



RODEO
CAMPDRAFT
COUNTRY MUSIC

RHYTHM & RIDE 2017

SEPTEMBER 22-23
BROOME RODEO GROUND, BROOME, W.A.

PAYMENT PLANS
MULTI YEAR PARTNERSHIPS
MARKETING & BRANDING
CORPORATE HOSPITALITY

PRESENTED BY SALTWATER COUNTRY INC.
WWW.SALTWATERCOUNTRY.COM.AU





CONTENTS

SALTWATER COUNTRY INC.

VISION

MISSION

RHYTHM & RIDE 2017

PARTNERSHIP BENEFITS

PARTNERSHIP LEVELS

**MARKETING,
COMMUNICATION & DIGITAL**

TARGET AUDIENCE

PARTNERSHIP LEVELS

NEW & IMPROVED

PAYMENT PLANS

MULTI YEAR PARTNERSHIPS

MARKETING & BRANDING

CORPORATE HOSPITALITY

BENEFITS TABLE

Saltwater Country Inc. is a not for profit, grass roots, organisation based in Broome, Western Australia. With 99% Indigenous membership and directorship we are dedicated to creating positive change in Broome and the wider Kimberley community.

VISION

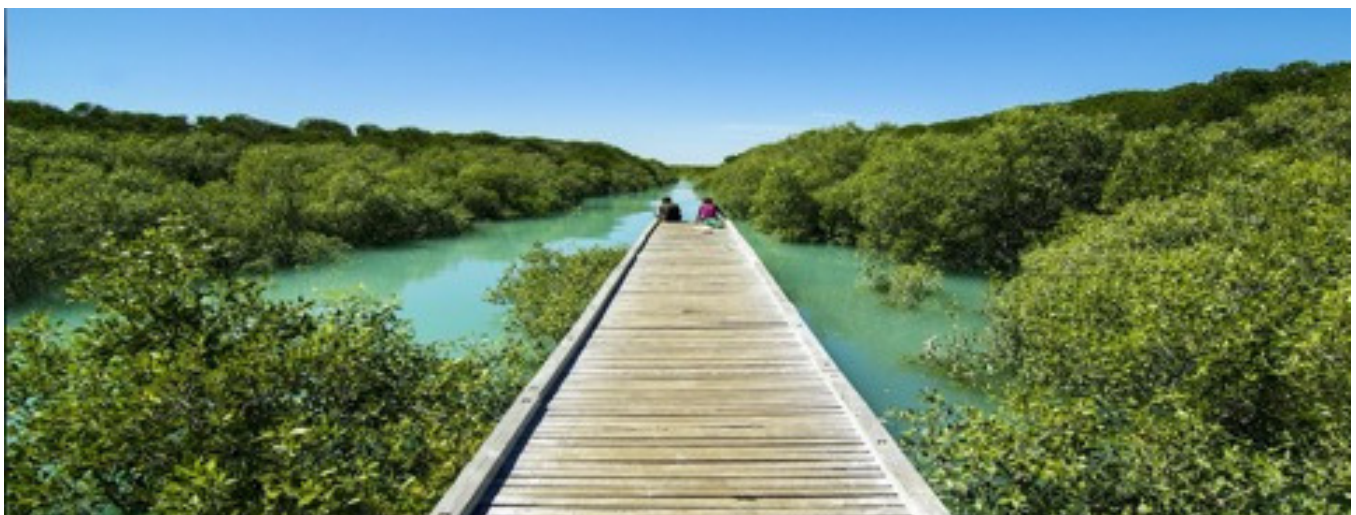
To use the sports of Rodeo and Campdraft to create and affect positive change in Broome and the wider Kimberley Community.

MISSION

Saltwater Country Inc. is a not for profit organisation, born out of the red dirt and sweat that is synonymous with living and breathing the land in the Kimberley. It celebrates a lifestyle that strives to maintain a connection to the land through engaging all generations and community members.

Saltwater Country Inc. is run as a social enterprise where the profits from Rhythm & Ride will be used to develop a sustainable and innovative event for Broome and the wider Kimberley and in the long term develop a Rodeo & Riding School. The school will provide a training facility for competitors from near and far; and also run programs targeted at tackling key social issues plaguing the community.

The Saltwater Country Inc. ethos is to give back to the community and in doing so, create awareness of some of the issues facing our community, i.e. violence against women, youth suicide and high rates of juvenile incarceration/reoffending, disengagement and general antisocial behaviour.



RHYTHM &
RIDE 2017



RHYTHM & RIDE A STEPPING STONE TO ...

SALTWATER COUNTRY

Saltwater Country Inc. is proud to present Rhythm & Ride: Campdraft – Rodeo - Country Music 2017 to be hosted at the Broome Horse Riding Club.

A major tourism draw card for Broome and Western Australia, this event will showcase our magnificent town reaching all demographics and welcoming their participation whether as a competitor, spectator, sponsor, employee or volunteer. From the Rodeo events to the family atmosphere and live music performances there is something for everyone from the domestic and international rodeo fraternities as well as the wider community.

Rhythm & Ride is for anyone & everyone, even if you have never seen a horse or heard country music before you are guaranteed to be entertained and leave smiling. The event aims to have a real economic impact on the community with a boost in tourism income and through adopting a think local, act local approach, engaging local businesses and community members where possible.

CONTACT US

CARA PEEK 0417 205 729 chairperson@saltwatercountry.com.au
ADELE PEEK 0400 146 910 secretary@saltwatercountry.com.au

PARTNERSHIP BENEFITS

CONNECT WITH YOUR CUSTOMERS, BUSINESS NETWORKS, LISTENERS OR READERS THROUGH...

POSITIVE BRAND ALIGNMENT AND STRATEGIC
INTEGRATION

POSITIVE SOCIAL CHANGE IN BROOME AND
THE KIMBERLEY REGION

COUNTRY MUSIC SHOWCASING THE
KIMBERLEY SOUNDTRACK

ACCESS TO AN EVENT ALIGNED WITH CORE
BUSINESS IN THE LIVESTOCK INDUSTRIES

MEDIA COVERAGE

ACCESS TO AN ENGAGED, EDUCATED AND
MOBILE AUDIENCE

RECOGNITION ACROSS A NATIONAL,
REGIONAL AND STATE MARKETING CAMPAIGN

BESPOKE LEVERAGE OPPORTUNITIES

ACCESS TO INFLUENTIAL CORPORATE,
COMMUNITY, INDUSTRY AND GOVERNMENT
STAKEHOLDERS

EXCEPTIONAL CORPORATE HOSPITALITY

RECOGNITION OF YOUR PERSONAL AND
CORPORATE GOODWILL

POTENTIAL TO SHOWCASE YOUR PRODUCTS
AND SERVICES

VERBAL ACKNOWLEDGEMENT OF YOUR
SUPPORT

TEAM VOLUNTEER OPPORTUNITIES

MEET THE ORGANISERS AND RIDERS, PEOPLE
THAT LIVE AND BREATHE THE KIMBERLEY



PARTNERSHIP LEVELS

There are several tiers of sponsorship available including the exclusive opportunity as naming rights sponsor of the 2-day event as well as

1. Platinum Buckle
2. Golden Spur
3. Silver Star
4. Bronze Bell
5. Rhinestone Reins

Ticketed events are also available for partnership and present opportunities for signage, bespoke on-ground activation, ticket offers and corporate hospitality. The events lined up over the 22nd and 23rd of September 2017, aim to attract at least 2500 people.

Based on previously strong crowds and a strategically placed event in the first weekend of the school holidays the event is in good stead to reach these numbers, not to mention the countless growth opportunities.



CONTACT US

CARA PEEK
ADELE PEEK

0417 205 729
0400 146 910

chairperson@saltwatercountry.com.au
secretary@saltwatercountry.com.au

The series of events offers a broad reaching, strategic, 3 month advertising campaign across multiple platforms from launch in July to the conclusion of the event at the end of September. The marketing schedule to recruit competitors will kick off in July 2017 and bespoke opportunities will be available for relevant partners. Other bespoke marketing and co-branded opportunities are available, for example Save the Date cards, volunteer & staff uniforms, street banners, merchandise etc.

TARGET AUDIENCE

There are 3 main audiences:

1. Competitors and industry partners:
 - a. Campdrafters / station owners / workers / rodeo riders
 - b. Current and future riders competing in the campdraft and rodeo circuit
 - c. NT and WA riders, with east coast participation (VIC, QLD and NSW)
 - d. Both male and female, 60:40 split
 - e. 18-50 years' old

2. Sponsors / Partners
 - a. Local / national / international businesses
 - b. Government
 - c. Indigenous people and organisations
 - d. Media
 - e. Charity and other NFPs / organisations

3. Spectators
 - a. Families
 - b. Locals
 - c. Tourists: intrastate / interstate / international visitors
 - d. Station owners and industry contacts
 - e. 18-70 years old (including grey nomad market)
 - f. Surrounding Indigenous communities and families



SPONSORSHIP PACKAGES

Rodeo is the sport of the people, run by the people, for the people. It is the perfect way for you to get the broad based brand exposure that you need whilst giving back to the community that you live and work in.

EVENTS AVAILABLE FOR BRAND ALIGNMENT

There are a variety of events available for sponsorship including but not exclusive to:

Core Events:

- Rhythm & Ride Rodeo
- Rhythm & Ride Campdraft
- Rhythm & Ride Country Music Showcase

Specific Events:

- Bull Ride
- Ladies Barrel Race
- Novice Bull Ride
- Novice Barrel Race
- Poddy Calf
- Saddle Bronc
- Steer Ride
- Novice Saddle Bronc
- Team Roping
- Bareback
- Junior Barrels
- Steer Undecorating
- Rope & Tie

We are grateful for cash or in-kind support and seek to provide the highest recognition and benefits possible for all sponsors and partners. All monies raised go directly to the delivery of the event. If you would like to discuss the sponsorship and partnership opportunities further, please do not hesitate to contact us on the details provided.

If your organisation would like the opportunity to hold the headline naming rights of the overall event, we would love to speak with you. We welcome the opportunity to discuss the brand exposure available to your organisation as well as the primary and secondary benefits that will flow on from your involvement in this groundbreaking event.

CONTACT US

CARA PEEK 0417 205 729 chairperson@saltwatercountry.com.au
ADELE PEEK 0400 146 910 secretary@saltwatercountry.com.au

PAYMENT PLANS & MULTI YEAR PARTNERSHIPS

In 2017, Saltwater Country Inc. are offering payment plans to our sponsors and partners as well as multiyear partnerships. This is to assist our generous supporters in planning sponsorship or partnership spend and give Saltwater Country a better idea of when payments will be made.

Multi year agreements will also assist in long term planning for both parties resulting in event and organisational sustainability. Your payment plan will also be detailed in your sponsorship or partnership agreement which will also detail the rest of your sponsorship or partnership benefits.

MARKETING & BRANDING

Saltwater Country markets its organisation and product all year round via our

- website
- social media
- industry meetings
- ENewsletter
- interviews
- conference presentations

Your brand and logo therefore has year round exposure and association with a socially conscious and grass roots initiative and event. In 2017 we are offering new opportunities for brand recognition in addition to existing benefits, your logo could be placed on

- PowerPoint presentations presented at conferences with 3000+ people
- Save the Date event cards distributed at marketing events, ticket sales points, retail & café outlets, conference packs etc.
- Saltwater Angel (Volunteers) Uniforms both kids and adults
- Saltwater Soldier (Workers) Uniforms
- Street banners displayed across Broome
- Saltwater Country Pamphlets & Flyers distributed at Rodeos, Conferences, Meetings
- Saltwater Country Email Signatures & Letterhead

As part of your agreement you will also be provided with a license to use the following items on your website, Facebook, newsletter etc. to promote your generous support of a socially conscious and grass roots initiative and event.

- Saltwater Country Logo
- Rhythm & Ride Logo
- Promotional Photos
- Promotion Videos*

CORPORATE HOSPITALITY

To show our appreciation of your support Saltwater Country has come up with some unique hospitality opportunities that give you a taste of the Kimberley in a number of ways including the opportunity to go on a Saltwater Country Experience, sample Saltwater Country Delights and learn about Yawuru Culture to name a few.

BENEFITS TABLE

Saltwater Country (SWC)
Rhythm & Ride (R & R)
*Conditions Apply

RHYTHM & RIDE PARTNERSHIP LEVELS

Platinum Buckle \$50,000+	Golden Spur \$20,000+	Silver Star \$10,000+	Bronze Bell \$5,000+	Rhinestone Reins \$1000+	Donor < \$1000
------------------------------	--------------------------	--------------------------	-------------------------	-----------------------------	-------------------

PERCEIVED VALUE**	\$90,000	\$60,750	\$45,500	\$15,200	\$8,000
-------------------	----------	----------	----------	----------	---------

NAMING RIGHTS

R & R Naming Rights

Rodeo Naming Rights

Campdraft Naming Rights

Country Music Naming Rights

Senior Events Naming Rights

Junior Events Naming Rights



LICENCING

SWC Logo to promote contribution

R & R Logo to promote contribution

SWC and R&R photos

Use of relevant Naming Rights



RHYTHM & RIDE EVENT DAY - SITE ACTIVATION

Banner Display

At event entrance

On Judges tower

Above shoots

Arena near shoots

General Arena



Presentation & Speaking

R & R Event Opening Speech

Rodeo All Round Cowboy Presentation

Rodeo All Round Cowgirl Presentation

Campdraft Prize Presentations

R & R Bull ride Presentation

Radio Interviews

Senior Event Prize Presentation

Junior Event Prize Presentation



Customer Engagement

Onsite Stall / Information Booth

Survey Opportunities



RHYTHM & RIDE PARTNERSHIP LEVELS

Platinum
Buckle
\$50,000+

Golden
Spur
\$20,000+

Silver
Star
\$10,000+

Bronze
Bell
\$5,000+

Rhinestone
Reins
\$1000+

Donor
< \$1000

PERCEIVED VALUE**

\$90,000

\$60,750

\$45,500

\$15,200

\$8,000

PUBLICATIONS

Logo

R & R Event report



Thank you certificates



R & R Event Report Company Profile

R & R Event report Full Page



R & R Event report Half Page



R & R Event report Quarter Page



R & R Event report Bi-line



R & R Event Program Advert

Full Page inside front cover



Back Cover Sponsors page



Full Page inside back cover + Profile



Full Page + Profile



1/2 Page + 1/2 Page Profile



1/4 Page + 1/4 Page Profile



Business Name Listed

R&R Event report



R&R Event Program Back Cover



PRINT MEDIA

Naming Rights Acknowledgement



Logo

Newspaper Adverts



Magazine Adverts



Business Name Listed

Newspaper Adverts



Magazine Adverts



PROMOTIONAL MATERIAL

Logo

R & R Save the Date DL Flyers Front



R & R Save the Date DL Flyers Back



R & R Posters



R & R and SWC flyers



R & R and SWC pamphlets



Thankyou Banner



Street Banners*



Survive & Thrive Raffle Tickets



Business Name Listed

R & R Posters



R & R and SWC flyers



R & R and SWC pamphlets



Survive & Thrive Raffle Tickets



Thank you Banner



RHYTHM & RIDE PARTNERSHIP LEVELS

Platinum
Buckle
\$50,000+

Golden
Spur
\$20,000+

Silver
Star
\$10,000+

Bronze
Bell
\$5,000+

Rhinestone
Reins
\$1000+

Donor
< \$1000

PERCEIVED VALUE**

\$90,000

\$60,750

\$45,500

\$15,200

\$8,000

ONLINE

Saltwater Breeze ENewsletter
**Acknowledgement, Logo & link
to your website**



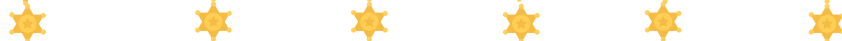
Saltwater Country Website



Saltwater Country Face Book



Saltwater Country Twitter



Saltwater Country Instagram



COMMUNICATION TEMPLATES

Logo

SWC PowerPoint First Page



SWC PowerPoint Template Footer



SWC PowerPoint Final Page



SWC Letterhead header



SWC Letterhead footer



SWC Email Signature



SWC ENewsletter footer



Business Name Listed

Saltwater Breeze ENewsletter footer



UNIFORMS

Logo

Saltwater Angels Uniform (Front)



Saltwater Angels Uniform (Back)



Saltwater Junior Angels Uniform (Front)



Saltwater Junior Angels Uniform (Back)



Saltwater Soldiers Uniform (Front)



Saltwater Soldiers Uniform (Back)



HOSPITALITY

VIP Tickets



General Admission Tickets



Yawuru Cultural Immersion Program



Narlijia Cultural Tours - Broome



Saltwater Country Experience



Saltwater Country Delights



Saltwater Country Merchandise



Team Volunteer Opportunity



Please note to ensure your organisation receives maximum acknowledgement & exposure print deadlines will apply. To receive maximum benefit and promotion preparation, commitment must be confirmed by 30 June 2017. For specific information on each package including ticket allocations please contact us.

**TOTAL PERCEIVED VALUE: Based on media value and hospitality benefits and competition costs including prize value