

THE POKER RODEO ASSOCIATION PRESENTS

FOR THE FIRST TIME IN AUSTRALIA

POKER RANCH SORTING

30 AUGUST - 1 SEPTEMBER 2017



EXCLUSIVE SPONSORSHIP OPPORTUNITIES

The 2017 Queensland Beef Expo will play host to the first Poker Ranch Sorting competition held in Australia. Poker Ranch Sorting is the fastest growing equine sport in the world, the only arena equestrian sport that challenges riders to think strategically and ride competitively in dynamic timed events.

Poker Ranch Sorting is a rodeo with a twist! Imagine the familiar sports of cattle sorting or team penning, but instead of standard numbers on the cattle, you're looking at giant playing cards. Each team is challenged with making their best possible five card poker hand by either sorting or penning five card-tagged cows in the fastest possible time. Teams are rewarded substantially for speed as well as the value of their "hand".

Queensland Beef Expo is Southern Queensland's leading beef industry and farming event strategically located within the Darling Downs, which contains approximately 22% of the states cattle. The three day event will feature a major trade exhibition, led steer competition, seminar program, spring classic all breed sale, functions and for the first time in Australian, the Poker Ranch Sorting competition.

This event provides a unique opportunity for companies to leverage a major targeted promotion through an international event attracting interest from across Queensland, interstate and globally.

30th August 2017 - NSW vs. QUEENSLAND
31st August 2017 - USA vs. AUSTRALIA
1st September 2017 - GRAND FINALS



www.beefexpo.com.au



POKER RANCH SORTING

30 AUGUST - 1 SEPTEMBER 2017. TOOWOOMBA SHOWGROUNDS

2017 SPONSORSHIP OPPORTUNITIES

NAMING RIGHTS SPONSOR

- Naming rights to the 2017 Poker Rodeo Event.
- Strategic signage throughout the event.
- Prominent exhibition space within the 2017 Queensland Beef Expo.
- Logo endorsement within promotional media and marketing.
- Logo endorsement on the event website and social media posts.
- Public announcement checks during the event.
- Additional public passes for use by the sponsor.

MEDIA SPONSORS

- Television, Radio and Newsprint offers considered.
- Strategic signage at the event.
- Logo endorsement within promotional media and marketing.
- Logo endorsement on the event website and social media posts.
- Public announcement checks during the event.
- Additional public passes for use by the sponsor.

FENCING SPONSOR

- Supply temporary fencing for the event.
- Strategic signage at the event.
- Logo endorsement on the event website and social media posts.
- Public announcement checks during the event.
- Additional public passes for use by the sponsor.

CORPORATE MARQUEE SPONSOR

- Naming rights to the corporate marquee.
- Strategic signage at the corporate marquee.
- Logo endorsement on the event website and social media posts.
- Public announcement checks during the event.
- Additional public passes for use by the sponsor.

HOSPITALITY SPONSOR

- Naming rights to the event bar.
- Strategic signage at the event bar.
- Logo endorsement on the event website and social media posts.
- Public announcement checks during the event.
- Additional public passes for use by the sponsor.

LANYARD SPONSOR

- Logo and/or company details on the event lanyard.

For all sponsorship enquiries contact Courtney Stephens at Australian Events:

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www.beefexpo.com.au

www.PokerRodeo.com

