



WAROA Sponsorship Packages

2021-2022



WAROA'S CURRENT PURPOSE AND STRATEGIC INTENT

WAROA are the independent and eligible body representing thoroughbred owners in Western Australia. We provide a direct voice for owners to Government, Racing and Wagering Western Australia (RWWA), race clubs and other relevant industry associations. We sit on the TRCG and ATROC advisory Committees to ensure that rights of racehorse owners are considered at both a national and state level. We ensure that we as an association are kept informed of the issues impacting owners in Western Australia and are committed to consultation with our members to ensure that your voices and opinions are heard.

OUR OBJECTIVES

- Being the voice of racehorse owners in Western Australia
- To fight for the rights of racehorse owners
- To improve the racehorse owners experience through ensuring their rights
- Consulting with the owners on their views/feedback/issues
- To provide a platform for owners to come together



Why Become a Sponsor



- 1. Business Promotion.** We will promote your business to our membership base and through our partners. Depending on your level of sponsorship you will receive logo placement throughout our member communication, website, social media and events.
- 2. Business Recognition.** Depending on your level of sponsorship you will have the opportunity to sponsor events throughout the membership year. These will be named events and you will have the opportunity to speak and introduce your business to the members and guests.
- 3. Direct Access.** During the year you will have direct access to our member base. You will be allowed to directly email them depending on your sponsorship level.
- 4. Supporting Our Cause.** By being a sponsor of WAROA you are assisting our association to be the independent voice of racehorse owners in WA, advocating for the rights of those that invest so heavily in an industry that supports a large amount of people.

SPONSORSHIP OPTIONS

This is a unique opportunity to connect with the racing fraternity. Our membership base currently exceeds 700 members and is anticipated to grow by 30% year on year. The total number of racehorse owners in Western Australia currently sits at close to 10,000. Our aim is to have at least 25% as members in the next two years. Racehorse owners come from very diverse backgrounds with varying and widespread interests.

By becoming a sponsor of WAROA you are aiding us in raising essential funding for WAROA to continue to be the owners' representatives.

Each level of support offers a range of opportunities to suit all business types and sizes.

- 1. Premier Partner**
- 2. Major Partner**
- 3. Principal Partner**
- 4. Supporter**

PREMIUM PARTNER

\$8,000

5 Single annual memberships to WAROA

Items\ offers available in member packs

Listing in the Business Directory on the WAROA Website

Corporate table of 10 to WAROA Guineas and Lee Steere stakes functions with a speaking opportunity

2 social media posts per month

Logo inclusion in all WAROA newsletters

4 advertisements per year in WAROA newsletters

1 email sent directly to our members per quarter

Print recognition at all WAROA events

1 text message for an offer to members per quarter

2 corporate named events in a Private Suite with five tickets to each event

Verbal recognition at all WAROA events

MAJOR PARTNER

\$5,000

2 Single annual memberships to WAROA

Items \ offers available in member packs

Listing in the Business Directory on the WAROA Website

Corporate table of five to WAROA Guineas and Lee Steere stakes functions

1 social media post per month

Logo inclusion in all WAROA newsletters

2 advertisements per year in WAROA newsletters

1 email sent directly to our members per quarter

Print recognition at all WAROA events

2 text messages for an offer to members per year

1 corporate named event in a Private Suite with five tickets to each event

Verbal recognition at all WAROA events

PRINCIPAL PARTNER

\$2,000

2 Single annual memberships to WAROA

Items \ offers available in member packs

Listing in the Business Directory on the WAROA Website

2 tickets to the WAROA Guineas and Lee Steere stakes functions

1 social media post per quarter

Logo inclusion in all WAROA newsletters

2 advertisements per year in WAROA newsletters

2 direct emails sent directly to our members per year

Print recognition at all WAROA events

SUPPORTER

\$500

2 Single annual memberships to WAROA

Items \ offers available in member packs

Listing in the Business Directory on the WAROA Website

Next steps

If you are interested in taking advantage of one of our sponsorship opportunities, please contact WAROA's Executive Officer by email. Please advise which package you are interested in and the name of the organisation or individual sponsoring the association.

Josh Hardy

eo@waroa.com.au



CONTACT US



FACEBOOK
@waowners



TWITTER
@WAROA_



EMAIL
ADMIN@WAROA.COM.AU



WEB
WWW.WAROA.COM.AU

