

AUSTRALASIAN TEAM ROPING ASSOCIATION

# CORPORATE PARTNERSHIP

*Program 2024*



*Roping in families since 2006!*



# THE HISTORY OF ROPING IN AUSTRALIA

Roping started in Australia with the introduction of cattle farming during early settlement. This method was used for branding of stock and animal husbandry.

Over the years this skill has been passed down through farming families and this has now grown to encompass many people from different walks of life.



## THE AUSTRALASIAN TEAM ROPING ASSOCIATION (ATRA)

Established in 2006, the Australasian Team Roping Association (ATRA) is Asia Pacific's Premier Team Roping Organisation and the governing body of the most prestigious team roping events across the Asia Pacific.

As ATRA is a not-for-profit member based association, all profits go back into development of the sport of Team Roping in Australia.

ATRA also promotes and embraces diversity within our sport ranging from tiny tots to adults. As such, our competitors have the opportunity for equality in competition across all of our events.

From the Elite Team Roping to Breakaway Roping, Barrel Racing, Steer Wrestling and Rope and Tie, our sports are also some of the fastest growing horse sports in Australia.

In 2023, ATRA Promoters held over 100 events & clinics across Australia - with the 2023 ATRA Wrangler® National Finals at the Twisted X® Arena in Capella drawing nearly 1,800 entries.

This was all supported by our continually increasing social media hoof-print of nearly 8,000 engaged followers and our ongoing engagement with the wider rodeo performance horse community through our ATRA Promoters.



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## CORPORATE PARTNERS – RETURNS ON INVESTMENT

ATRA is run by a dedicated and professionally experienced team of respected industry people with a wealth of experience in all fields, including direct campaign marketing and communications.

ATRA partners with the business community in the form of mutually beneficial partnership opportunities - and we ensure that the benefits don't just flow one-way from your generosity.

We implement strategies to provide your business/products with exposure into a key target market to help you build brand awareness, grow your customer base and increase your sales.

Depending on which Opportunity you select, ATRA will promote your business and products online with our multiple web activities, in the lead up to and during the 2024 ATRA National Finals held in Capella in September/October, on our continually increasing social media hoof-print of nearly 8,000 engaged followers and during our ongoing engagement with the wider rodeo performance horse community through our ATRA Promoter events.

This will be done to provide our Corporate Partners with a clear list of returns on investment (ROIs), through a variety of target methods that are listed under each of the following Opportunities.

**Australasian Team Roping Association**  
29 August · 🌐

👉 Have you submitted and paid for your Nominations for the 2023 ATRA Wrangler® National Finals to be held at the Twisted X® Arena in Capella yet ? 🏆 🥇 🥈 🥉

Don't forget that **ALL ENTRIES MUST BE RECEIVED AT HEAD OFFICE & PAID IN FULL BY FRIDAY 8th SEPTEMBER 2023**. As there will be no exceptions, please download your copy of the 2023 Competitor Pack to complete your nominations here: <https://bit.ly/3Kj0gXS>

**PLEASE NOTE:** ATRA reserves the right to change or alter the Programme at an... See more

**NOMINATIONS**  
**CLOSE NEXT FRIDAY!**  
*Get in while you can!*

**2023 ATRA Wrangler NATIONAL FINALS**  
The Western Original  
**TWISTED X ARENA**

Post impressions 1  
**36,198**

Post reach 1  
**20,975**

Engagement 1  
**1,738**

**Interactions**

Reaction	Count
Like	92
Love	4
Wow	0
Sad	1
Angry	0
Other	0

Reactions 97

Comments 10

Link clicks 358

Shares 26

Other clicks 1,204



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### Reach ⓘ

Facebook reach ⓘ

25,959 ↑ 267.1%

Instagram reach ⓘ

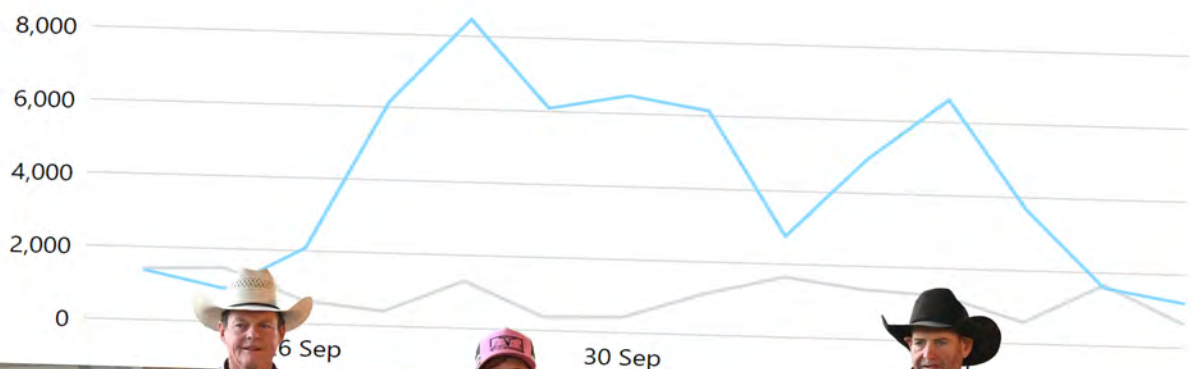
535 ↑ 68.8%

Paid reach ⓘ

0 0%

Daily

Cumulative ⓘ



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# PARTNERSHIP OPPORTUNITIES



## PLATINUM PARTNERSHIP

**\$10,000 +GST**

### 2024 BRAND EXPOSURE/ PROMOTION & DURING THE ATRA NATIONAL FINALS

- Exclusive Naming Rights Partner for the ATRA National Finals in September/October 2024.
- An Announcement Post made on the ATRA social media pages - announcing the partnership with your logo, your key messages and a link to your preferred destination (your website or social media page).
- 8 x additional posts made on the ATRA social media pages during the course of 2024 - with your preferred content, logo, key messages and a link to your preferred destination (your website or social media page).
- Recognition as the Platinum Partner on the ATRA website including a backlink to your preferred destination (your website or social media page).
- Acknowledgement as the Platinum Partner in all promotional material, social media posts and radio/TV promotion pre, during and post event.
- Advertising Banners (to be supplied by you) displayed at 2024 ATRA Promoter events across Australia (one banner per event).
- Naming Rights for the Open Team Roping event at the 2024 ATRA National Finals.
- Inclusion of a commercial broadcast (to be supplied by you) during the live streaming of our 2024 ATRA National Finals as well as on the ATRA website.
- 3 x large Advertising Banners (to be supplied by you) displayed on the event fencing in prime photo positions for the duration of the 2024 ATRA National Finals.
- 3 x Full Page advertisements in our Official Program for the 2024 ATRA National Finals.
- Distribution of promotional material (to be supplied by you) provided to competitors and spectators at the 2024 ATRA National Finals.
- A 20 x 20 metre exhibition space at the 2024 ATRA National Finals to showcase your business and sell or promote your products and services.
- Your logo placed in the top right hand corner of the live-stream broadcast for the entire four days of the 2024 ATRA National Finals - and double logo placement during your naming rights event.
- A minimum of 25 x tailored public address announcements with your key messaging across the four days of the 2024 ATRA National Finals.
- First right of refusal as the Platinum Partner for the 2025 ATRA National Finals.

## ONE (1) OPPORTUNITY ONLY!



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## GOLD PARTNERSHIP

**\$7,500<sup>+GST</sup>**

### 2024 BRAND EXPOSURE/ PROMOTION & DURING THE ATRA NATIONAL FINALS

- ▶ An Announcement Post made on the ATRA social media pages - announcing the partnership with your logo, your key messages and a link to your preferred destination (your website or social media page).
- ▶ 6 x additional posts made on the ATRA social media pages during the course of 2024 - with your preferred content, logo, key messages and a link to your preferred destination (your website or social media page).
- ▶ Recognition as a Gold Partner on the ATRA website including a backlink to your preferred destination (your website or social media page).
- ▶ Acknowledgement as a Gold Partner in all promotional material, social media posts and radio/TV promotion pre, during and post event.
- ▶ Advertising Banners (to be supplied by you) displayed at 2024 ATRA Promoter events across Australia (one banner per event).
- ▶ Naming Rights for the #12 Team Roping OR Kings & Queens Team Roping events at the 2024 ATRA National Finals (One Event ONLY).
- ▶ Inclusion of a commercial broadcast (to be supplied by you) during the live streaming of our 2024 ATRA National Finals as well as on the ATRA website.
- ▶ 2 x large Advertising Banners (to be supplied by you) displayed on the event fencing in prime photo positions for the duration of the 2024 ATRA National Finals.
- ▶ 2 x Full Page advertisements in our Official Program for the 2024 ATRA National Finals.
- ▶ Distribution of promotional material (to be supplied by you) provided to competitors and spectators at the 2024 ATRA National Finals.
- ▶ A 12 x 12 metre exhibition space at the 2024 ATRA National Finals to showcase your business and sell or promote your products and services.
- ▶ Your logo placed in the top right hand corner of the live-stream broadcast for your event during the 2024 ATRA National Finals.
- ▶ A minimum of 15 x tailored public address announcements with your key messaging across the four days of the 2024 ATRA National Finals.
- ▶ First right of refusal as a Gold Partner for the 2025 ATRA National Finals.



## TWO (2) OPPORTUNITIES ONLY!



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## SILVER PARTNERSHIP

**\$5,000<sup>+GST</sup>**

### **2024 BRAND EXPOSURE/ PROMOTION & DURING THE ATRA NATIONAL FINALS**

- An Announcement Post made on the ATRA social media pages - announcing the partnership with your logo, your key messages and a link to your preferred destination (your website or social media page).
- 4 x additional posts made on the ATRA social media pages during the course of 2024 - with your preferred content, logo, key messages and a link to your preferred destination (your website or social media page).
- Recognition as a Silver Partner on the ATRA website including a backlink to your preferred destination (your website or social media page).
- Acknowledgement as a Silver Partner in all promotional material, social media posts and radio/TV promotion pre, during and post event.
- Advertising Banners (to be supplied by you) displayed at 2024 ATRA Promoter events across Australia (one banner per event).
- Naming Rights for the #10 Team Roping, #8 Team Roping, #6 Machine Roping, Ladies Breakaway or Century Team Roping events at the 2024 ATRA National Finals (One Event ONLY).
- 1 x large Advertising Banners (to be supplied by you) displayed on the event fencing in prime photo positions for the duration of the 2024 ATRA National Finals.
- 1 x Full Page and 1 x Half Page advertisement in our Official Program for the 2024 ATRA National Finals.
- Distribution of promotional material (to be supplied by you) provided to competitors and spectators at the 2024 ATRA National Finals.
- A 8 x 8 metre exhibition space at the 2024 ATRA National Finals to showcase your business and sell or promote your products and services.
- Your logo placed in the top right hand corner of the live-stream broadcast for your event during the 2024 ATRA National Finals.
- A minimum of 10 x tailored public address announcements with your key messaging across the four days of the 2024 ATRA National Finals.
- First right of refusal as a Silver Partner for the 2025 ATRA National Finals.



## **FIVE (5) OPPORTUNITIES ONLY!**



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## BRONZE PARTNERSHIP

**\$2,500** +GST

### 2024 BRAND EXPOSURE/ PROMOTION & DURING THE ATRA NATIONAL FINALS

- ▶ An Announcement Post made on the ATRA social media pages - announcing the partnership with your logo, your key messages and a link to your preferred destination (your website or social media page).
- ▶ 2 x additional posts made on the ATRA social media pages during the course of 2024 - with your preferred content, logo, key messages and a link to your preferred destination (your website or social media page).
- ▶ Recognition as a Bronze Partner on the ATRA website including a backlink to your preferred destination (your website or social media page).
- ▶ Acknowledgement as a Bronze Partner in selected promotional material and social media posts.
- ▶ Naming Rights for the #4 Team Roping, Junior Breakaway, Rope & Tie, Steer Wrestling OR Junior Looper Competition for the 2024 ATRA National Finals (One Event ONLY).
- ▶ 1 x Full Page advertisement in our Official Program for the 2024 ATRA National Finals.
- ▶ Distribution of promotional material (to be supplied by you) provided to competitors and spectators at the 2024 ATRA National Finals.
- ▶ A 6 x 6 metre exhibition space at the 2024 ATRA National Finals to showcase your business and sell or promote your products and services.
- ▶ Your logo placed in the top right hand corner of the live-stream broadcast for your event during the 2024 ATRA National Finals.
- ▶ A minimum of 5 x tailored public address announcements with your key messaging across the four days of the ATRA National Finals.
- ▶ First right of refusal as a Bronze Partner for the 2025 ATRA National Finals.



**FIVE (5) OPPORTUNITIES ONLY!**



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## BARREL PARTNERSHIP \$2,500-1,000+GST

3D BARREL RACE - \$2,500+GST (A)

13-17 YEARS BARREL RACE - \$2,000+GST (B)

8-12 YEARS BARREL RACE - \$1,500+GST (C)

7 & UNDER BARREL RACE AND  
LED 7 & UNDER BARREL RACE - \$1,000+GST (D)

### 2024 BRAND EXPOSURE/ PROMOTION & DURING THE ATRA NATIONAL FINALS

- An Announcement Post made on the ATRA social media pages - announcing the partnership with your logo, your key messages and a link to your preferred destination (your website or social media page).
- Recognition as a Barrel Partner on the ATRA website including a backlink to your preferred destination (your website or social media page).
- Advertisement in our Official Program for the 2024 ATRA National Finals (A & B = 1 x Full Page, C = 1 x Half Page & D = 1 x Quarter Page).
- Your business logo included on the drum covers for your event in prime photo position.
- Distribution of promotional material (to be supplied by you) provided to competitors and spectators at the 2024 ATRA National Finals.
- An exhibition space at the 2024 ATRA National Finals to showcase your business and sell or promote your products and services (A & B = 6 x 6m, C = 6 x 3m & D = 3 x 3m).
- Your logo placed in the top right hand corner of the live-stream broadcast for your event during the 2024 ATRA National Finals.

➤ A minimum of 5 x tailored public address announcements with your key messaging across the four days of the 2024 ATRA National Finals.

➤ First right of refusal as a Barrel Partner for the 2025 ATRA National Finals.



## FOUR (4) OPPORTUNITIES ONLY!



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## ROPER PARTNERSHIP

**\$500+GST**

### BRAND EXPOSURE & PROMOTION

- ▶ An Announcement Post made on the ATRA social media pages - announcing the partnership with your logo, your key messages and a link to your preferred destination (your website or social media page).
- ▶ Recognition as a Roper Partner on the ATRA website including a backlink to your preferred destination (your website or social media page).

- ▶ Recognition as a Roper Partner in our Official Program for the 2024 ATRA National Finals.
- ▶ Distribution of promotional material (to be supplied by you) provided to competitors and spectators at the 2024 ATRA National Finals.
- ▶ A minimum of 5 x tailored public address announcements with your key messaging across the five days of the ATRA National Finals.

## PARTNERSHIP CONFIRMATION

### BUSINESS INFORMATION

Business Name: .....

Contact Name: .....

Phone: ..... Mobile: .....

Email: ..... Website: .....

Signature: ..... Date: .....

### 2023 CORPORATE PARTNER PACKAGE SELECTION

- |  |  |
|--|--|
| <input type="checkbox"/> Platinum Partnership (\$10,000+GST) | <input type="checkbox"/> Barrel Partnership (A) (\$2,500+GST)            |
| <input type="checkbox"/> Gold Partnership (\$7,500+GST)      | <input type="checkbox"/> Barrel Partnership (B) (\$2,000+GST)            |
| <input type="checkbox"/> Silver Partnership (\$5,000+GST)    | <input type="checkbox"/> Barrel Partnership (C) (\$1,500+GST)            |
| <input type="checkbox"/> Bronze Partnership (\$2,500+GST)    | <input type="checkbox"/> Barrel Partnership (D) (\$1,000+GST)            |
| <input type="checkbox"/> Roper Partnership (\$500+GST)       | <input type="checkbox"/> Other (to the value of) \$ <input type="text"/> |

### BANK DEPOSIT DETAILS

BSB: 032-621 A/C NO: 325-664 A/C NAME: ATRA Reference: Your Company Name

### FURTHER INFORMATION

For further information on the ATRA Corporate Partnership Program - or to discuss a tailored opportunity - please contact Mark Hrycek at [marketing@teamroper.com.au](mailto:marketing@teamroper.com.au) or on 0438 596 082.



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