

Stirling's Crossing
TOM QUILTY
GOLD CUP 2023
IMBIL, QLD



SPONSORSHIP PROPOSAL



STIRLING'S CROSSING
ENDURANCE CLUB INC



HISTORY

THE TOM

QUILTY

Endurance riding has been an organised sport in Australia since 1966. After reports of the Tevis Cup endurance ride in the USA began reaching Australia, R. M. Williams was inspired by the concept of a long distance competitive ride.

It was decided if the Americans could do it, so could the Aussies! The venue would be in the Hawkesbury district, near Sydney, New South Wales, being a relatively central, scenic location, with the support of the University of Sydney's Rural Veterinary Centre, Camden. A committee was formed to organise the first 100 mile ride.

R. M. Williams wrote to his friend Tom Quilty, a great horseman and cattleman in the Kimberly area of Western Australia. Williams asked for his support for the 100 miles ride, and Quilty donated \$1000. This was used to make a gold cup, the prize for the winner of the event. This is a perpetual trophy, and the ride was named the Tom Quilty Gold Cup in his honour. The original Gold Cup now resides in the Stockman's Hall of Fame, in Longreach, Queensland.

A meeting of riders and officials was held, and all resolved to ride for the satisfaction of simply participating, and for the honour of wearing the handsome silver Quilty buckle. The Quilty buckle is still a highly regarded prize in endurance with those who earn one treasuring it as equivalent to an Olympic Gold Medal.

The winner of the first Quilty was Gabriel Stecher, who rode his Arabian stallion 'Shalawi' bareback the full 100 miles. The first Quilty was declared a success, and the following day, plans were made to form an Australian Endurance Riders Association.

The Quilty was considered as the national endurance ride. In 1986, a referendum of all endurance riders in Australia resulted in the decision to move the Quilty from state to state in rotation. This gave endurance riders in each of the six states to have the chance to compete in the Quilty in their home state, and not have to travel large distances to compete.

Competitors will begin at midnight and have 24 hours to complete the 160km course which is held over 5 legs, with each leg returning to the ride base for a thorough vet check before being allowed to continue. Each horse must then be judged 'fit to continue' at the end of the distance before they are able to earn their riders the coveted Quilty buckle.

The motto of endurance riding is 'To Complete is to Win'. This sets our sport apart from other equestrian disciplines, as everyone who completes the Quilty is celebrated as much as the winner. Huge importance is placed on the welfare of the horses competing, and all decisions are made in their best interest.

The Tom Quilty Gold Cup draws entrants from across Australia and internationally. In 2023, we expect around 250 horse and rider combinations to nominate, plus thousands of ground crew, supporters, volunteers and spectators.

PLATINUM SPONSORSHIP

\$25 000 (One available)

Includes print and digital media promotion, as well as event signage, for both 2023 Stirling's Crossing events- the Stirling's Classic 120 and the Stirling's Crossing Tom Quilty Gold Cup.

- Naming rights for the main TQ marquee, which is the major gathering point, and hosts the AERA Awards Night, Quilty presentations and dinner/dance party
- Acknowledgment as TQ dinner and dance sponsor for entertainment, meals and drinks
- Company signage displayed in marquee throughout TQ dinner and dance, and option of flyers on tables (signage to be supplied by your company)
- Company name embroidered on 1st Heavyweight rug & engraved on 1st Heavyweight buckle stand + presentation to horse and rider
- Option for company representative to present TQ winner with rug, garland and the Tom Quilty Gold Cup
- Single full page ad in TQ23 magazine (artwork supplied by your company)
- Company logo on rider entry bags, given to all entrants
- Company logo on a trot out lane and a prominent venue sign
- Acknowledgement in all media releases for all 2023 events
- Acknowledgement on TQ website and Stirling's Crossing website, including your logo and active links to your website
- Acknowledgement on Stirling's Crossing Endurance Club's Facebook page and TQ23 event page
- Acknowledgement over the PA system for the duration of each event
- Priority trade stall site
- Priority camping site (if competing)
- Logo on presentation backboard, where all successful riders have their photo taken with the Tom Quilty Gold Cup
- Opportunity to promote your sponsorship in all videos produced to promote each event

GOLD SPONSORSHIP

\$10 000 (Five available)

Includes print and digital media promotion, as well as event signage, for both 2023 Stirling's Crossing events- the Stirling's Classic 120 and the Stirling's Crossing Tom Quilty Gold Cup.

- Company logo on a trot out lane and a prominent venue sign (venue sign to be supplied by your company)
- Acknowledgement in all media releases for all events
- Acknowledgement on TQ website and Stirling's Crossing website, including your logo and active links to your website
- Acknowledgement on Stirling's Crossing Endurance Club's Facebook page and TQ23 event page
- Acknowledgement over the PA system for the duration of each event
- Half page ad in TQ23 magazine (artwork supplied by your company)
- Company name embroidered on a Top 10 overall rug + presentation to horse and rider
- Priority trade stall site
- Priority camping site (if competing)
- Logo on presentation backboard, where all successful riders have their photo taken with the Tom Quilty Gold Cup
- Opportunity to promote your sponsorship in all videos produced to promote each event

SILVER SPONSORSHIP

\$5000 each (One of each available)

VET RING SPONSORSHIP

- Prominent signage in the vetting area for all 2023 events (signage to be supplied by your company)
- Acknowledgement on the TQ website, Stirling's Crossing Endurance Club website and Facebook page
- Quarter page ad in TQ23 magazine (artwork supplied by your company)
- Naming rights for a campsite area
- Acknowledgement over the PA system during each 2023 event
- Opportunity to provide your branded company merchandise to all vets and officials

VOLUNTEER SPONSORSHIP

- Prominent signage at volunteer marquee for all 2023 events (signage to be supplied by your company)
- Acknowledgement on the TQ23 website, Stirling's Crossing Endurance Club website and Facebook page
- Quarter page ad in TQ23 magazine (artwork supplied by your company)
- Naming rights for a campsite area
- Acknowledgement over the PA system during each 2023 event
- Opportunity to provide your branded company merchandise to all volunteers

BRONZE CHECKPOINT & COURSE SPONSORSHIP

\$2000 (Five available)

- Signage at an on-track checkpoint, visible to all riders and on-track volunteers (signage to be supplied by your company)
- Naming rights for one leg of course
- Prominent signage on fence at arrival/departure gate
- Acknowledgement on the TQ23 website, Stirling's Crossing Club website and Facebook page
- 1/6 page classified ad in TQ23 magazine (artwork supplied by your company)



RIDER BIB SPONSORSHIP

\$6000 (One available)

- Company logo printed on 300 rider bibs, which will be used at TQ23 and future endurance events
- Half page ad in TQ23 magazine (artwork supplied by your company)
- Company logo on a trot out lane
- Naming rights for a campsite area
- Acknowledgement on the TQ23 website, Stirling's Crossing Club website and Facebook page



WATER SPONSORSHIP

\$1500 (Two available)

- A large amount of water is required in the days leading up to, during, and following the TQ
- A water truck is needed to regularly fill troughs on track for the horses during the ride, and back at ride base for strapping
- Water is needed for riders when they reach checkpoints, volunteers and the vet team
- Acknowledgement on the TQ23 website, Stirling's Crossing Club website and Facebook page
- Acknowledgement in the TQ23 magazine

TROT OUT LANE & LANEWAY SPONSORSHIP

\$300 (Seven available)

- Company logo signage on a trot out lane
- Naming rights for a laneway at ride base, which will be listed and promoted on the ride base map

RUG SPONSORSHIP

From \$500

- Rugs are awarded to the top 5 in each division (Heavyweight, Middleweight, Lightweight and Junior)
- 1st place in a division- \$800 (with buckle \$1100)
- 2nd place in a division- \$700 (with buckle \$1000)
- 3rd place in a division- \$600 (with buckle \$900)
- 4th or 5th place in a division- \$500 (with buckle \$800)
- Rugs are also awarded to the first 10 combinations across the line. Rug sponsorship is available for \$500/rug.
- Quality woollen horse rug with company name embroidered on one side
- Opportunity to present rug to horse and rider
- Buckle sponsorship includes company name engraved on buckle stand
- Acknowledgment in the TQ23 magazine



BUCKLE SPONSORSHIP

\$360 per buckle

- TQ buckles are prized by all riders. Each one is handmade in Australia.
- Company name engraved on buckle stand, presented with buckle
- Acknowledgement on a buckle sponsorship board displayed prominently at all 2023 events
- Acknowledgement in the TQ23 magazine
- Opportunity to present buckle/s to recipient at presentation ceremony



TROPHY SPONSORSHIP

\$300 per trophy (Twenty available)

- Company name engraved on a beautiful lasered trophy by Lytech 3D Engraving
- 1st-5th place in each division available
- Acknowledgement on the TQ23 website, Stirling's Crossing Club website and Facebook page
- Acknowledgement in the TQ23 magazine
- Opportunity to present trophy to recipient at presentation ceremony



TQ23 MAGAZINE ADVERTISING

From \$80

- Each TQ23 entrant receives a magazine in their entry bag
- This is a prime opportunity to advertise your business, service or products
- Positions vary from 1/6 page to double page spread
- Artwork is to be supplied by your company
- Refer to attached Magazine Media Pack for pricing breakdowns and more information

TRADE STALLS

3m x 3m- \$200

3m x 6m- \$300

- Site in dedicated trade stall area, for up to 7 days during event (19-25 June 2023)
- Stall can be set up for part or all of dates listed
- Must be self sufficient with power
- Foot traffic of 2000 + people over 7 days
- Limited amount available

GOODS, SERVICES & PRODUCT SPONSORSHIPS

Please talk to our sponsorship coordinators about specific items you would consider sponsoring or in-kind support that you could offer to our event.

Your business may wish to donate a certain amount of products as completion prizes.

All riders are given entry bags upon nomination. You may wish to donate products or gift vouchers for these bags to promote your business or service.




INTERESTED IN SPONSORING?

Reach out to one of the sponsorship coordinators for more information, and to confirm sponsorship from your business.



PANDORA BEVAN

Sponsorship Coordinator

 0437 183 646




CHRISTAL RIZK

Sponsorship Coordinator

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Please note, the Tom Quilty 2023 committee reserves the right to decline sponsorship offers from companies that do not align with our values.