



SPONSORSHIP PACKAGES

18th/19th October 2024

WIRRINA: A PLACE TO GO





HISTORY THE TOM QUILTY

“TO COMPLETE IS TO WIN”



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 event. 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.

PLATINUM SPONSORSHIP

\$25,000 (one available)

- Naming rights for the main TQ marquee, the major gathering point
- Acknowledgment as TQ dinner and dance sponsor for entertainment, meals and drinks
- Company signage displayed at 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
- Invitation for company representative to present TQ winner with rug, garland and the Tom Quilty Gold Cup
- Single full page ad in TQ24 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 2024 events
- Acknowledgement on TQ website and event Facebook including your logo and active links to your website
- Acknowledgement over the PA system for the duration of the 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 when promoting the event



GOLD SPONSORSHIP

\$10,000 (five four available)



- 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 event Facebook including your logo and active links to your website
- Acknowledgement over the PA system for the duration of the event
- Half page ad in TQ24 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 the event



SILVER SPONSORSHIP

\$5,000 (one of each available)



VET RING SPONSORSHIP

- Prominent signage in the vetting area (signage to be supplied by your company)
- Acknowledgement on TQ website and event Facebook
- Quarter page ad in TQ24 magazine (artwork supplied by your company)
- Acknowledgement over PA system throughout the event
- Opportunity to provide branded company merchandise for vets and vet ring officials

VOLUNTEER SPONSORSHIP

- Prominent signage in the volunteer area (signage to be supplied by your company)
- Acknowledgement on TQ website and event Facebook
- Quarter page ad in TQ24 magazine (artwork supplied by your company)
- Acknowledgement over the PA system for the duration of the event
- Opportunity to provide branded company merchandise to all volunteers

BIB SPONSORSHIP

- Logo on riding bibs (logo to be supplied by your company)
- Acknowledgement on TQ website and event Facebook
- Quarter page ad in TQ24 magazine (artwork supplied by your company)
- Acknowledgement over PA system throughout the event



SILVER SPONSORSHIP

\$5,000 (one of each available)



VET HOSPITAL SPONSORSHIP

- Prominent signage in the vetting area (signage to be supplied by your company)
- Acknowledgement on TQ website and event Facebook
- Quarter page ad in TQ24 magazine (artwork supplied by your company)
- Acknowledgement over PA system throughout the event
- Opportunity to provide branded company merchandise for hospital vets



STRAPPING AREA SPONSORSHIP

- Prominent signage in the strapping area (signage to be supplied by your company)
- Acknowledgement on TQ website and event Facebook
- Quarter page ad in TQ24 magazine (artwork supplied by your company)
- Acknowledgement over the PA system for the duration of the event
- Opportunity to provide branded company merchandise to team strappers

BRONZE COURSE SPONSORSHIP

\$2,500 (four five available)

- Prominent signage at on-track checkpoint, visible to all riders and on-track volunteers (signage to be supplied by your company)
- Naming rights for one leg of the course
- Prominent signage at arrival and departure gate
- Acknowledgement on TQ website and event Facebook
- 1/6 page ad in TQ24 magazine (artwork supplied by your company)



TROT OUT LANE SPONSORSHIP

\$300 (ten available)

- Company logo signage and naming rights for the trot out lane
- Acknowledgement on TQ website and event Facebook

Sponsored



RUG SPONSORSHIP

\$500 (thirty five six available)

- Rugs are awarded to the Winner, Top 10 Over the Line and Top 5 and Best Conditioned in each division – heavyweight, middleweight, lightweight and junior
- Quality woolen horse rug with company name embroidered on one side
- Opportunity to present rug to horse and rider



BUCKLE SPONSORSHIP

\$360 (TBD)

- Handmade in Australia, TQ buckles are prized by all riders.
- Name engraved on stand presented with the buckle.
- Acknowledgement on buckle sponsorship board displayed prominently in main marquee
- Name listed in the TQ24 magazine.
- Opportunity to present buckle to recipient at presentation ceremony.

