



**AUSTRALIA'S GREATEST HORSEWOMAN
25TH - 29TH MARCH 2026
TATURA PARK EQUESTRIAN CENTRE, TATURA VICTORIA**

PROUDLY BROUGHT TO YOU BY



ABOUT US

AUSTRALIA'S GREATEST HORSEWOMAN 2026 – THE EVENT THAT CELEBRATES GRIT, GRACE, AND GREATNESS. A TRUE SHOWCASE OF AUSTRALIA'S FINEST HORSEWOMEN.



ABOUT THE AUSTRALIAN COWGIRL & AUSTRALIA'S GREATEST HORSEWOMAN

At The Australian Cowgirl Co., we are passionate about promoting and supporting women within the Australian western and performance horse industries. Our mission is to bring together and celebrate the incredible women who are horsewomen, makers, artists, and creators — the talented and hardworking individuals who form the heart of this community.

The Australian Cowgirl began as a dream of Kim Peterson, inspired by her travels to the USA in 2019 and the powerful sense of unity and celebration she witnessed among horsewomen there. Upon returning home, Kim turned that vision into reality — creating a platform that continues to grow into one of Australia's premier equine events. Kim brings over a decade of event management experience, coordinating everything from corporate functions and fundraisers to weddings and national equestrian competitions. Her professionalism, attention to detail, and creative direction ensure every event under The Australian Cowgirl Co. banner runs with excellence and heart. Together with an exceptional support team, Kim has built a world-class event that is as welcoming and community-driven as it is competitive.

Australia's Greatest Horsewoman (AGHW) has become a standout on the equine calendar, with 2022, 2023 2024 events recognised nationally as among the best-run and most inspiring in the country. As we look toward 2026, the event continues to grow in scope and reach — now featuring live streaming, recorded interviews, podcasts, and enhanced media coverage, giving sponsors premium visibility across multiple platforms.

This five-day spectacular includes a diverse range of competitions, learning opportunities, and entertainment, headlined by:

- Australia's Greatest Horsewoman Main Event
- Horsewoman's Touch Colt Start
- Cowgirl Up Challenge
- Ladies Freestyle Liberty Competition
- Open Reining & Open Cutting
- Clinics, Workshops & Educational Seminars
- Demonstrations
- Feature Evening Entertainment & Presentations
- Trade Village, Western Makers Show

Each year, the event grows not only in size and professionalism but also in reach, media impact, and sponsor return on investment. With a strong focus on community, quality, and storytelling, Australia's Greatest Horsewoman represents the best of horsemanship, craftsmanship, and connection.

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 our events

Reach ⓘ

Compare your reach from this period to the previous one.

 See more about your content performance

Facebook Traffic Stats

Views ⓘ

551.1K ↑ 900.6%

3-second views ⓘ

34.2K ↑ 2.4K%

1-minute views ⓘ

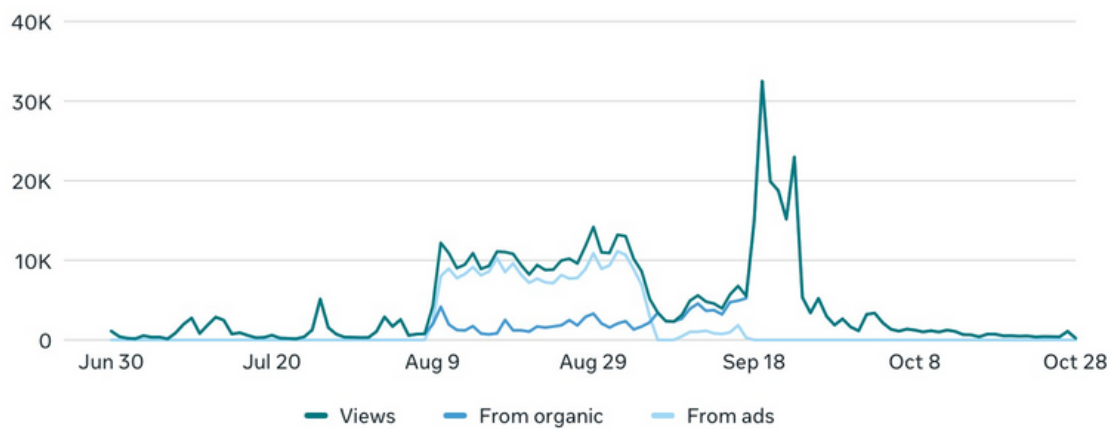
581 ↑ 100%

Content interactions ⓘ

8.4K ↑ 404.7%

Watch time ⓘ

6d 21h ↑ 2.6K%



Views breakdown

Jun 30 - Oct 28

Total

551,053 ↑ 900.6%

From organic

313,404 ↑ 469.1%

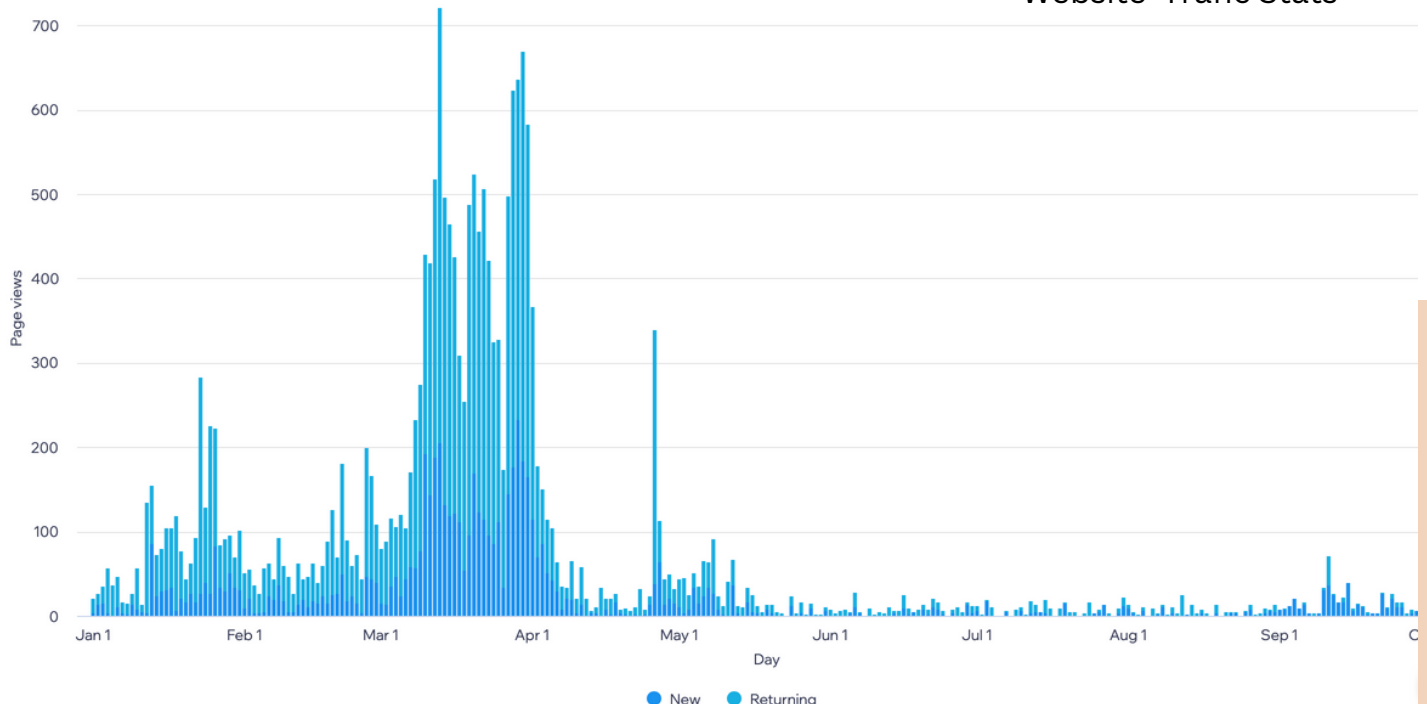
From ads

237,649 ↑ 100%

Viewers ⓘ

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Website Traffic Stats



SPONSOR PROPOSAL

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

SPONSORSHIP OPTIONS	PLATINUM \$2000	GOLD \$1500	SILVER \$1000	BRONZE \$500	COPPER UP TO \$450
<i>In Recognition of Your Support</i>					
Complimentary 5 Day Pass Valued at \$310	2	1	1		
Complimentary Single Day Pass Valued at \$75		2		1	
Complimentary Trade Stand Value	✓				
60% Discount Trade Stand		✓			
40% Discount Trade Stand			✓		
25% Discount Trade Stand				✓	
Banner Placed in Arena (supplied & collected by you) Logo with link on our website Sponsors Page	✓	✓	✓	✓	✓
Recognition through our MC/Sound Announcers	✓	✓	✓	✓	✓
Item/Flyer added to Event Showbag (provided by sponsors) Value \$100	✓	✓	✓	✓	✓
Social Media Promotion & Links to your social pages and website.	✓	✓	✓	✓	✓
Live Stream Advertising Discounted Rate	60%	40%	20%	10%	-
Advert in A4 Full colour Event Program	Full Page	1/2 Page	1/4 Page	1/8 Page	1/8 Page
Complimentary Drinks Voucher at Cocktail Bar	4	3	2	1	-
Option for Cash and Prizes	✓	✓	✓	✓	✓
Option for Cash Only	✓	✓	✓	✓	✓
Option for Prizes Only to the value of Sponsorship	✓	✓	✓	✓	✓
Option to combine sponsorship Packages	✓	✓	✓	✓	✓
Your Logo Placed on the Photo and Presentation Wall (This wall is used for interviews, Photos and presentations throughout the entire Event.	✓ Large	✓ Medium	✓ Medium	✓ Small	✓ Small
Your Logo Placed on the Photo and Presentation Board	✓	✓	✓	✓	✓
Your Name Place on Event T'Shirts Sponsors List	✓	✓	✓	✓	✓
Option to be part of presentations	✓	✓	✓	✓	✓
Sponsors Zone Hospitality -A space to network and mingle, If you attend the event	✓	✓	✓	✓	✓