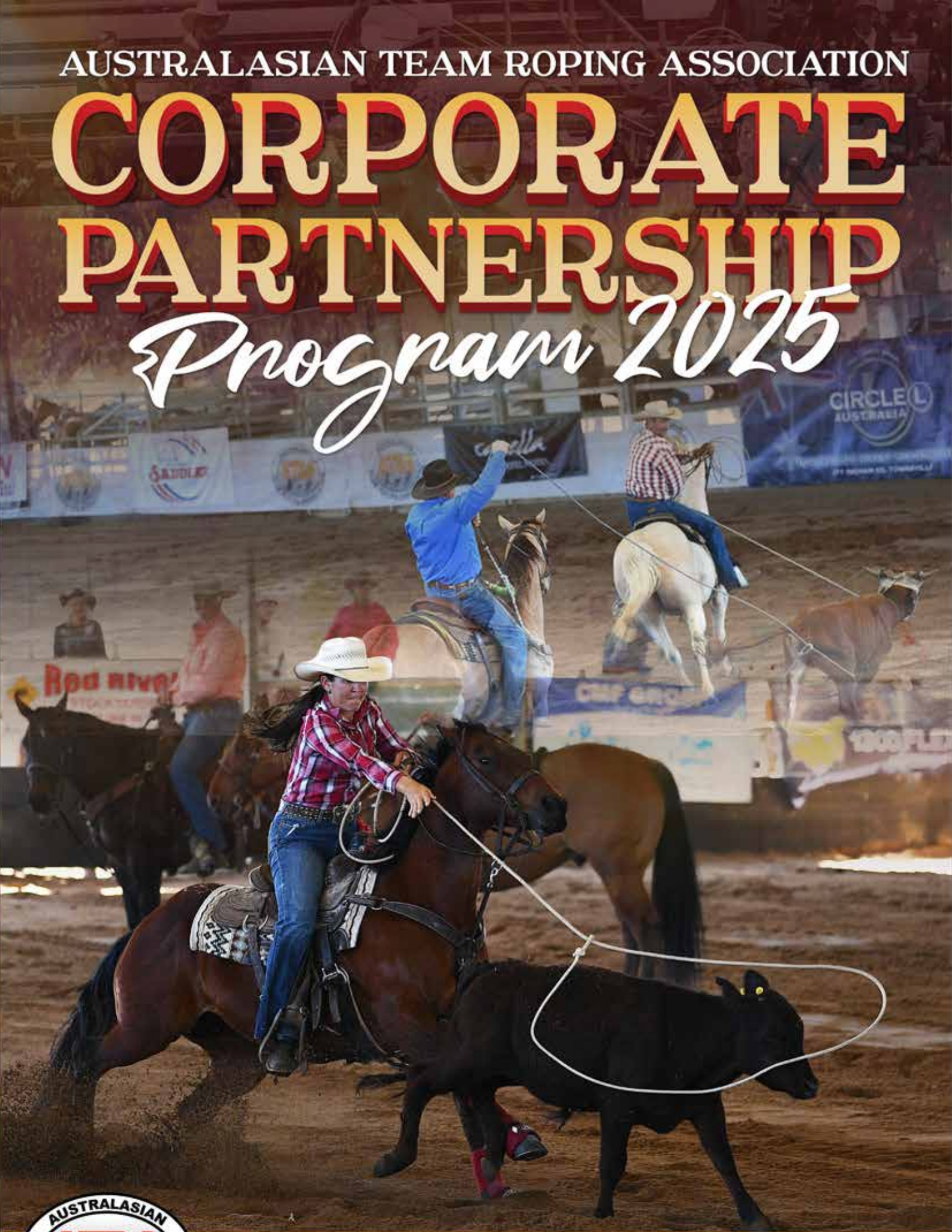


AUSTRALASIAN TEAM ROPING ASSOCIATION

# CORPORATE PARTNERSHIP

*Program 2025*



*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 2024, ATRA Promoters held over 100 events & clinics across Australia - with the 2024 ATRA Circle L Australia National Finals at the Howden Equine Australia Arena in Capella paying out nearly \$210,000 in prize money and drawing well over 2,000 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 2025 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.

From everyone at the ATRA  
**THANK YOU!**  
for supporting the  
2024 ATRA **NATIONAL FINALS**  
SEE YOU IN 2025!

2024 ATRA **NATIONAL FINALS**  
BRIDGEMAN PARK SPORTING COMPLEX, CAPELLA  
25-29 September 2024

CIRCLE L AUSTRALIA  
**OPEN TEAM ROPING #10 Incentive**  
Champions  
**KASEY SHEPPARD**  
**SHYAN SHEPPARD**  
PROUDLY BROUGHT TO YOU BY



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2024 ATRA

NATIONAL FINALS

HQ Arena



Reach ●

30.4K ↑ 212.9%

Watch time ●

2h 34m ↑ 1.4K%

Content interactions ●

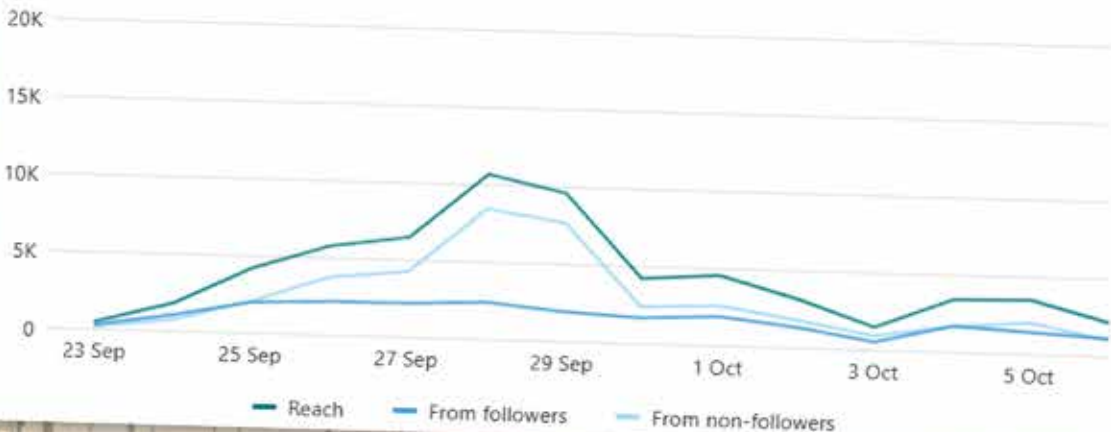
6.7K ↑ 3.5K%

Facebook followers ●

6.8K

Net follows ●

88 ↑ 1.0K%



Reach breakdown

23 Sep - 6 Oct

Total

30,418 ↑ 212.9%

From followers

3,916 ↑ 86.5%

From non-followers

27,369 ↑ 254.8%



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# PARTNERSHIP OPPORTUNITIES



**PLATINUM PARTNERSHIP**

**\$10,000<sup>+GST</sup>**

## 2025 BRAND EXPOSURE/ PROMOTION & DURING THE ATRA NATIONAL FINALS

- Exclusive Naming Rights Partner for the ATRA National Finals in September/October 2025.
- 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 2025 - 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 in at least seven (7) locations, 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 2025 ATRA Promoter events across Australia (one banner per event).
- Naming Rights for the Open Team Roping event at the 2025 ATRA National Finals.
- Your logo included on the drum barrel covers for all of the scheduled barrel races during the 2025 ATRA National Finals.
- Inclusion of a commercial broadcast (to be supplied by you) during the live streaming of our 2025 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 2025 ATRA National Finals.
- 3 x Full Page advertisements in our Official Program for the 2025 ATRA National Finals.
- Distribution of promotional material (to be supplied by you) provided to competitors and spectators at the 2025 ATRA National Finals.
- A 20 x 20 metre exhibition space at the 2025 ATRA National Finals to showcase your business and sell or promote your products and services.
- Your logo placed in the header of the live-stream broadcast for the entire four days of the 2025 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 2025 ATRA National Finals.
- First right of refusal as the Platinum Partner for the 2026 ATRA National Finals.

**ONE (1) OPPORTUNITY ONLY!**



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## GOLD PARTNERSHIP

**\$7,500+GST**

### 2025 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 2025 - 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 in at least five (5) locations 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 2025 ATRA Promoter events across Australia (one banner per event).
- ▶ Naming Rights for the #10 Team Roping OR #8 Team Roping events at the 2025 ATRA National Finals (One Event ONLY).
- ▶ Inclusion of a commercial broadcast (to be supplied by you) during the live streaming of our 2025 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 2025 ATRA National Finals.
- ▶ 2 x Full Page advertisements in our Official Program for the 2025 ATRA National Finals.
- ▶ Distribution of promotional material (to be supplied by you) provided to competitors and spectators at the 2025 ATRA National Finals.
- ▶ A 12 x 12 metre exhibition space at the 2025 ATRA National Finals to showcase your business and sell or promote your products and services.
- ▶ Your logo placed in the bottom right hand corner of the live-stream broadcast for your event during the 2025 ATRA National Finals.
- ▶ A minimum of 15 x tailored public address announcements with your key messaging across the four days of the 2025 ATRA National Finals.
- ▶ First right of refusal as a Gold Partner for the 2026 ATRA National Finals.



**TWO (2) OPPORTUNITIES ONLY!**



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## SILVER PARTNERSHIP

\$5,000+GST

### 2025 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 2025 - 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 in at least five (5) locations, 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 2025 ATRA Promoter events across Australia (one banner per event).
- ▶ Naming Rights for the #12 Team Roping, Ladies Breakaway or Century Team Roping events at the 2025 ATRA National Finals (One Event ONLY).
- ▶ 1 x large Advertising Banner (to be supplied by you) displayed on the event fencing in prime photo positions for the duration of the 2025 ATRA National Finals.
- ▶ 1 x Full Page and 1 x Half Page advertisement in our Official Program for the 2025 ATRA National Finals.
- ▶ Distribution of promotional material (to be supplied by you) provided to competitors and spectators at the 2025 ATRA National Finals.
- ▶ A 8 x 8 metre exhibition space at the 2025 ATRA National Finals to showcase your business and sell or promote your products and services.
- ▶ Your logo placed in the bottom right hand corner of the live-stream broadcast for your event during the 2025 ATRA National Finals.
- ▶ A minimum of 10 x tailored public address announcements with your key messaging across the four days of the 2025 ATRA National Finals.
- ▶ First right of refusal as a Silver Partner for the 2026 ATRA National Finals.

**THREE (3) OPPORTUNITIES ONLY!**



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## BRONZE PARTNERSHIP

\$2,500 +GST

### 2025 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 2025 - 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 All Girls Team Roping, #5 Machine Roping, Junior Breakaway, Rope & Tie OR Steer Wrestling events for the 2025 ATRA National Finals (One Event ONLY).
- ▶ 1 x large Advertising Banner (to be supplied by you) displayed on the event fencing in prime photo positions for the duration of the 2025 ATRA National Finals.
- ▶ 1 x Half Page advertisement in our Official Program for the 2025 ATRA National Finals.
- ▶ Distribution of promotional material (to be supplied by you) provided to competitors and spectators at the 2025 ATRA National Finals.
- ▶ A 6 x 6 metre exhibition space at the 2025 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 2025 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 2026 ATRA National Finals.

**ONLY THREE (3) LEFT!**

**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)**

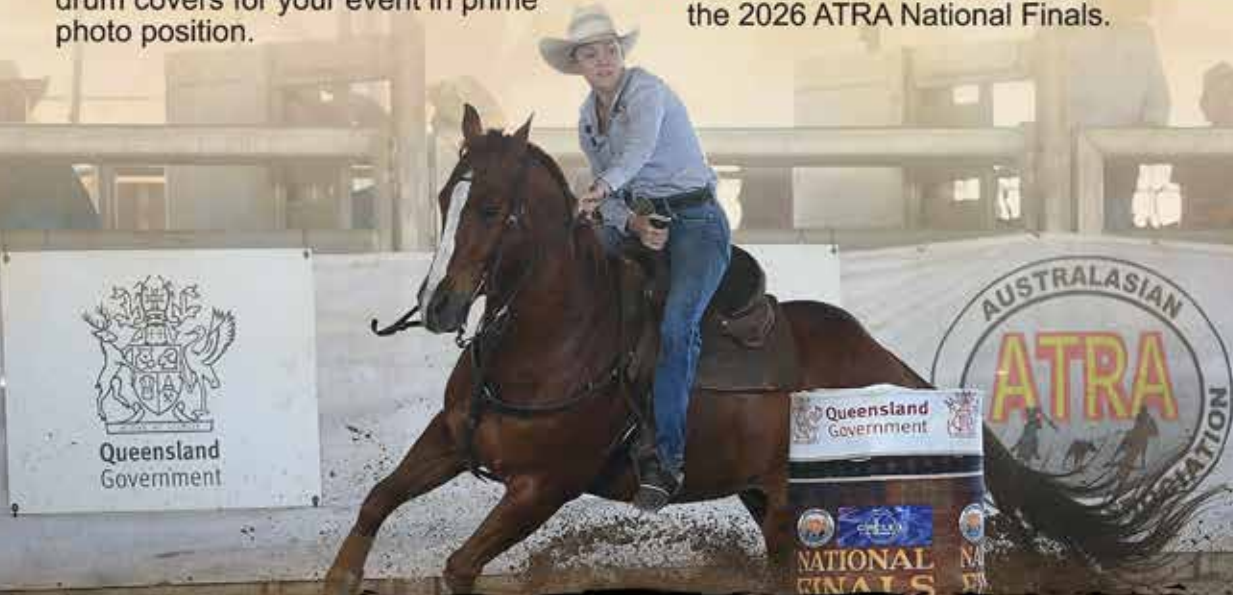
**8-12 YEARS BARREL RACE - \$1,500+GST (C)**

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

**SECURED FOR 2025!**

### 2025 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 2025 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 2025 ATRA National Finals.
- ▶ An exhibition space at the 2025 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 2025 ATRA National Finals.
- ▶ A minimum of 5 x tailored public address announcements with your key messaging across the four days of the 2025 ATRA National Finals.
- ▶ First right of refusal as a Barrel Partner for the 2026 ATRA National Finals.



## FOUR (4) OPPORTUNITIES ONLY!



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## LIVE-STREAM PARTNERSHIP \$3,000+GST

### 2025 BRAND EXPOSURE/ PROMOTION & DURING THE ATR NATIONAL FINALS

- An Announcement Post made on the ATRA social media pages and our website - announcing the partnership with your logo, your key messages and a link to your preferred destination (your website or social media page).
- 3 x additional posts made on the ATRA social media pages during the course of 2025 - with your preferred content, logo, key messages and a link to your preferred destination (your website or social media page).
- Recognition as the Livestream Partner on the ATRA website in at least five (5) locations, including a backlink to your preferred destination (your website or social media page).
- Acknowledgement as the Livestream Partner in ALL promotional material, on our website and related social media posts.
- 1 x Full Page advertisement in our Official Program for the 2025 ATRA National Finals.
- Distribution of promotional material (to be supplied by you) provided to competitors and spectators at the 2025 ATRA National Finals.
- 1 x large Advertising Banner (to be supplied by you) displayed on the event fencing in prime photo positions for the duration of the 2025 ATRA National Finals.
- Your logo placed in the bottom left hand corner of the live-stream broadcast for the entire four days of live-streaming of the 2025 ATRA National Finals.
- A minimum of 20 x tailored public address announcements with your key messaging across the four days of the ATRA National Finals.
- Advertising Banner (to be supplied by you) displayed at 2025 ATRA Promoter events across Australia (one banner per event).
- First right of refusal as the Live-stream Partner for the 2026 ATRA National Finals.



**ONE (1) OPPORTUNITY ONLY!**



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## ARENA PARTNERSHIP

\$2,500+GST

### 2025 BRAND EXPOSURE/ PROMOTION & DURING THE ATRA NATIONAL FINALS

- ▶ An Announcement Post made on the ATRA social media pages and our website - 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 2025 - with your preferred content, logo, key messages and a link to your preferred destination (your website or social media page).
- ▶ Recognition as the Arena Partner on the ATRA website in at least seven (7) locations, including a backlink to your preferred destination (your website or social media page).
- ▶ Acknowledgement as the Arena Partner in ALL promotional material, on our website and related social media posts.
- ▶ Naming Rights for the Kings & Queens event for the 2025 ATRA National Finals.
- ▶ 1 x Full Page advertisement in our Official Program for the 2025 ATRA National Finals.
- ▶ Distribution of promotional material (to be supplied by you) provided to competitors and spectators at the 2025 ATRA National Finals.
- ▶ 1 x large Advertising Banner (to be supplied by you) displayed under the Time Clock in prime photo position for the duration of the 2025 ATRA National Finals.
- ▶ Your logo included on the drum barrel covers for all of the scheduled barrel races during the 2025 ATRA National Finals.
- ▶ Your logo placed in the bottom right hand corner of the live-stream broadcast for your event during the 2025 ATRA National Finals.
- ▶ A minimum of 20 x tailored public address announcements with your key messaging across the four days of the ATRA National Finals.
- ▶ Advertising Banner (to be supplied by you) displayed at 2025 ATRA Promoter events across Australia (one banner per event).
- ▶ First right of refusal as the Arena Partner for the 2026 ATRA National Finals.



**ONE (1) OPPORTUNITY ONLY!**



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## ATRA ON-SITE BAR PARTNERSHIP \$2,000<sup>+GST</sup>

### 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).
- ▶ 2 x additional post made on the ATRA social media pages during the course of 2025 - with your preferred content, logo, key messages and a link to your preferred destination (your website or social media page).
- ▶ Recognition as the ATRA Bar Partner on the ATRA website including a backlink to your preferred destination (your website or social media page).
- ▶ 3 x large Advertising Banners (to be supplied by you) displayed in the bar area for the duration of the 2025 ATRA National Finals.
- ▶ 10 x free drink cards for the 2025 ATRA National Finals.
- ▶ 1 x Half Page advertisement in our Official Program for the 2025 ATRA National Finals.
- ▶ Distribution of promotional material (to be supplied by you) provided to competitors and spectators at the 2025 ATRA National Finals.
- ▶ A minimum of 10 x tailored public address announcements with your key messaging across the four days of the ATRA National Finals.
- ▶ First right of refusal as the On-site Bar Partner for the 2026 ATRA National Finals.



## ANNOUNCERS BOX PARTNERSHIP \$1,500<sup>+GST</sup>

### 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).
- ▶ 2 x additional post made on the ATRA social media pages during the course of 2025 - with your preferred content, logo, key messages and a link to your preferred destination (your website or social media page).
- ▶ Recognition as the Announcers Box Partner on the ATRA website including a backlink to your preferred destination (your website or social media page).
- ▶ Advertising Banners (to be supplied by you) displayed on three sides of the Announcers Box for the duration of the 2025 ATRA National Finals.
- ▶ 1 x Quarter Page advertisement in our Official Program for the 2025 ATRA National Finals.
- ▶ Distribution of promotional material (to be supplied by you) provided to competitors and spectators at the 2025 ATRA National Finals.
- ▶ A minimum of 10 x tailored public address announcements with your key messaging across the four days of the ATRA National Finals.
- ▶ First right of refusal as a ATRA Officials Partner for the 2026 ATRA National Finals.

**ONE (1) OPPORTUNITY EACH ONLY!**



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## ATRA OFFICIALS PARTNERSHIP

\$1,000+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).
- ▶ 2 social media posts (to be supplied by you) provided to competitors and spectators at the 2025 ATRA National Finals.
- ▶ Recognition as the ATRA Officials Partner on the ATRA website including a backlink to your preferred destination (your website or social media page).

- ▶ 1 x large Advertising Banner (to be supplied by you) displayed at the entry point for the Team Roping, Breakaway, Rope & Tie and Steer Wrestling events for the duration of the 2025 ATRA National Finals.

**SECURED FOR 2025!**



## 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 2025 ATRA National Finals.
- ▶ Distribution of promotional material (to be supplied by you) provided to competitors and spectators at the 2025 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.



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# PARTNERSHIP CONFIRMATION

## BUSINESS INFORMATION

Business Name: .....

Contact Name: .....

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

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

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

## 2025 CORPORATE PARTNER PACKAGE SELECTION

- |  |  |
|--|--|
| <input type="checkbox"/> Platinum Partnership (\$10,000+GST)         | <input type="checkbox"/> Livestream Partnership (\$3,000+GST)            |
| <input type="checkbox"/> Gold Partnership (\$7,500+GST)              | <input type="checkbox"/> Arena Partnership (\$2,500+GST)                 |
| <input type="checkbox"/> Silver Partnership (\$5,000+GST)            | <input type="checkbox"/> On-site Bar Partnership (\$2,000+GST)           |
| <input type="checkbox"/> Bronze Partnership (\$2,500+GST)            | <input type="checkbox"/> Announcers Box Partnership (\$1,500+GST)        |
| <input type="checkbox"/> Barrel Partnership (A) (\$2,500+GST)        | <input type="checkbox"/> ATRA C <b>SECURED FOR 2025!</b> (\$1,000+GST)   |
| <input type="checkbox"/> Barrel Partnership (B) (\$2,000+GST)        | <input type="checkbox"/> Roper Partnership (\$500+GST)                   |
| <input type="checkbox"/> Barrel Partnership (C) (\$1,500+GST)        | <input type="checkbox"/> Other (to the value of) \$ <input type="text"/> |
| <input type="checkbox"/> B <b>SECURED FOR 2025!</b> D) (\$1,000+GST) | .....  |

## 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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