

Shepparton Rodeo

Sponsorship Packages and Opportunities



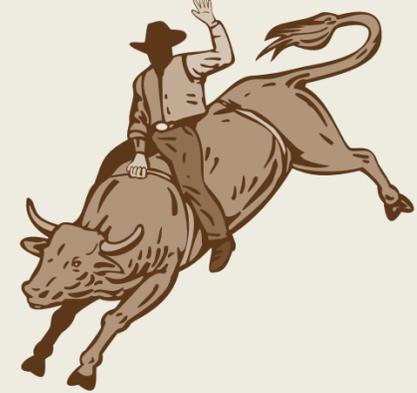
About The Event

The Shepparton Rodeo is one of Victoria's premier rodeo event that will crown the 2026 champions of the Colac Rodeo, showcasing the best in thrilling rodeo action.

Anticipating 4,000 attendees from across Shepparton region and the rest of the state, this event stands as the crown jewel of the rodeo circuit that will become an annual feature on the Shepparton and Victoria event calendar.



EVENT SCHEDULE SHEPPARTON APR 10



4PM

GATES OPEN

Live Entertainments, Food Trucks, Games, Stalls and more

10PM-11PM

RODEO CONCERT

Live music from Cush Ryder will start on the arena as the competitors and fans dance the night away

6PM-7:30PM

RODEO HEATS

Heats for the Bull Ride, Saddle Bronc, Bareback and Barrel Racing

11:00PM

EVENT CLOSES

All guests leave the event space after and action filled day of rodeo entertainment

7:30PM-8:15PM

DINNER & LIVE MUSIC

Live entertainment during the rodeo break along with family-friendly entertainment

ALL DAY

FOOD, MARKETS & MORE

All day the food trucks, market stalls, rodeo games and entertainment will be keeping the crowd happy

8:15PM-10:00PM

RODEO FINALS

National Champions will be crowned in the Bull Ride, Saddle Bronc, Bareback and Barrel Racing

ALL DAY

ENTERTAINMENT

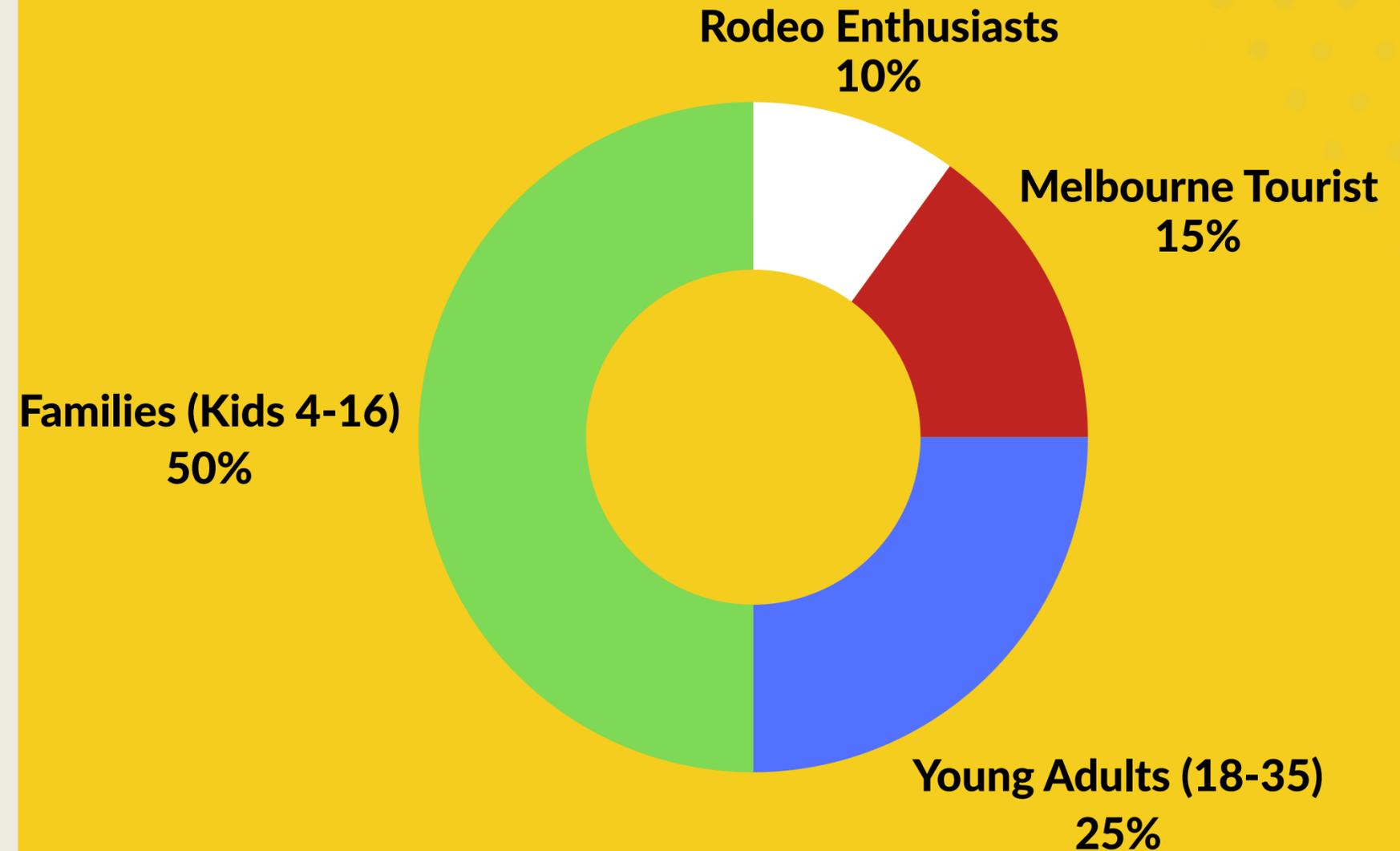
Learn to become a cowboy or cowgirl with classes in line dancing, boot scooting, lassoing and more

Our Target Audience

This event is crafted to attract an even mix of families with children aged 4-16, young adults aged 18-35 and Melbourne travellers

As shown by previous event data the Shepparton Rodeo has a broad appeal to high-spending demographics.

With an expected visitation of 4,000 guests this is your chance to reach a captive audience that is usually missed by standard advertising.



EVENT HIGHLIGHTS

Join one of Shep's most-loved annual events for an action-packed day out!



National Rodeo Championships

This event forms part of the APRA National Rodeo Championships and is a key part in the rodeo calendar



Rodeo & Country Music

Rodeos were the most reliably attended events in 2025. This event goes further by riding the country music craze to attract new audiences.



Proven Event Producers

This event is from the creators of successful events such as the Ballarat Rodeo & National Rodeo Championships



Sponsorship Opportunities

Take your opportunity to reach new audiences and partner with one of the most exciting events on the 2026 calendar

Sponsorship Packages

Our sponsorship packages provide maximum exposure at affordable rates. Don't see what you like here? Feel free to reach out for a tailored sponsorship package.

Naming Rights Sponsorship Package (1 available)

- Exclusive Naming Rights e.g. [Company]'s National Rodeo Championships
- Sponsor name mentioned in all digital media, PR, event opening and closing ceremony and on all printed signage
- 5 sponsor posts on event social media
- Presentation of 2 x major trophies by the sponsor
- Prime Sponsor activation area during the event
- 10 x VIP Tickets (inc drinking package)
- + more

\$5,000

Platinum Sponsorship Package (1 available)

- Arena will be announced as [Company]'s Arena during the rodeo
- Sponsor logo on all digital media and printed arena signage including 3 sponsor posts on event social media
- 4 x Prime signage placement
- Sponsor activation area during the event
- Presentation of 1 x major trophy by the sponsor
- 6 x VIP Tickets (inc drinking package)
- + more

\$4,000

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Gold Sponsorship Package (2 available)

- Announced as the Gold Sponsor during rodeo performances
- Sponsor logo on the website and all digital media including 2 sponsor posts on event social media
- Space for 2 x banners outside the arena
- Presentation of 1 x major trophy by the sponsor
- 3 x VIP Tickets (inc drinking package)
- + more

\$2,000

Open Bull Ride Sponsorship Package (1 available)

- Announced as the Open Bull Ride Sponsor during the event
- Sponsor logo on the website and all digital media including 2 sponsor posts on event social media
- Space for 2 x banners outside the arena
- Presentation of Open Bull ride trophy by the sponsor
- 3 x VIP Tickets (inc drinking package)
- + more

\$2,000

Sponsorship Packages

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Open Bareback Horse Sponsorship Package (1 available)

- Announced as the Open Bareback Horse Sponsor during the event
- Sponsor logo on the website and all digital media including 1 sponsor post on event social media
- Space for 2 x banners outside the arena
- Presentation of Open Bareback Horse Trophy by the sponsor
- 2 x VIP Tickets (inc drinking package)
- + more

\$1,500

Open Saddle Bronc Sponsorship Package (1 available)

- Announced as the Open Saddle Bronc Sponsor during the event
- Sponsor logo on the website and all digital media including 1 sponsor post on event social media
- Space for 2 x banners outside the arena
- Presentation of Saddle Bronc Trophy by the sponsor
- 2 x VIP Tickets (inc drinking package)
- + more

\$1,500

Other Sponsorship Packages Available

Plan Options	Exposure	VIP Tickets	Social Posts	Price
Ride Sponsor (8)	Event Announcement Presentation of Trophy Banner on Arena	2	Website & 1 x Social Post	\$1,000
Junior Ride Sponsor (1)	Event Announcement Presentation of Trophy Banner on Arena	2	Website & 1 x Social Post	\$1,000
Bar Sponsor (1)	Banner over Bar	2	Website & 1 x Social Post	\$1,000
Bronze Sponsor (5)	Event Announcement Presentation of Trophy Banner on Arena	2	Website & 1 x Social Post	\$1,000

How Our Sponsors Benefit

Highly visible marketing
on a cheerful event for
positive brand feelings

Reach a specific audience that plan their year around the rodeo and align your brand with a premier event in both Shepparton and Victoria.





High Visibility before, during and after the event

With a combination of digital media, event signage, rodeo announcements and championship trophy rights, your company will reach our audience in every facet of the event from the start of your sponsorship to months after the rodeo has finished.

Access to Thousands of new customers

Sponsoring a rodeo offers extensive brand exposure through event signage, promotional materials, and media coverage. The sponsor's logo and messaging will be prominently displayed and all sponsors will receive access to our email database for direct advertising.



Reach the Community at a truly local event

Rodeo events often have deep roots in local communities. By sponsoring a rodeo, a company can demonstrate its commitment to supporting local traditions and cultures, enhancing its reputation and goodwill within the community

Product Demonstration to a captured audience

Rodeos offer an excellent platform for sponsors to showcase their products or services directly to consumers. Whether through booths, demonstrations, or giveaways, sponsors can create hands-on experiences that leave a lasting impression on potential customers.

Shepparton Rodeo

If you have any questions, would like a tailored sponsorship package or are ready to join an unforgettable event - Get in Touch Today!



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Come Get Your Rodeo On!

Got any questions? Feel free to call us, email us,
or hit us up on social media.