

DALBY SHOWGROUNDS | 2–6 DECEMBER 2026

2026 DALBY AUSTRALIAN STOCK HORSE SALE & CAMPDRAFT

Five days of tradition, competition and community

SPONSORSHIP PROSPECTUS

Australian Stock Horse Society
Darling Downs Branch

LET'S CONNECT

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Thank you for supporting our industry and our community.

WELCOME TO THE DALBY AUSTRALIAN STOCK HORSE SALE & CAMPDRAFT

For more than 50 years, the Dalby Australian Stock Horse Sale & Campdraft has been one of Australia's premier equine events and the world's largest showcase of Australian Stock Horses.

Held annually at the Dalby Showgrounds, the event attracts competitors, breeders, buyers, vendors and spectators from across the country for five days of elite competition, outstanding horses and genuine country hospitality. The Campdraft is one of the event's headline attractions, drawing elite competitors, loyal spectators and rural businesses from across Australia.

Proudly presented by the Darling Downs Branch of the Australian Stock Horse Society, the event celebrates the versatility and heritage of Australia's national horse while delivering significant economic and social benefits to the region.

At its heart, the event is a celebration of community, bringing together generations of families, volunteers, sponsors and supporters who return each year to honour the traditions and spirit of regional Australia. For sponsors, it provides a unique opportunity to connect with one of Australia's most engaged agricultural and equine audiences while aligning their brand with an event that has earned trust and loyalty over more than five decades.

WHY PARTNER WITH THE *Darling Downs Branch* CAMPDRAFT

5 days of exposure

Unlike many one-day events, sponsors receive sustained exposure throughout the event via:

- Arena signage
- Presentation ceremonies
- MC acknowledgements
- Livestream broadcasts
- Event website
- Social media campaigns
- Trade precinct activations
- Event photography and video
- Printed and digital sale catalogue

Your sponsorship helps support:

- Regional communities and Local businesses
- The Australian Stock Horse industry
- Future generations of riders and breeders
- Community-led events that celebrate rural Australia

$8.124M	381	297+
SALES REVENUE HISTORIC FIRST TIME EXCEEDING $8 MILLION.	REGISTERED AUSTRALIAN STOCK HORSES CATALOGUED	HORSES SOLD AVERAGE SALE PRICE OF MORE THAN $27,000

Supporting the Future of the Australian Stock Horse

2026 DALBY AUSTRALIAN STOCK HORSE SALE & CAMPDRAFT

SPONSORSHIP PACKAGE OVERVIEW

Australian Stock Horse Society
Darling Downs Branch

SPONSORSHIP PACKAGE	INVESTMENT	AVAILABLE	NAMING	SIGNAGE	MC ACKNOWLEDGEMENTS	SOCIAL MEDIA	PROGRAM	TRADE SITE	VIP	MEAL	PRESENTATION OPPORTUNITY
MAJOR PARTNER	**$15,000**	**1**	✓	Premium event signage	✓	Before, during and after event	✓	✓	10	10	Presentation opportunity at an official function
CAMPDRAFT & CHALLENGE	**From $5,000**	**Multiple**	✓	Arena signage and branding	✓	✓	✓	-	6	4	Presentation opportunity for winner
MAIN BAR SPONSOR	**$7,500**	**1**	✓	Bar signage and branding	✓	✓	✓	-	4	4	-
CAMP BAR SPONSOR (WED-FRI EVENING)	**$7,500**	**1**	✓	Bar signage	✓	✓	✓	-	2	-	-
ARENA SPONSOR	**$7,500**	**1**	-	Premium arena signage	Throughout event	✓	✓	-	4	-	-
SATURDAY NIGHT VIP FUNCTION SPONSOR	**$5,000**	**1**	✓	Event signage and branding	✓	✓	✓	-	6	-	Sponsor activation (subject to approval)
ENTERTAINMENT SPONSOR	**$5,000**	**1**	✓	Stage signage	Before performances	✓	✓	-	4	-	-
DINING PRECINCT SPONSOR	**$3,500**	**1**	✓	Signage throughout area	✓	✓	✓	-	2	-	Onsite activation opportunity
COMPETITOR BAG SPONSOR	**$1,500**	**1**	-	Branding on welcome packs	-	✓	✓	-	2	-	-
CAMPING PRECINCT SPONSOR	**$1,250**	**4**	-	Signage in allocated camping area	During event	✓	✓	-	-	-	-
PRIZE & TROPHY SPONSOR	**$1,000**	**Multiple**	-	Presentation signage	-	Combined post (depending on level of in kind)	✓	-	-	-	Presentation opportunity
TRADE SITE PARTNER	**From $490**	**Multiple**	-	-	-	Combined acknowledgement	Listing in program	✓	-	-	-
EVENT SUPPORTER	**$500**	**Multiple**	-	Logo on supporter signage board	During event			-	-	-	-

MAJOR PARTNER

$15,000 | 1 AVAILABLE

Take your place as the event's principal partner with exclusive naming rights, premium event-wide exposure and the unique opportunity to choose your preferred promotional display site. As the highest level of sponsorship, this package offers unparalleled visibility and a lasting association with one of Australia's premier Stock Horse events.

Inclusions

- Naming rights to a major event precinct or feature
- Presentation opportunity at an official function
- Premium logo placement across all event marketing
- Premium event signage
- Social media acknowledgement before, during and after the event
- Trade site included
- 10 VIP tickets
- 10 meal tickets

CAMPDRAFT NAMING - $10,000
CHALLENGE EVENTS - $5,000

Associate your brand with one of the event's feature competitions, recognising excellence while gaining extensive exposure across competitors, spectators and livestream audiences.

Inclusions

- Naming rights to an allocated campdraft or challenge
- Arena signage during the competition
- MC acknowledgements
- Social media acknowledgement
- Logo in official program
- Presentation opportunity for winners
- Sponsor logo displayed on the big screen throughout the sponsored campdraft event.
- Logo will feature on the livestream during the 3 days of campdraft events
- Full page advert in catalogue
- 6 VIP tickets
- 4 meals tickets

*challenge events receive half the benefits of the campdraft naming.

In-kind partnerships play a vital role in the success of our event | Examples of in-kind support may include:

Catering & Hospitality | Equipment & Infrastructure | Transport & Logistics | Photography & Videography | Printing & Signage | Merchandise & Competitor Gifts | Accommodation & Travel | Professional Services

CAMPDRAFT & CHALLENGE EVENTS

Competition naming rights are subject to confirmation of the final 2026 program, existing sponsor commitments and approval by the Darling Downs Branch of the Australian Stock Horse Society.

Competition	Price	Sponsorship Positioning
Open Campdraft	$10,000	Premium feature competition and likely one of the highest-value naming-rights opportunities.
Novice Campdraft	$10,000	Strong participation and broad competitor appeal.
Aged Champions Incentive Campdraft	$10,000	Targets eligible older horses connected to previous Dalby sales.
Gelding Incentive Campdraft	SOLD	Dedicated competition for eligible geldings purchased through the Dalby Sale.
Rising Star Campdraft	$10,000	Youth-focused competition for riders under 25, offering a strong next-generation and community angle.
5 Years Challenge	$5,000	A combined dry-work and cattle-work challenge for eligible younger horses; separate from the traditional campdraft classes but highly sponsorable.
4 Years Challenge	$5,000	Highlights developing young horses early in their performance careers.
2 & 3 Years Challenge (combined)	$5,000	Showcases the next generation of Australian Stock Horses and breeders.

PREMIUM PARTNERS

Take centre stage! Our Premium Partnership opportunities are designed for organisations seeking maximum brand visibility, premium hospitality and meaningful engagement with competitors, breeders, spectators and the wider equine industry throughout the five-day event.

MAIN BAR

$7,500 | 1 available

Own the event's main hospitality hub and connect with competitors, spectators and sponsors throughout the busiest days of the event.

Inclusions

- Exclusive naming rights to the Main Bar (Friday-Sunday)
- "Main Bar proudly brought to you by..." branding
- Bar signage and branding
- MC acknowledgement
- Social media acknowledgement
- Logo in official program
- 4 VIP tickets

ARENA SPONSOR

$7,500 | 1 AVAILABLE

Put your brand in the spotlight by securing the naming rights to the Campdraft Arena. Your organisation will be recognised as the official Arena Sponsor, with branding featured throughout the competition area and across event communications.

Inclusions

- Premium branding in the main competition arena
- Exclusive premium signage position with high visibility to spectators and livestream audiences
- Branding on the livestream where possible
- MC acknowledgement throughout the event
- Logo in official program
- Social media acknowledgement
- 4 VIP tickets

CAMP BAR

$7,500 | 1 available

Own one of the event's most popular social destinations, where competitors, sponsors and spectators gather for all the outside action!

Inclusions

- Exclusive naming rights to the Camp Bar (Wednesday-Friday evenings)
- Camp Bar proudly brought to you by..." branding
- Bar signage
- MC Acknowledgements
- Social media acknowledgement
- Logo in official program
- 4 VIP tickets

FEATURE PARTNERS

Be part of the moments that bring the Australian Stock Horse community together. Our Feature Partnerships offer exclusive branding across the event's signature social, entertainment and hospitality experiences, creating meaningful opportunities to engage with competitors, sponsors and spectators beyond the competition arena.

Opportunity	Investment (ex GST)	Availability
Entertainment Sponsor	$5,000	1
Saturday Night VIP Function	$5,000	1
Dining Precinct	$3,500	1
Camping Precinct	$1,250	4

DINING PRECINCT SPONSOR

$3,500 | 1 AVAILABLE

The Dining Precinct is where competitors, families, volunteers and spectators come together throughout the day to relax, enjoy a meal and catch up between events, providing consistent exposure in a high-traffic location.

Inclusions

- Naming rights to the Dining Precinct
- Signage throughout the area
- MC acknowledgements
- Combined social media acknowledgement
- Logo in official program
- Opportunity for onsite activation
- 2 VIP tickets

SATURDAY NIGHT VIP FUNCTION

$5,000 | 1 AVAILABLE

Exclusive Saturday Night VIP Function Sponsor. Enjoy prominent exposure while hosting key sponsors, industry leaders, invited guests and stakeholders in a relaxed environment designed for networking, relationship building and celebrating the best of the event.

Inclusions

- Exclusive naming rights to the Saturday Night VIP Function
- Branding throughout the function space
- Opportunity to display promotional material or products
- Event signage and branding
- MC acknowledgements during the function
- Combined social media acknowledgement
- Logo in official program
- Opportunity for sponsor activation (subject to approval)
- 6 VIP tickets, including access to the Saturday Night VIP Function

ENTERTAINMENT SPONSOR

$5,000 | 1 AVAILABLE

Live entertainment program. From afternoon sessions to evening celebrations, your business will be associated with the atmosphere, energy and memorable moments that bring competitors, sponsors and spectators together throughout the event.

Inclusions

- Naming rights to the live entertainment program
- Stage signage
- MC acknowledgements before performances
- Social media acknowledgement
- Logo in official program
- 4 VIP tickets

CAMPING PRECINCT SPONSOR

$1,250 | 4 AVAILABLE

Welcome competitors and visitors to their home away from home. With exclusive branding in one of the event's designated camping precincts, your business will enjoy continuous visibility throughout the week while connecting with competitors, families, vendors and supporters where they stay, relax and socialise outside the arena.

Inclusions

- Exclusive branding within one designated camping area including signage at the entrance and throughout the allocated camping area
- Logo included on the event camping map and participant information
- Recognition in pre-event camping communications
- Logo in official program and social media acknowledgement
- MC acknowledgement during the event
- Opportunity to provide a welcome item or promotional material for campers

EVENT & COMMUNITY SUPPORT

A cost-effective opportunity to demonstrate your support for the Dalby Stock Horse Sale & Campdraft while gaining valuable brand exposure across the event.

Opportunity	Investment (ex GST)	Availability
Competitor Welcome Pack Bag Sponsor	$1,500	1
Competitor Welcome pack bag gift or insert	$500	Multiple
Prize & Trophy Sponsor	$1,000	Multiple
Event Supporter	$500	Multiple
Trade Site Partner	From $490	Multiple

COMPETITOR WELCOME PACK BAG

$1,500 | 1 AVAILABLE

As the official Competitor Welcome Pack Bag Sponsor, your branded bags will be used to distribute event information and sponsor materials, providing practical value and lasting brand exposure throughout the event.

Inclusions

- Branding on competitor welcome packs
- Opportunity to include promotional item
- Logo in competitor information
- Combined social media acknowledgement
- Logo in official program
- 2 VIP tickets

The investment secures the exclusive branding rights only. The sponsor is responsible for designing, producing and supplying the welcome bags. Final bag specifications, required quantity and delivery deadlines will be confirmed by the Event Organiser once competitor numbers have been finalised.

TRADE SITE PARTNER

FROM $490 | MULTIPLE

A trade site provides an excellent opportunity to build relationships, generate sales and engage with a highly targeted equine and rural audience throughout the event.

Inclusions

- Trade site in designated exhibitor area
- Listing in official program
- Combined social media acknowledgement
- Exhibitor listing on event website (if applicable)

PRIZE & TROPHY SPONSOR

$1,000 | MULTIPLE

Celebrate excellence by sponsoring one of the event's prestigious prizes or trophies. Align your brand with recognising outstanding performances and achievements while enjoying valuable exposure during presentations and throughout the official event program.

Inclusions

- Recognition as sponsor of an allocated award or trophy
- Presentation opportunity
- Logo in official program
- Presentation signage

EVENT SUPPORTER

$500 ex GST. | MULTIPLE

This entry-level package provides valuable recognition and visibility while demonstrating your commitment to the event, its competitors and the wider community.

Inclusions

- Recognition as an Official Event Supporter
- Logo in the official program
- Combined social media acknowledgement
- Logo included on the Event Supporter signage board
- Opportunity to provide promotional material for competitor bags (subject to approval)

COMPETITOR WELCOME BAG GIFT OR INSERT

$500 | MULTIPLE

Get your brand into the hands of every competitor, by including a promotional item in the official welcome bag,

Inclusions

- Opportunity to include promotional item
- Logo in competitor information
- Combined social media acknowledgement
- Logo in official program
- 2 VIP tickets

***Sponsor to supply one promotional item per welcome pack. Final quantity and delivery deadline will be confirmed by the Event Organiser based on competitor registrations.**

DISPLAY & PROMOTIONAL SITES

Whether you're showcasing products, promoting your business or creating a branded activation, our display sites provide excellent visibility across the event. With a range of indoor, undercover and outdoor locations available, there's an option to suit businesses of all sizes.

Site Area	Location	Size	Investment (ex
Undercover Arena	Arena	Small (3m × 3m)	**$490**
Undercover Arena	Arena	Large (6m × 3m)	**$710**
Knox Pavilion	Indoor Pavilion	Small (3m × 3m)	**$380**
Knox Pavilion	Indoor Pavilion	Large (6m × 3m)	**$600**
Knox Pavilion	Outdoor Pavilion	Large (6m × 3m)	**$490**
Outside Area	Outdoor	Large (Approx. 6m × 5m)	**$380**
Outside Area	Outdoor	XL (Approx. 15m × 5m)	**$710**
Deck*	Deck Area	Approximate	**$820**

Let's Connect

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