



Sponsorship Prospectus

Roma Picnic Races Club Inc

ABN: 35 266 400 440

About our committee & race day:

The Roma Picnic Race Club has a rich and colourful history that stretches right back to 1901.

It is believed that the Roma Picnic Races started after a dispute broke out in a local shearing shed on the property of "Bellevue". To settle the dispute a horse race was organised near Camp Creek.

To this day the outcome of the challenge is unknown however the race was the birth of what we now know to be the Roma Picnic Races.

Today, the Roma Picnics is a two day event held in Autumn featuring a black tie ball the evening before the race day and a five race program.

The committee consists of 30 active race goers of all ages from Roma's local and rural community. The committee gather four times a year to organise a wonderful weekend of racing. Each year the ball is themed which follows through for the race day styling.

Our racing weekend would also not be possible without the continued support of our major weekend sponsor – Carlton & United Breweries which has been apart of our committee, sponsoring for over 30 years to date.

This year see's the club celebrate 119 years of the Roma Picnic Races and we welcome all new and existing sponsors.

1# Race Day Sponsor – \$5000+GST

(5 Race Program – 5 Packages Available)

This package includes:

- Naming Rights to one of the five races on the day
- 10 Weekend Passes - includes Ball Tickets & Race Day Entry & Art & Tea Afternoon Tea Entry
- Invitation to our Sponsors drinks & luncheon
- Full Page Advertisement (provided by sponsor) in Race Book
- Logo on all marketing material prior to event and on the day
- Business advertising on social and local media – including newspaper and radio
- Public acknowledgement on Race Day
- Banner/Signage displayed on Race Day

2# Black Tie Ball Sponsor – \$4000+GST

(1 Package Available)

This package includes:

- 8 Weekend Passes - includes Ball Tickets & Race Day Entry & Art & Tea Afternoon Tea Entry
- Invitation to our Sponsors drinks & luncheon
- Full Page Advertisement (provided by sponsor) in Race Book
- Logo on all marketing material prior to event and on the day
- Business advertising on social and local media – including newspaper and radio
- Public acknowledgement on Race Day
- Banner/Signage displayed on Race Day

3# Fashions of the Field Race Day Sponsor - \$4000+GST

(1 Package Available)

This package includes:

- 2 Weekend Passes - includes Ball Tickets & Race Day Entry & Art & Tea Afternoon Tea Entry
- \$100 Drink Ticket Package
- \$1000 prize donation from company sponsor
- Invitation to our Sponsors drinks & luncheon
- 1/2 Page Advertisement (provided by sponsor) in Race Book
- Logo on all marketing material prior to event and on the day
- Public acknowledgement on Race Day

4# Band Sponsor - \$3000+GST

(1 Package Available)

2020 Band is "Groove Element" - Well known Brisbane band that is known for their energetic and dynamic performances. Roma Picnics Committee have secured a 5 piece band which will entertain us with a combination of funk, soul, R&B, top 40 and everything in between.

This package includes:

- 8 Weekend Passes - includes Ball Tickets & Race Day Entry & Art & Tea Afternoon Tea Entry
- Invitation to our Sponsors drinks & luncheon
- Full Page Advertisement (provided by sponsor) in Race Book
- Logo on all marketing material prior to event and on the day
- Business advertising on social and local media - including newspaper and radio
- Public acknowledgement on Race Day
- Banner/Signage displayed on Race Day

5# Event Sponsor - \$2500+GST

(Unlimited Packages Available)

This package includes:

- 4 Weekend Passes - includes Ball Tickets & Race Day Entry & Art & Tea Afternoon Tea Entry
- \$250 Drink Ticket Package
- Invitation to our Sponsors drinks & luncheon
- ½ Page Advertisement (provided by sponsor) in Race Book
- Business advertising on social and local media - including newspaper and radio
- Public acknowledgement on Race Day
- Banner/Signage displayed on Race Day
- Banner/Signage displayed on Race Day

6# Art & Tea Sponsor - \$1500+GST

(1 Package Available)

This package includes:

- 1 Weekend Pass - includes Ball Tickets & Race Day Entry & Art & Tea Afternoon Tea Entry
- \$50 Drink Ticket Package
- Invitation to our Sponsors drinks & luncheon

- 1/2 Page Advertisement (provided by sponsor) in Race Book
- Logo on all marketing material prior to event and on the day
- Public acknowledgement on Race Day
- Banner/Signage displayed on Race Day

7# Calcutta or Picnic Sponsor – \$1000+GST

(Unlimited Packages Available)

This package includes:

- 10 race day passes & picnic hamper to share
- \$250 Drink Ticket Package
- Invitation to our Sponsors drinks & luncheon
- Banner/Signage displayed on Race Day

8# Trainer/Jockey of the Day Sponsor – \$500+GST

(2 Package Available)

This package includes:

- 2 race day passes & \$30 Drink Ticket Package
- Invitation to our Sponsors drinks & luncheon
- 1/2 Page Advertisement (provided by sponsor) in Race Book
- Logo on all marketing material prior to event and on the day

9# In Kind Sponsorship – Value up to \$500+GST

(Unlimited Packages Available)

This package includes:

- Public acknowledgement on Race Day
- Invitation to our Sponsors drinks & luncheon
- Banner/Signage displayed on Race Day
- Logo on all marketing material prior to the day & on social media.

We appreciate any donations or in kindship for our racing weekend. Items can be donated for Fashions of the Field Prizes, Equipment usage/hire, race day trophies, lucky door hampers etc.

Sponsorship Registration Form

If you wish to sponsor the 2021 Roma Picnic Races Weekend, please complete the following or email admin@romapicnicraces.com.au

If you have any questions in regards to our event you can call our Secretary - Lisa Bertolotti on 0427 258 368 or email her at the above address.

Postal Address: PO Box 532, Roma QLD 4455

SPONSORS BUSINESS DETAILS:

Business Name: _____

Address: _____

Contact Person: _____

Phone: _____

Email: _____

Sponsorship Package: (Please circle)

1 2 3 4 5 6 7 8 9

Any further enquires please call:

President - Danny Wells (0427 285 811)

Secretary - Lisa Bertolotti (0427 258 368) or admin@romapicnicraces.com.au

Treasurer - Graham Webb (0437 517 137)