



**AUSTRALIA'S GREATEST HORSEWOMAN
17TH APRIL - 21ST APRIL 2024**

PROUDLY BROUGHT TO YOU BY



ABOUT US

**AUSTRALIA'S GREATEST
HORSWOMAN IS TO BE
THE PREMIER MUST
SEE, CANT MISS EVENT
FOR 2024**



At the Australian Cowgirl we are passionate about promoting and supporting women in the Australian Western Equine World. With large focus's in bringing together the amazing talented women who are craftswomen, makers, artists and Extremely Talented Horsewomen across Australia.

The Australian Cowgirl is a dream of Kim Peterson's that has blossomed since a trip to the USA in 2019.

Pairing up with Stephanie Lancefield to expand this idea and help it become more than just a dream.

Kim has extensive experience in event management, spanning over 10 years. Being an Event organiser for events ranging from corporate, fundraising, weddings, and competitive horse shows.

Steph's experience in the horse industry brings another element of experience ensuring this event will attract top class competitors from around the country.

With an amazing support team on board making it a wonderful event to be at.

Australia's Greatest Horsewoman 2022 & 2023 were both hugely successful events being branded one of the best in the country.

We aim to have the event in 2024 live streamed, recorded video interviews and podcasts in the lead up to the event where our sponsors will be mentioned. We would like to invite a Major sponsor for the Live Stream.

This event will be held over 5 days with a jam packed schedule of amazing things.

The Main Event Being
AUSTRALIA'S GREATEST HORSEWOMAN

Plus other events over the 5 days will include
Horsewoman's Touch Trainers Challenge
Cowgirl Up Challenge
Clinics
Master Horseman Demonstrations
Feature Evening Evening
Demonstrations
Workshops
Trade Stands
Twilight Market & Food Truck Festival
Equine Art Show
And so much more



Facebook and Website Insights Reveal a Noticeable Boost in Traffic and Exposure Pre and Post Event

An in-depth analysis of this year's Facebook Insights indicates that there was a significant rise in traffic and exposure on both our website and Facebook page prior to and following the event.

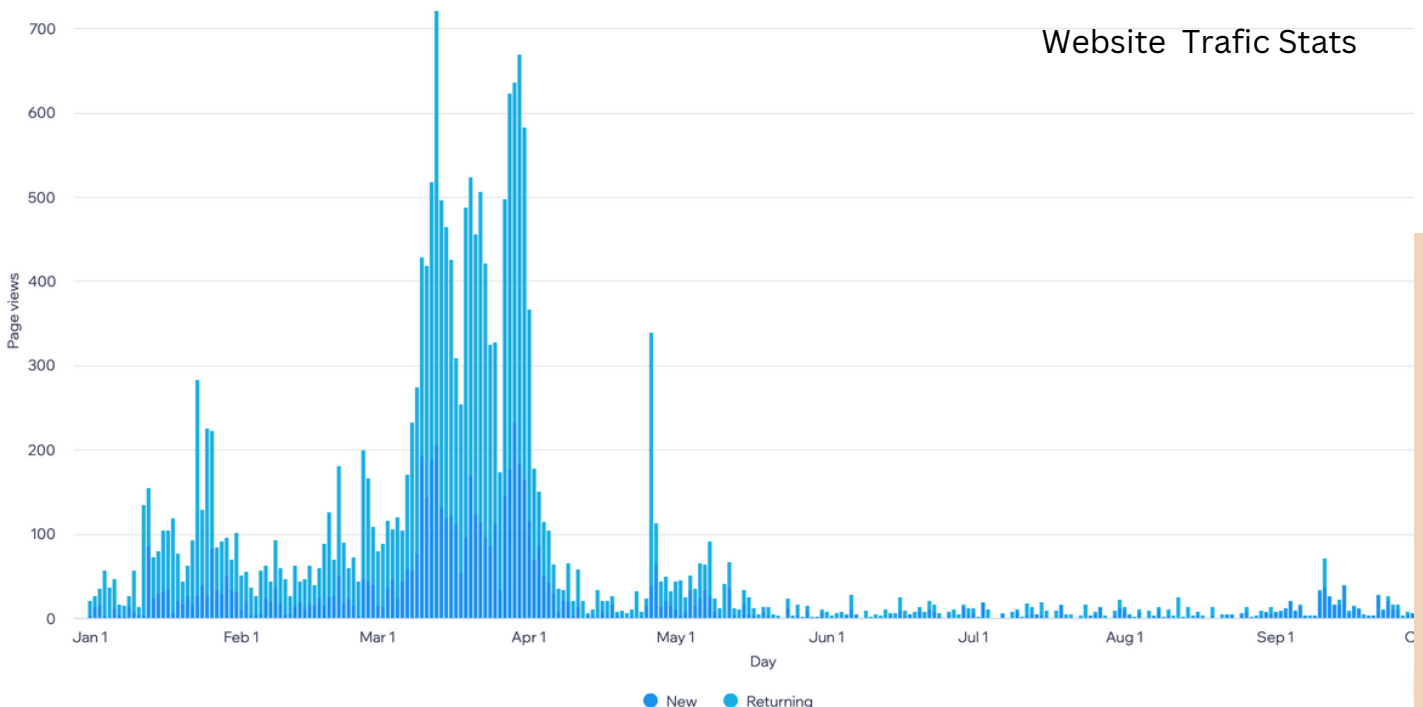
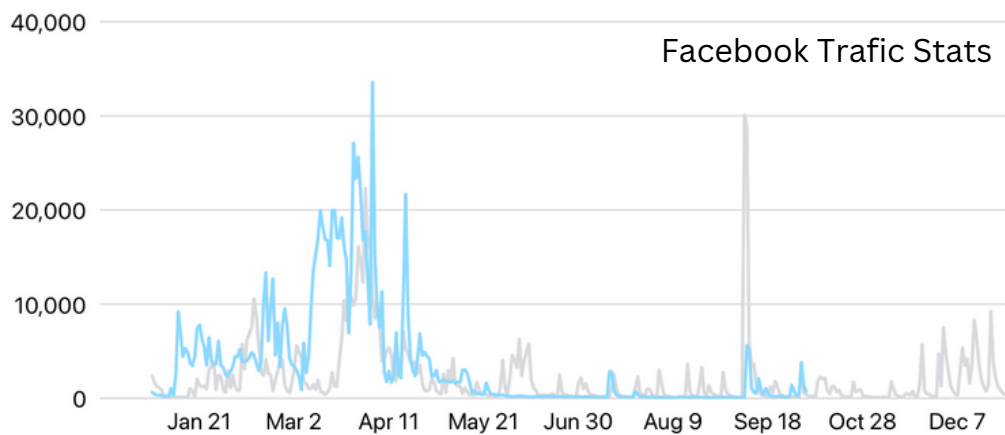
Reach ⓘ

Compare your reach from this period to the previous one.

[See more about your content performance](#)

Facebook reach ⓘ 371,682 ↑ 47.2%	Instagram reach ⓘ 6,413 ↑ 126.8%	Paid reach ⓘ 226,596 ↑ 411.5%
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Daily Cumulative



SPONSOR PROPOSAL

FOR THE 5 DAY EVENT AUSTRALIA'S GREATEST HORSEWOMAN PRESENTED BY THE AUSTRALIAN COWGIRL

SPONSORSHIP OPTIONS	PLATINUM \$1500	GOLD \$1000	SILVER \$600	BRONZE \$400
Complimentary 5 Day Entry Passes Valued at \$300each	2	1		
Complimentary Single Day Pass Valued at \$65			1	
Complimentary Trade Stand	✓			
60% Discount on Trade Stand		✓		
40% Discount on Trade Stand			✓	✓
Banner Placed around Arena (supplied by you)	✓	✓	✓	✓
Logo with Link on our Website sponsors page.	✓	✓	✓	✓
Item or Flyer in Showbag Provided by Sponsor	✓	✓	✓	✓
Social Media Promotion & Links to your websites or social pages.	✓	✓	✓	✓
Advert in A4 Full Colour Event Program	Full Page	1/2 Page	1/4 Page	1/8 Page
Complimentary Drinks Voucher at Cocktail Bar	4	2	1	1
Option For Cash and Prizes	✓	✓	✓	✓
Option for Cash Only	✓	✓	✓	✓
Option for Prizes Only to the Value off Sponsorship	✓	✓	✓	✓
Option to combine Sponsorship packages.	✓	✓	✓	✓
Logo on Photo and Presentation wall (This wall is used for interviews, photos and presentations throughout the entire event.	✓	✓	✓	✓