



THE DALBY PICNICS  
EST. 1902

*Sponsorship*  
PACKAGES

**2026**



# THE DALBY PICNICS

EST. 1902

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DALBY PICNIC RACES  
SATURDAY 25<sup>TH</sup> APRIL 2026

DAPRC PRESIDENT AND THE COMMITTEE WOULD LIKE TO EXTEND AN  
INVITATION TO YOU TO BE A PART OF THIS EXCITING EVENT



MORT & CO  
**HELIPAD**  
LifeFlight

LifeFlight

LifeFlight

*Proposal*

## ABOUT US

### 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.

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 Stephanie Taylor at [info@dalbypicnicraces.org.au](mailto:info@dalbypicnicraces.org.au) to express interest or talk about a tailored package.



*Dalby*  
& Northern Downs Jockey Club ....the fast grass

*Major*  
SPONSOR

PLEDGE OF \$14,000+GST

SPONSORSHIP PACKAGE INCLUDES:

- Naming rights of the event: 2026 (Company Name) Dalby Picnic Races
- Major Sponsorship Status
- Company identification in the following mediums:
  - Local press
  - Facebook & Instagram
- On course signage in prominent positions (provided by you)
- Signage on the winning post
- 2 x one page monotone race book advertisement (provided by you)
- Full colour logo in race book
- Tickets for 14 guests on the VIP Viewing Deck (or equivalent value)
- Logo and link on Dalby Picnic Race Club website



Dalby Northern Downs Jockey Club the fast grass

Mediterranean Bar

# Viewing Deck

## SPONSOR

PLEDGE OF \$8,000+GST

### SPONSORSHIP PACKAGE INCLUDES:

- Naming Rights of Viewing Deck - 2026 (Company Name) Viewing Deck
- Company identification in the following mediums:
  - Local press
  - Facebook & Instagram
- On course signage (banner provided by you)
- Signage on the Viewing Deck (banner provided by you)
- Signage on the winning post
- One-page monotone race book advertisement (provided by you)
- Full colour logo in race book
- Tickets for 8 guests on the VIP Viewing Deck (or equivalent value)
- Logo and link on Dalby Picnic Race Club website



# Race

## SPONSOR

PLEDGE OF \$4,000+ GST

### SPONSORSHIP PACKAGE INCLUDES:

- Naming rights to a selected TAB\* race
- Company name will be seen on the Sky Racing 2 Network
- Opportunity to present sash to your race winner
- Company identification in the following mediums:
  - Local press
  - Facebook & Instagram
- On course signage in prominent positions (provided by you)
- Signage on the winning post
- One-page monotone race book advertisement (provided by you)
- Full colour logo in race book
- Tickets for 4 guests on the VIP Viewing Deck (or equivalent value)
- Logo and link on Dalby Picnic Race Club website
- Opportunity to giveaway your own promotional merchandise to patrons on the day ie. hats, pens etc.



  
**arrow energy**  
go further

# *Fashions on the Field*

## SPONSOR

PLEDGE OF \$6,000+GST

### SPONSORSHIP PACKAGE INCLUDES:

- Naming Rights for the 2026 Fashions on the Field - 2026 (Company Name) Fashions on the Field
- Opportunity to present sashes to winners
- Company identification in the following mediums:
  - Local press
  - Facebook & Instagram
- Fashions stage signage (provided by you)
- Signage on the winning post
- One-page monotone race book advertisement (provided by you)
- Full colour logo in race book
- Logo on 'Fashions on the Field' Judging numbers
- Tickets for 6 guests on the VIP Viewing Deck (or equivalent value)
- Logo and link on Dalby Picnic Race Club website



HELIPAD

MORT & CO  
MORT & CO

Henry Kelly, look at  
his eyes, he's got the look

MORT & CO

# Flower Wall

## SPONSOR

PLEDGE OF \$3,000+GST

### SPONSORSHIP PACKAGE INCLUDES:

- Naming Rights of Flower Wall - 2026 (Company Name) Flower Wall
- Company identification in the following mediums:
  - Local press
  - Facebook & Instagram
- On course signage (provided by you)
- Signage on the winning post
- One-page monotone race book advertisement (provided by you)
- Full colour logo in race book
- Tickets for 2 guests on the VIP Viewing Deck (or equivalent value)
- Logo and link on Dalby Picnic Race Club website



# *General Admission Marquee*

## SPONSOR

PLEDGE OF \$5,000+GST

### SPONSORSHIP PACKAGE INCLUDES:

- Naming Rights of General Admission Marquee - 2026 (Company Name) General Admission Marquee
- Company identification in the following mediums:
  - Local press
  - Facebook & Instagram
- On course signage (banner provided by you)
- Signage on the winning post
- One-page monotone race book advertisement (provided by you)
- Full colour logo in race book
- Tickets for 6 guests on the VIP Viewing Deck (or equivalent value)
- Logo and link on Dalby Picnic Race Club website



# *Entertainment* SPONSOR

PLEDGE OF \$6,000+GST

## SPONSORSHIP PACKAGE INCLUDES:

- Naming rights of Entertainment - 2026 (Company Name)  
Entertainment
- Company identification in the following mediums:
  - Local press
  - Facebook & Instagram
- Entertainment stage signage (provided by you)
- Signage on the winning post
- One-page monotone race book advertisement (provided by you)
- Full colour logo in race book
- Tickets for 6 guests on the VIP Viewing Deck (or equivalent value)
- Logo and link on Dalby Picnic Race Club website



QUALITY NONZENSE  
**BROOKVALE UNION**

QUALITY NONZENSE  
**BROOKVALE UNION**



# *Drink Ticket* SPONSOR

PLEDGE OF \$2,000+GST

## SPONSORSHIP PACKAGE INCLUDES:

- Company identification in the following mediums:
  - Local press
  - Facebook & Instagram
- Company logo on drink tickets
- Signage on the winning post
- One-page monotone race book advertisement (provided by you)
- Full colour logo in race book
- Tickets for 2 guests on the VIP Viewing Deck (or equivalent value)
- Logo and link on Dalby Picnic Race Club website



# Bronze SPONSOR

PLEDGE OF MINIMUM \$1000 +GST

## SPONSORSHIP PACKAGE INCLUDES:

- Company identification in the following mediums:
  - Local press
  - Facebook & Instagram
- On course signage (banner provided by you)
- Full colour logo in race book
- Tickets to VIP Viewing Deck of equivalent value (or tickets elsewhere of equivalent value)
- Logo and link on Dalby Picnic Race Club website



DALBY PICNIC RACES  
**FASHIONS ON THE FIELD**  
SPORT & CO

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arrow energy  
go further

THE DALBY PICNIC RACES  
EST. 1902

*In kind*  
SPONSOR

VALUE UP TO \$500 +GST

SPONSORSHIP PACKAGE INCLUDES:

- Company identification in the following mediums:
  - Local press
  - Facebook & Instagram
- Full colour logo in race book
- Company naming rights to donated prize (i.e. Best Millinery - prize donated by [company name])
- Logo and link on Dalby Picnic Race Club website

