



SPONSORSHIP OPPORTUNITIES

The National Rodeo Association and Canungra Show Society invites you to join us in sponsorship for our National Finals Rodeo on 29-30 November 2024!

ABOUT US



The National Rodeo Association (NRA) Limited is a registered Australian non-profit organisation established in 1966. Serving as the governing body, the NRA affiliate with numerous Rodeo Committees across Queensland and New South Wales to host their rodeo events. This year, membership levels have exceeded 800, with most members actively participating in over 100 rodeos scheduled under the NRA banner throughout the rodeo season.

The rodeo season commences in late December each year and culminates with the National Finals Rodeo (NFR), the premier event of the season. The NFR serves as the ultimate showcase of skill, determination and passion of the best national competitors in each rodeo discipline. These elite athletes qualify after a grueling season of competing at rodeos throughout the country, accumulating points to rank among the top 12 competitors in their respective events. The NFR consists of three exhilarating rounds, where the top 12 competitors compete for coveted title of National Champion.

Previously, these rounds have been held at different venues across Southeast Queensland in November and December. However, in an exciting new development for 2024, the NRA have partnered with the Canungra Show Society to host all three rounds of the NFR at the Canungra Showgrounds on 29-30 November 2024. This revives the tradition of holding the NFR at a single, central location, reminiscent of the early days of rodeo.

The NFR is more than just the climax of the season—it is a celebration of the sport's rich heritage and a reflection of its bright future. This event attracts competitors, spectators, and enthusiasts from all across the country, creating an electric atmosphere that captures the heart and spirit of rodeo. As the most anticipated rodeo of the season, the NFR delivers thrilling, high-stakes competition and unforgettable entertainment.

Partnering with the NFR provides a unique opportunity for your organisation to connect with a western sport inspired by historical roots, all while supporting a community-focused event. This partnership presents a valuable platform for your organisation to engage with a wide and diverse audience, strengthening its presence within the community. We invite you to explore the Sponsorship Packages and join us as part of the NFR, the feature event of the season.



Partnering with



CANUNGRA HISTORY



In 1938, a group of Canungra locals came together with a shared vision: to establish the Canungra Agricultural, Horticultural, and Industrial Society. Their main objective was to organise the first Canungra Show. A 440-yard ring had been built, and a combined sports and show day was held on November 5th, 1938 (pictured above). The community's overwhelming enthusiasm for the event led to further developments, including the construction of a pavilion, improvements to the dressing shed, and strong community involvement in running the event. However, in 1939 the Show was interrupted by the outbreak of World War II and Australia's involvement. While the Show continued in 1940 and 1941, with profits shared between the Show Society and the Patriotic Funds, all subsequent Shows were halted for the remainder of the war. In 1946, as the district began to recover, the Show made a successful return. Since then, the Canungra Show has become an annual tradition, evolving to reflect the community.

The first Canungra Rodeo was introduced in July 1992 (original newspaper listing below) as an addition to the growing roster of community events and quickly established itself as annual tradition. What began as a modest effort to bring something new to the community, the Canungra Rodeo quickly evolved into one of the region's much-anticipated social occasions that sells out yearly. It brings locals and visitors together, fostering a strong sense of camaraderie as they celebrate Canungra's agricultural heritage and adrenaline of rodeo competition. The Rodeo's success is largely attributed to the dedicated team of volunteers who work tirelessly year-round to organise and deliver a full day of entertainment. The Canungra Rodeo is seen by the rodeo committee as true reflection of the community spirit.

CANUNGRA RODEO - SUNDAY 5 JULY 1992 (max pts) commencing 10.00am. 5 Mens Events \$350 e/f \$30.50. 3 Girls Events \$250 e/f \$25.50. Junior Steer Ride \$50 e/f \$3.50. Jnr. Barrel Race \$35 e/f \$1.50. Jnr Breakaway \$50.00 e/f \$3.50. Send entries to Central Entries. Make cheques payable to the N.R.A. Entries close Tuesday 30 June 1992. Competitors please note: deduct \$6 from entries as there will be no gate refunds on the day.




In an exciting new development, they are now partnering with the National Rodeo Association to host the prestigious National Finals Rodeo (NFR). This collaboration brings the premier event of the rodeo season to Canungra, marking a significant milestone for the town. By hosting the NFR in one central location, this partnership revives the sense of unity and celebration that characterised the early days of the rodeo.



Partnering with



SPONSORSHIP PACKAGES

	EMERALD	DIAMOND	SAPPHIRE	
Branding	Logo on all event materials, admission tickets and promotional items	Prominent Logo Placement	Minor Logo Placement	Limited Minor Logo Placement
	Rodeo chute advertising (limited numbers)	●		
Media Exposure	Featured in all advertising campaigns, press releases and social media promotions	●	●	●
	Business link on National Rodeo Association website	●	●	●
	Verbal recognition during the NFR event and awards presentation	●	●	●
Onsite Presence	Special mentions during NFR announcements and on the big screen	●	●	●
	Complimentary trade stall space	●	●	
	Complimentary drinks package	Emerald Package	Diamond Package	Sapphire Package
	Express entry, drink tickets and drinks	●	●	●
Exclusive Benefits	Premium Corporate Area with catered canapes	●	●	●
	Multi pass admission tickets	10 Adults	6 Adults	4 Adults
	Sponsor supplied business flag used in the Grand Entry	●		
	Exclusive naming rights to one event	Naming rights of a Feature Event	Naming rights of an Open Event	Naming rights of a Junior Event
	Presentation of the Finals Champion Buckle for the corresponding event			
Cost inclusive of GST	\$5500	\$3300	\$1100	



SPONSORSHIP REGISTRATION FORM

If you would like to be involved in this exciting sport and wish to sponsor the 2024 National Finals Rodeo on the 29-30 November conducted by the National Rodeo Association and Canungra Show Society, please confirm your commitment by completing the details below and returning the completed form by email to: canungrashowsponsor@gmail.com

Following receipt of your completed form, a representative of our association will contact you.

BUSINESS INFORMATION

Business Name:

Contact Name:

Address:

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Phone: Mobile:

Email: Website:

I confirm my agreement to sponsor the package indicated below and confirm that I am duly authorised on behalf of the Business to enter into this agreement with the National Rodeo Association.

Signature: Date:

2024 NFR SPONSORSHIP PACKAGE SELECTION

Emerald Package (\$5,500 inc. gst)

Diamond Package (\$3,300 inc. gst)

Sapphire Package (\$1,100 inc. gst)

Selected Event/Award: _____

Bank Deposit Details:

BSB: 633 000 ACC: 220 593 545

ACC Name: Canungra Agricultural, Horticultural and Industrial Society.

Reference: Your Company Name and invoice number

**Thank you for your commitment.
We look forward to fostering a positive relationship with
your business.**

HOPE YOU ARE INTERESTED TO JOIN!

THANK YOU!

Contact

Phone 07 5495 8668

Website www.nationalrodeoassociation.com.au

Email canungrashowsponsor@gmail.com
marketing@nationalrodeoassociation.com.au

Address PO Box 1477, Caboolture Qld 4510

Please do not hesitate to contact us for more information on our sponsorship opportunities or to discuss a tailored package.



Partnering with

