



DALBY PICNIC RACES

EST. 1902

**SPONSORSHIP
PACKAGES 2023**

Celebrating 110 years of racing



MAISON
CHAMPAGNE



*THE DALBY AMATEUR PICNIC RACE CLUB IS
COMMITTED TO GIVING BACK TO THE LOCAL
COMMUNITY, BY DISTRIBUTING FUNDS RAISED
ON RACE DAY TO LOCAL ORGANISATIONS.*



100th Anniversary
Best Dressed Class

18

13



DALBY PICNIC RACES

EST. 1902

*THE DALBY AMATEUR PICNIC RACE CLUB
WILL HOST THE 110TH RUNNING OF THE*

DALBY PICNIC RACES

SATURDAY, 22 APRIL 2023

*DAPRC President, and the Committee would like to extend an
invitation for you to be a part of this exciting event*

COUNTRY RACING AT ITS BEST

The Dalby Picnic Races were first run in 1902 and have become a celebrated part of the district's racing history. The country atmosphere, where city meets bush, attracts a mixture of corporate guests and social race goers.

SPONSORSHIP PACKAGES

The Dalby Amateur Picnic Race Club offers a range of sponsorship opportunities, as detailed in this proposal. Packages may be tailored to suit individual businesses. Please contact Emily Smith on 0439 976 013 or at info@dalbypicnicraces.org.au to express interest in a tailored package.

MAJOR SPONSOR

PLEDGE OF \$11,000 (INC GST)

SPONSORSHIP PACKAGE INCLUDES:

- › *Naming rights of the event: **2023 (Company Name) Dalby Picnic Races***
 - › *Major Sponsorship Status*
 - › *Naming rights to the main race*
 - › *Opportunity to present sash to winner*
 - › *Company identification in the following mediums:
local press, mainstream newspapers, radio, facebook & lifestyle magazines*
 - › *On course signage in prominent positions*
 - › *Signage on winning post*
 - › *2 one page monotone race book advertisement*
 - › *Full colour logo in race book*
 - › *10 guests invited to Sponsor's Luncheon*
 - › *Logo and link on Dalby Picnic Race Club websites*



RACE SPONSOR

PLEDGES OF \$2500 (INC GST) | 7 AVAILABLE

- › *Naming rights to a selected TAB race*
- › *Company name will be seen on the Sky Racing Network*
 - › *Opportunity to present sash to your race winner*
 - › *Company identification in the following mediums:
local press, mainstream newspapers, radio, facebook & lifestyle magazines*
- › *On course signage in prominent positions (3 banners)*
 - › *One page monotone race book advertisement*
 - › *Full colour logo in race book*
 - › *Tickets for 2 guests at the Sponsor's Luncheon*
- › *Logo and link on Dalby Picnic Race Club websites*

VIEWING DECK SPONSOR

PLEDGE OF \$6000 (INC GST)

- › *Naming Rights of the marquee: 2023 (Company Name) Viewing Deck*
 - › *Company identification in the following mediums:
local press, mainstream newspapers, radio, facebook & lifestyle magazines*
 - › *On course signage (3 banners)*
 - › *One page monotone race book advertisement*
 - › *Full colour logo in race book*
 - › *Tickets for 6 guests at the Sponsor's Luncheon*
 - › *Logo and link on Dalby Picnic Race Club websites*



PICNIC LAWN PARTY SPONSOR

PLEDGE OF \$6000 (INC GST)

- › *Naming Rights of the marquee: 2023 (Company Name) Picnic Lawn Party*
 - › *Company identification in the following mediums:
local press, mainstream newspapers, radio, facebook & lifestyle magazines*
 - › *On course signage (3 banners)*
 - › *One page monotone race book advertisement*
 - › *Full colour logo in race book*
 - › *Tickets for 6 guests at the Sponsor's Luncheon*
 - › *Logo and link on Dalby Picnic Race Club websites*

FASHIONS ON THE FIELD SPONSOR

PLEDGE OF \$6000 (INC GST)

- › *Naming Rights of the marquee: 2023 (Company Name) Fashions on the Field*
 - › *Opportunity to present sashes to winners*
 - › *Company identification in the following mediums:
local press, mainstream newspapers, radio, facebook & lifestyle magazines*
 - › *Fashions stage signage*
 - › *One page monotone race book advertisement*
 - › *Full colour logo in race book*
 - › *Logo on 'Fashions on the Field' Judging numbers*
 - › *Tickets for 6 guests at the Sponsor's Luncheon*
 - › *Logo and link on Dalby Picnic Race Club websites*

The fashion conscious ladies and gentlemen vie for 'Fashions on the Field' recognition at the Dalby Picnic Races. \$10,000 of cash and prizes are on offer for category winners.



PICNIC MARQUEE SPONSOR

PLEDGE OF \$6000 (INC GST)

- › *Naming Rights of the marquee: 2023 (Company Name) Picnic Marquee*
 - › *Company identification in the following mediums:
local press, mainstream newspapers, radio, facebook & lifestyle magazines*
 - › *On course signage (3 banners)*
 - › *One page monotone race book advertisement*
 - › *Full colour logo in race book*
 - › *Tickets for 6 guests at the Sponsor's Luncheon*
 - › *Logo and link on Dalby Picnic Race Club websites*

The picnic marquee hosts over 1,000 guests metres from the track.

ALCOHOL SPONSOR

PLEDGE OF \$6000 (INC GST) | 2 AVAILABLE

- › *Sole supplier of beer or wine*
- › *Company identification in the following mediums:
local press, mainstream newspapers, radio, facebook & lifestyle magazines*
- › *On course signage (3 banners)*
- › *One page monotone race book advertisement*
- › *Full colour logo in race book*
- › *Tickets for 6 guests at the Sponsor's Luncheon*
- › *Logo and link on Dalby Picnic Race Club websites*



BAR SPONSOR

PLEDGE OF \$6000 (INC GST)

› *Naming Rights of the marquee: 2023 (Company Name) Bar*

› *Company identification in the following mediums:
local press, mainstream newspapers, radio, facebook & lifestyle magazines*

› *On course signage (3 banners)*

› *One page monotone race book advertisement*

› *Full colour logo in race book*

› *Tickets for 6 guests at the Sponsor's Luncheon*

› *Logo and link on Dalby Picnic Race Club websites*

DRINK TICKET SPONSOR

PLEDGES OF \$3500 (INC GST)

- › *Company Logo or Message printed on 40,000 drink tickets*
 - › *Company Banners on Drink Ticket Selling Booth*
 - › *Company identification in the following mediums:
local press, mainstream newspapers, radio, facebook & lifestyle magazines*
 - › *On course signage (1 banner)*
 - › *One page monotone race book advertisement*
 - › *Full colour logo in race book*
 - › *Tickets for 2 guests at the Sponsor's Luncheon*
 - › *Logo and link on Dalby Picnic Race Club websites*



CALCUTTA SPONSOR

PLEDGES OF \$4000 (INC GST)

- › *Naming Rights of the event: 2023 (Company Name) Calcutta*
 - › *Company identification in the following mediums:
local press, mainstream newspapers, radio, facebook & lifestyle magazines*
 - › *On course signage (3 banners)*
 - › *One page monotone race book advertisement*
 - › *Full colour logo in race book*
 - › *Tickets for 4 guests at the Sponsor's Luncheon*
 - › *Logo and link on Dalby Picnic Race Club websites.*

BAND SPONSOR

PLEDGE OF \$4000 (INC GST)

- › *Naming Rights of the event: 2023 (Company Name) Band*
 - › *Company identification in the following mediums:
local press, mainstream newspapers, radio, facebook & lifestyle magazines*
 - › *On course signage (3 banners)*
 - › *One page monotone race book advertisement*
 - › *Main Stage Banner*
 - › *Full colour logo in race book*
 - › *Tickets for 4 guests at the Sponsor's Luncheon*
 - › *Interview with course announcer and PA announcements throughout the day*
 - › *Logo and link on Dalby Picnic Race Club websites.*



Racing Since 1902



Celebrating 110 years of racing