

# 2025 Sponsorship Proposal

## GERALDTON COMBINED EQUESTRIAN CLUB

Woorree Park  
Dayana Drive  
Geraldton 6530





# About our Club

The Geraldton Combined Equestrian Club was established in 1970 by local equestrians for the local community. It has grown from humble beginnings into the primary equestrian body in Geraldton. It strives to provide opportunities for members to participate in healthy, safe and inclusive equestrian sporting activities in a fun and family orientated environment. The club is managed by dedicated volunteer staff, who tirelessly provide their skills, time and assistance to ensure the club can offer a variety of structured programs.



The club caters for Show Jumping, Dressage and Show Horse disciplines, hosting monthly competitions from February to November at their grounds on Dayana Drive in Woorree, where facilities include multiple arenas (grass, sand, and blue metal), horse yards, wash-down bays, and clubrooms. The club prides itself on the inclusion of regular training days and clinics that focus on enhancing skills and performance of both horse and rider.

GCEC is a family friendly organisation, and we are very proud to have members aging from 4 to 80 plus and second, third and even fourth generation members in the club. Our membership is steadily growing each year. We understand that equestrian sports can be expensive, and we pride ourselves in keeping all event entries and our membership fee as low as possible to assist family groups and other members to be able to participate at a local level.

The club's Strategic Plan (available on our website) ensures its continued alignment with not only club values of inclusion, participation, cooperation, enjoyment and respect but with values of sport and recreation—to build stronger, healthier, happier and safer communities.



## About our Club cont...

In alignment with the Club's 'Strategic Plan, specialty series' have been introduced and advanced in recent times. These include:

- **Breed Spectaculars:** where an array of horse and pony breeds are showcased and awarded for representing attributes that reflect the temperament, conformation and likeability of a particular breed
- **Specialty series:** such as 'Matchy Matchy' events where combinations are offered an opportunity to partake in the matching of the rider's outfit to the equipment of their mount and 'Fashions on the Field' events where participants can dress to the hilt while keeping to necessary safety requirements to enjoy moments similar to those presented at a Day at The Races. Both series offer an aesthetic and fun opportunity for those honing and/or advancing their equestrian skills.



GCEC is proud of its longevity and achievements, and lists a multitude of worthy recognitions.

Examples include:

- Perpetual trophies are awarded annually and celebrate those before us that have dedicated a life-time to the betterment of equestrian sports, teaching and community from our local area
- The club's preceding Chair filled a term upward of 25 years and has been recognised with Life Membership
- Numerous past members have continued their equestrian journey and competed with success at a state and national level in their chosen discipline. Past members have gone on to assist with Olympic and international events!
- 2 members of our club hold positions on 2025 Equestrian Western Australia's Regional Advisory Committee.



# Benefits of Sponsoring our Club

## Why sponsor Geraldton Combined Equestrian Club?



- **Brand Visibility:** As a sponsor, you will gain exposure to a large number of equestrian enthusiasts, riders, and their families. This can enhance your brand recognition and loyalty among a community that values quality and reliability.
- **Community Engagement:** By sponsoring our club, you demonstrate a commitment to supporting local communities and events. This can help enhance your public image and foster goodwill.
- **Marketing Opportunities:** You can leverage various marketing channels, including event signage, social media mentions, and inclusion in our promotional materials. This provides multiple touchpoints to engage with our audience.
- **Networking:** Our events offer you the chance to network with other businesses, potential clients, and influential figures in the equestrian community.
- **Product Promotion:** You can showcase your products or services directly to a relevant audience. This can include product demonstrations, sampling, or exclusive offers for event attendees.
- **Exclusive Access:** As a sponsor, you will receive VIP access to events, special recognition, and opportunities to engage with participants and attendees in a more personal setting.
- **Content Creation:** Sponsorship provides content for your marketing campaigns, including photos, videos, and testimonials from our events.



# GERALDTON COMBINED EQUESTRIAN CLUB

## *About the disciplines - our major events*

### **Show Jumping 3-Day Classic**

An annual event held by GCEC attracting competitors both locally and from around the state contending for placings with local, Pony Club Australia and Equestrian Western Australia recognition.

The event offers classes ranging in height from 0.40m - 1.3m, delivers over \$20 000 in prize money and trophies, and hosts upward of 190 horses and 120 riders, who show case their skill, dedication and passion for the sport.



### **Dressage Championships**

An annual event held by GCEC attracting competing combinations both locally and from around the state contending for placings with local and Equestrian Western Australia (EWA) recognition. Additionally, the event supports combinations engaging in EWA's High Performance Pathway, a program dedicated to assisting talented combination's to further their equestrian development with consideration to selection for National Squads.

Each year, GCEC engage judges from interstate to critique combinations competing thru the levels of dressage, from Preliminary to Federation Equestre Internationale (FEI) level, with competitors recognised with prize money and trophies.

### **Show Horse**

The Show Horse sector of GCEC hosts 2 classic events annually; Horse of the Year (HOTY) and the Winter Gala Breed Show (WGBS). Throughout the year other shows mimic the finalist shows however, HOTY and WGBS are considered elite with attending combinations show casing impeccable turnout and presentation, riders displaying confidence and effortless perfection, and mounts with beautiful conformation and movement. Both events are a fiercely contended and are a spectators' delight.



# GERALDTON COMBINED EQUESTRIAN CLUB

*The Geraldton Combined Equestrian Club is excited to present our proposal for your consideration. We hope the overview provided above highlights the passion, dedication, and excellence that our committee and members bring both in the arena and within the equestrian community.*

*We pride ourselves in hosting major events, with comprehensive advertising across our social media channels, website, club newsletters, and competition day materials that prominently feature our sponsors. This dedicated approach ensures maximum visibility and engagement for your brand.*

*Our website provides information on our existing packages and further information can be found via <https://gcec.org.au>. Importantly, a customised package that prioritises a higher prominence in marketing can also be tailored to your needs should you require it.*

*We look forward to hearing from you.*

*Yours sincerely*

*GCEC Committee*



SUSAN SEAWARD



JENNINE SMITH



LISA WALLACE



LUCY LOWE



STEPH JOHNSON



JO TAYLOR





# Sponsorship Packages



## **BRONZE – approximately \$500.00**

- Recognition as BRONZE sponsor via social media / newsletter / website (for the year) and all competition day advertising
- Allocation of a class/championship for the event/competition
- Permanent signage for 2025 season displayed (approx 650mm \* 400) with logo and pertinent information



## **SILVER – approximately \$1500.00**

- Recognition as SILVER sponsor via social media / newsletter / website (for the year) and all competition day advertising
- Recognition throughout out competition days
- Naming rights in events and an invitation to associated presentations
- Permanent signage for 2025 season displayed (approx 650mm \* 400) with logo and pertinent information



## **GOLD – approximately \$2000.00**

- Recognition as GOLD sponsor via social media / newsletter / website and all competition day advertising
- Arena Naming Rights for 2025
- Recognition throughout competition days
- Naming rights in events and invitation to associated presentations
- Have a TRADE STALL onsite during championship events
- Permanent signage for 2025 season displayed (approx 650mm \* 400) with logo and pertinent information

## **\*\*\*PLATINUM\*\*\***

The **PLATINUM** package has been reserved for interested parties wishing to support the club in a customised partnership, with possibilities of prominent logo placement in club and event material, social media and website with bespoke marketing campaigns.

For further information or to discuss possibilities please contact Paula directly on 0429461391



## **For those wanting to participate on a smaller scale (\$100.00–200.00)**

- Recognised as the allocated show day / clinic day sponsor via event advertising-newsletter/social media/website
- Your business can supply signage to erect for the event day

Please note that all tiers of sponsorship are much appreciated and whether it be in kind or monetary. We value all contributions, no matter how big or small.

Contact us – regarding any concepts, donations or discipline specific sponsorship

Paula McAndrew 0429461391

via email: [pbmccandrew@hotmail.com](mailto:pbmccandrew@hotmail.com) or [secretary@gcec.org.au](mailto:secretary@gcec.org.au)

# Sponsorship Acceptance

Thank you for your sponsorship of the 2025 Geraldton Combined Equestrian Club. Please complete below and return at your earliest convenience to: secretary@gcec.org.au if you would like to sponsor our club in 2025.

If you would like to meet to discuss your options or require further information, please also contact us using the details below.

## CONTACT US

Paula McAndrew - 0429461391 pbmccandrew@hotmail.com or secretary@gcec.org.au

**Sponsor Name:** \_\_\_\_\_

Name of contact person \_\_\_\_\_

Contact number: \_\_\_\_\_

Email: \_\_\_\_\_

Sponsorship Amount : \_\_\_\_\_ or goods in kind \_\_\_\_\_

Web address (if applicable) \_\_\_\_\_

Facebook page (if applicable) \_\_\_\_\_

☐ I would like to sponsor Show Horse in 2025

☐ I would like to sponsor Dressage in 2025

☐ I would like to sponsor Show Jumping in 2025

☐ I would like to sponsor GCEC in 2025 and not a designated discipline

## PAYMENT METHOD

Direct Deposit

Account: Geraldton Combined Equestrian Club

Reference: Your name and Sponsorship 2025

BSB: **633000**

Account Number: **224377531**

## PLEASE NOTE THAT OUR BANK DETAILS HAVE CHANGED

Please let us know if you require an invoice and a receipt. Thank you.



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# THANK YOU

*For considering sponsorship for our 2025  
season*

## CONTACT US

Paula McAndrew - 0429461391

pbmccandrew@hotmail or  
secretary@gcec.org.au