ready to promote all sponsors and supporters of the event.

WAERA offers you the opportunity to utilise this National event whilst it is in Western Australia. We present an array of sponsorship packages available to cater for all organisations' advertising needs, both large and small, to promote your company, products, services and also demonstrate your community involvement and support.

We welcome any enquiries you have about the Tom Quilty Gold Cup in Collie in 2020 and look forward to discussing with you how WAERA can help to promote your organisation at this event.

Yours faithfully,

Jane Radny 0419 198 976 - Rosanne Pimm 0428 176 817
Sponsorship Portfolio Team 2020 Tom Quilty Gold Cup, Collie WA

Sponsorship Packages – 2020 Tom Quilty Gold Cup – Western Australia

Are you a large organisation looking to support a community event and promote your sense of community and support?

Are you a business looking to promote your products and/or services?

Would you like maximum exposure for your organisation prior to, during and after the event?

Would you like naming rights to a specific area for maximum exposure?



The Tom Quilty Buckle awarded to all completers of the event.



The Tom Quilty Gold Cup awarded to the winner of the event.

Are you a small business looking to promote your services or an individual looking to support the event but don't have a lot to spend on sponsorship?

Maybe you would like to offer your support through volunteering at the event?

Every small amount of sponsorship or support helps us to create a wonderful Tom Quilty event.

Here are a few suggests available for sponsorship packages. Alternatively, we can tailor a plan to suit your individual needs.



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“Let There Be Light” Sponsorship

*The Tom Quilty Gold Cup traditionally starts at midnight on Friday and concludes at midnight 24 hours later. As such, adequate lighting is essential for riders to prepare horses and for officials and vets to complete their roles. 6 lighting towers will be required for the duration of the event. Lighting towers will be provided to the strapping area where riders and grooms will tend to their horses after they have completed a loop. Horses will then proceed to the vetting area, which also requires light for vets to make their assessments. Lighting towers will also be installed in the camping areas to ensure safety throughout the event. **The sponsor of this package will have their organisation’s logo prominently displayed throughout the venue.***

- A display in the entertainment and catering area during the event to provide information about your organisation, products and/or services.
- Extensive promotion on Tom Quilty Gold Cup Website and Facebook page.
- Free half-page colour advertisement within the Tom Quilty Gold Cup Event magazine/Endurance Yearbook.
- Sponsor slogan and short paragraph description to be broadcast over the PA system at regular intervals during the event.
- Free entry for 1 sponsor representatives to attend the Quilty Lunch and Presentations after the event.
- 1 Tom Quilty Gold Cup Event magazines/Endurance Yearbook.
- Sponsorship acknowledgement at Pre-ride Briefing and at all presentations.
- Sponsors products, promotion material, and information to be distributed to all riders, volunteers, vets, officials and spectators (if provided).



“Let There Be Light” Sponsorship \$4,000

Horse Hospital Sponsorship

*To maintain the highest horse welfare standards, a horse hospital will be erected at the ride venue. This hospital will treat any horses in need of expert veterinary attention. **The sponsor of this package will have naming rights for the Horse Hospital and fund the items necessary for the full functioning of this facility.** These items include a 10m x 9m marquee, internal yards, heaters, disinfectant, tables and chairs, sawdust bedding, water and feed buckets, towels, rugs, feed, and refreshments for vets and owners/riders.*

- Banners with your organisation's name displayed in the designated area (if provided).
- Regular announcements broadcast on PA system referring to your organisation's designated named area i.e. "Star Enterprises Horse Hospital".
- A display in the entertainment and catering area during the event to provide information about your organisation, products and/or services.
- Extensive promotion on Tom Quilty Gold Cup Website and Facebook page.
- Free half-page colour advertisement within the Tom Quilty Gold Cup Event magazine/Endurance Yearbook.
- Sponsor slogan and short paragraph description to be broadcast over the PA system at regular intervals during the event.
- Sponsorship acknowledgement at Pre-ride Briefing and at all presentations.
- Sponsors products, promotion material, and information to be distributed to all riders, volunteers, vets, officials and spectators (if provided).



Horse Hospital Sponsorship \$2,500



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Strapping Area Sponsorship

*The Strapping Area of the 2020 Tom Quilty Gold Cup is the focal point of the event and will boast a hive of activity throughout the event. The Strapping Area is where riders will return from their loop to rapidly cool their horses prior to the vet examination. Their ride time does not stop until the horse is presented to the veterinary panel and is therefore presents an exciting and vibrant spectacle. **The Strapping Area also provides the best spectator viewing and will be frequented by all competitors and their support crew.** The Strapping Area will be used six times per horse during the 160km event. Because it is such a large area (approximately 150m²) it allows ample opportunity for sponsor promotional material to be displayed.*

- Branding of sponsor name on 6 x 500L water tubs located in strapping site.
- Banners with your organization's name displayed in the strapping site (if provided).
- Regular announcements broadcast on PA system referring to your organisation's designated named area i.e. "Star Express Strapping Site".
- A display in the entertainment and catering area during the event to provide information about your organization, products and/or services.
- Extensive promotion on Tom Quilty Gold Cup website.
- Free half page colour advertisement in the Tom Quilty Gold Cup Magazine/Endurance Yearbook.
- Sponsor slogan and short paragraph description to be broadcast over the PA system at regular intervals during the event.
- Sponsor products, promotional material and information to be distributed to all riders, volunteers, vets, officials and spectators (if provided).



Strapping Area Sponsorship \$2,500

Veterinarians & Officials Sponsorship

*There will be approximately 50 Veterinarian and Officials from WA, Interstate and Overseas actively involved in the smooth and efficient running of this National Championship event. The Vets will be ensuring the welfare of every horse which is paramount amongst Endurance riders. The Vets and Officials will be on duty for over 24 hours from midnight on the Friday night until the very last horse has safely completed the course. There will be an On-Course Vet whose task is to assist any horse whilst on course. There will be a Treatment vet whose job is to treat any horse who becomes injured or unwell. The Vets and the Officials will be the last people to crawl into bed at the completion of the event. **Your sponsorship support will help keep all the Vets and Officials fed, hydrated and able to complete their job to the best of their ability. Your sponsorship will also provide a respite marquee for these essential personnel to have a brief rest and recuperate.***

- Regular announcements broadcast on PA system referring to your organisation's designated named area i.e. "Star Enterprises Vets & Officials Marquee".
- Includes a display in the entertainment and catering area during the event for information about your organisation, products and/or services.
- Your organisation's logo on advertising and promotion of the event.
- Extensive promotion on Tom Quilty Gold Cup Website and Facebook page.
- Free half-page colour advertisement within the Tom Quilty Gold Cup Event magazine/Endurance Yearbook.
- Sponsor slogan and short paragraph description to be broadcast over the PA system at regular intervals during the event.
- Sponsorship acknowledgement at Pre-ride Briefing and at all presentations.
- Sponsors products, promotion material, and information (if provided) to be distributed to all riders, volunteers, vets, officials and spectators



Veterinarians & Officials Sponsorship \$2,500

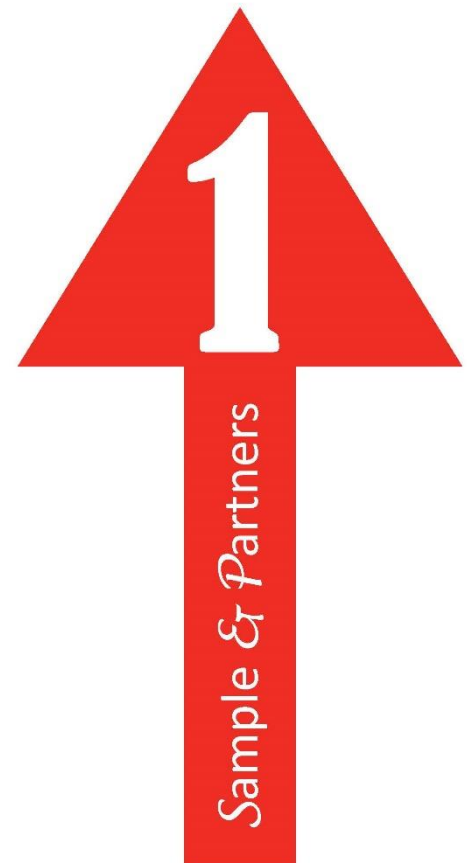


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Competition Arrow Sponsorship

*Competitors in the 2020 Tom Quilty Gold Cup will be following approximately 500 arrows over the course of the 160km track. These arrows are colour coded for each of the six loops the rider embarks on. **Your sponsorship will include your organisation's branding on each of the arrows to be used throughout the 2020 Tom Quilty Gold Cup and future endurance rides in WA.***

- Your organisation's branding on approximately 500 arrows to be used during the 2020 Tom Quilty and future endurance rides in WA.
- Includes a display in the entertainment and catering area during the event for information about your organisation, products and/or services.
- Your organisation's logo on advertising and promotion of the event.
- Promotion on Tom Quilty Gold Cup Website and Facebook page.
- Free quarter-page colour advertisement within the Tom Quilty Gold Cup Event magazine/Endurance Yearbook.
- Sponsor slogan and short paragraph description to be broadcast over the PA system at regular intervals during the event.
- Sponsors products, promotion material, and information to be distributed to all riders, volunteers, vets, officials and spectators (if provided).



Competition Arrow Sponsorship \$1,500



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Hire Car Sponsorship

*Officials and integral contributors to the 2020 Tom Quilty Gold Cup will be arriving at Perth Airport from across Australia and the world. Hire cars will be required to transport these personnel safely to Collie and back to the airport. **Your sponsorship will include magnetic signs promoting your organization that will be proudly displayed on the hire cars throughout the duration of the event.** These signs can be returned to your organization upon completion of the event.*

- Your organisation's logo on magnetic car signs that will be placed on hire cars for the event.
- Includes a display in the entertainment and catering area during the event for information about your organisation, products and/or services.
- Your organisation's logo on advertising and promotion of the event.
- Promotion on Tom Quilty Gold Cup Website and Facebook page.
- Free quarter-page colour advertisement within the Tom Quilty Gold Cup Event magazine/Endurance Yearbook.
- Sponsor slogan and short paragraph description to be broadcast over the PA system at regular intervals during the event.
- Sponsors products, promotion material, and information to be distributed to all riders, volunteers, vets, officials and spectators (if provided).



Hire Car Sponsorship \$1,500



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Competition Digital Clock Sponsorship

*Timing is everything in endurance competition. Endurance events require two large digital clocks for rider, strappers, spectators, volunteers and officials to time their departure from the ride base and entrance into the vet examination after each of the six loops. Your sponsorship would contribute to the purchasing of the digital clocks to be used at the 2020 Tom Quilty Gold Cup and future endurance events in WA. **The sponsor will receive recognition over the PA system, promotion on the event website, Facebook and the Yearbook.***

- Includes a display in the entertainment and catering area during the event for information about your organisation, products and/or services.
- Your organisation's logo on advertising and promotion of the event.
- Promotion on Tom Quilty Gold Cup Website and Facebook page.
- Complimentary half-page ad in the Tom Quilty Yearbook and Endurance Magazine.
- Sponsor slogan and short paragraph description to be broadcast over the PA system at regular intervals during the event.
- Sponsors products, promotion material, and information to be distributed to all riders, volunteers, vets, officials and spectators (if provided).



Competition Digital Clock Sponsorship \$800

Road Crossing Personnel Sponsorship

*Safety is a main priority at the Tom Quilty Gold Cup event. Qualified personnel are required to man road crossings to ensure that riders and horses cross safely. **The sponsor will receive recognition over the PA system, promotion on the event website, Facebook and the Yearbook.***

- Includes a display in the entertainment and catering area during the event for information about your organisation, products and/or services.
- Your organisation's logo on advertising and promotion of the event.
- Promotion on Tom Quilty Gold Cup Website and Facebook page.
- Sponsor slogan and short paragraph description to be broadcast over the PA system at regular intervals during the event.
- Sponsors products, promotion material, and information to be distributed to all riders, volunteers, vets, officials and spectators (if provided).



Road Crossing Personnel Sponsorship \$700



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Canvas Windbreak Sponsorship

*Officials and volunteers will be stationed in gazebos throughout the ride base for the 24 hour duration of the event. These gazebos will have canvas windbreaks across the front and sides to protect the officials and volunteers from the elements whilst they carry out their important roles. The 2020 Tom Quilty requires 3 windbreaks for the event. **This sponsorship will include a canvas windbreak with your organisation's branding to be used throughout the 2020 Tom Quilty Gold Cup and future endurance events in WA.***

- Your organisation's logo on the canvas windbreaks adhered to the sides of the gazebo.
- Includes a display in the entertainment and catering area during the event for information about your organisation, products and/or services.
- Your organisation's logo on advertising and promotion of the event.
- Promotion on Tom Quilty Gold Cup Website and Facebook page.
- Sponsor slogan and short paragraph description to be broadcast over the PA system at regular intervals during the event.
- Sponsors products, promotion material, and information to be distributed to all riders, volunteers, vets, officials and spectators (if provided).



Canvas Windbreak Sponsorship \$500 each

Checkpoint Sponsorships

*There will be approximately 6 checkpoints on course for the Tom Quilty Gold Cup event. These checkpoints provide supplies for horses (including water and feed) and refreshments for riders. They are responsible for checking the rider's status during the event and relaying this information to the ride base. **Your checkpoint will be named after your organisation and will be referred to as this on all two-way communications and PA system throughout the event.***

- 1x 500L water tub with sponsor's branding
- Banners with your organisation's name displayed at the checkpoint (if provided).
- Includes a display in the entertainment and catering area during the event for information about your organisation, products and/or services.
- Promotion on Tom Quilty Gold Cup Website and Facebook page.
- Sponsorship acknowledgement at Pre-ride Briefing and at all presentations.
- Sponsors products, promotion material, and information to be distributed to all riders, volunteers, vets, officials and spectators (if provided).



Checkpoint Sponsorships \$500

Quilty Buckle Sponsorship

*The Quilty Buckle is the coveted prize awarded for successful completion of the Tom Quilty Gold Cup event. It epitomises the motto of endurance riding: "To complete is to win". **Sponsoring a buckle is a great way for individuals and small businesses to support the event and contribute to a memento that will be cherished by the recipient for life.***

- You and/or your organisation will be acknowledged on an engraved plaque on the wooden display stand that holds the Quilty Buckle.
- Your name and/or organisation's name will be listed as a buckle sponsor in the Tom Quilty Gold Cup Event magazine/Endurance Yearbook.



Quilty Buckle Sponsorship \$350

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Quilty Magazine Advertising

© Sue Crockett

Tom Quilty Gold Cup

Collie WA 2020

Full Page: \$660
1/2 Page: \$330
1/4 Page: \$220
1/16 Page: \$50

Prices are for colour and include GST

Please send enquiries to:
rebeccaradny@outlook.com



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Product Endorsements

The 2020 Tom Quilty Gold Cup Organising Committee will be happy to accept products that can be distributed to riders as prizes and/or to all riders, volunteers and/or officials. Your support can be individually tailored with the sponsorship team.

Examples include: brochures, gift vouchers, and product samples.

SOLD Sponsorship

Major Sponsor: Vet Ring → Collie & Community Districts Bendigo Bank Branch

Major Sponsor: Entertainment & Catering & Prizes → South32 Worsley Alumina

Significant Sponsor: Shire of Collie

Significant Sponsor: Bib Sponsorship → Synergy

Significant Sponsor: Volunteer Sponsorship → IRT

Significant Sponsor: Top 10 Rugs → Premier Coal

We can tailor any of the above sponsorship packages to cater for your needs and welcome discussion how we can best promote your organisation at our event.

Kind regards,

Sponsorship Portfolio Team – 2020 Tom Quilty Gold Cup, Collie, WA

Direct deposit details:
Account Name: WAERA TQ2020
BSB: 633 000
Account number: 164 458 325

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