



2025

PONY CLUB AUSTRALIA
NATIONAL
CHAMPIONSHIPS

Werribee Park National Equestrian Centre
October 1–5, 2025

Sponsorship Opportunities



Welcome to the sponsorship prospectus for the 2025 Pony Club Australia® National Championships!

We invite you to partner with us in delivering an unforgettable event for young riders across the country. The Championships will be held 1–5 October 2025 at the iconic Werribee Park National Equestrian Centre in Victoria, bringing together hundreds of passionate riders, their families, and equestrian enthusiasts. By becoming a sponsor, you'll play a vital role in supporting youth sport and gaining valuable exposure for your brand in a warm, community-focused atmosphere.

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Photo by Rebecca de Vries Photography



Why Sponsor the PCA National Championships?



Support Youth Equestrian Sport: Pony Club Australia® is a not-for-profit organisation devoted to youth development and equestrian excellence. Your sponsorship directly helps provide a national platform for young riders to shine, fostering sportsmanship and community spirit.



Excellent Brand Exposure: The National Championships attracts participants and spectators from all over Australia. Sponsors enjoy prominent brand visibility through event signage, announcements, digital media, and more.



Networking and Engagement: Sponsors will have opportunities to engage with attendees on-site — from chatting with riders and parents at your trade stand to presenting awards.



Positive Brand Alignment: Pony Club® is synonymous with trust, community, and positive youth development. Aligning your business with these values enhances your corporate social responsibility profile and builds positive brand sentiment.

Sponsorship Packages

All prices incl. GST

Naming Rights Sponsorship — \$POA

(Exclusive Championship Naming Rights)

Event Title: The event will be titled: “[Your Company Name] PCA National Championships 2025” in all official communications.

Major Partner Status: Recognition as the Official Major Event Partner for the remainder of 2025.

Premium Brand Exposure:

Event Branding: Logo placement across all event branding, including the event website, advertising, correspondence, lanyards, promotional materials, media walls and welcome sign.

Souvenir Program: Front cover logo placement on souvenir program.

Feature Content: Full-page article and full-page back cover advertisement in the souvenir program (article and artwork to be supplied by sponsor).

Competitor Numbers: Logo on competitor back numbers in relevant disciplines.

Showjump Branding: Opportunity to supply and brand a showjump used across multiple disciplines.

Championship Rugs: Business name on championship rugs (led by branding of Naming Partner; placement to be shared with Discipline Sponsor).

Live Event Recognition: Verbal shout-outs during key event moments, including podium presentations and official results posts.

On-Site Presence:

Trade Village: Premium position double display space in our trade village.

Event Signage: Prominent event signage (signage or banners to be provided by the sponsor).

Presentation Opportunities: Photo and presentation opportunities with winners.

Social Media Inclusions:

Custom Announcement: A dedicated post across all PCA social platforms introducing the sponsor, including their logo, a quote (if provided), and a website link.

Pre-Event Mentions: Mentions in all event countdown posts and pre-event marketing.

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Daily Event Coverage: The Naming Rights Sponsor will be mentioned in all daily event updates across PCA social media, including competition highlights, winner announcements, and general event coverage.

Additional Benefits:

Rider Bags: Inclusion of sponsor-branded promotional material in rider bags.



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Sponsorship Packages

All prices incl. GST

Riders' Retreat Naming Sponsorship – \$POA

(Exclusive Naming Rights for the Riders' Lounge & Community Space)

Retreat Title: The area will be titled: “[Your Company Name] Riders' Retreat” in all official communications.

Exclusive branding: Branding of the Riders' Retreat throughout the event (signage or banners to be provided by the sponsor).

Branding & Exposure:

Event Collateral: Logo placement on event website and riders' retreat-specific advertising, event lanyards, media walls, and official souvenir program.

Souvenir Program: Full-page colour advertisement in the souvenir program (artwork to be supplied by sponsor).

Retreat Signage: Prominent riders' retreat signage (signage or banners to be provided by the sponsor).

Event Map Recognition: The sponsor's name will be included on event maps (digital and printed) where the sponsored facility is marked.

On-Site Activation: Option to set up a branded display or activation space in the Retreat area.

Item Distribution: Ability to distribute branded items (e.g. hydration products, relaxation gear, promotional materials) directly in the Riders' Retreat.

Live Mentions: Information about your company announced during the event.

Additional On-Site Presence:

Trade Village: Premium position double display space in our trade village.

Social Media Inclusions:

Pre-Event Social Spotlight: A dedicated post introducing the Riders' Retreat and sponsor branding.

During-Event Coverage: Daily social media updates featuring the Retreat, sponsor branding, and activations (if applicable).

Additional Benefits:

Rider Bags: Inclusion of promotional material in rider bags.

Discipline Naming Rights Sponsorship – \$2,500

(Exclusive Naming Rights for One Discipline)

Discipline Choice: Choose one discipline: Dressage, Showjumping, Eventing, Tetrathlon, Mounted Games, Quiz, or Formal Gymkhana.

Partner Status: Recognition as an Official Discipline Partner for the remainder of 2025.

Branding & Exposure:

Award Representation: Representation at relevant discipline award presentations

Trade Village: Premium position double display space in our trade village

Event Collateral: Logo placement on the event website, discipline-specific advertising, media walls and official souvenir program.

Souvenir Program: Half-page colour advertisement in the souvenir program (artwork to be supplied by sponsor).

Event Signage: Displayed (signage or banners to be provided by sponsor).

Rugs & Ribbons: Naming rights on rugs and ribbons (to be shared with naming rights sponsor).

Media Wall: Logo inclusion on media wall

Live Mentions: Information about your company announced during the event.

Trade Village & Event Presence:

Display Space: Premium position double display space in our trade village

Social Media Inclusions:

Dedicated Announcement: Social Media Post announcing the sponsorship & partnership.

Pre-Event Promotion: Inclusion in at least two social media posts promoting the sponsored discipline.

During-Event Coverage: Sponsor recognition in discipline-specific results posts and daily event updates related to their discipline.

Additional Benefits:

Rider Bags: Inclusion of promotional material in rider bags.

Sponsorship Packages

All prices incl. GST

Gold, Silver & Bronze Sponsorships

Gold Sponsor – \$1,250

Souvenir Program: ¼ page advertisement (artwork to be supplied by sponsor).

Social Media: Dedicated social media post announcing sponsorship.

Event Website: Logo included.

Trade Village: Double trade stand space.

Live Mentions: Information about your company announced during the event.

Silver Sponsor – \$850

Souvenir Program: Logo included.

Event Website: Logo included.

Social Media: Shared post promoting all Silver Sponsors.

TradeVillage: Double trade stand space.

Live Mentions: Information about your company announced during the event.

Bronze Sponsor – \$650

Souvenir Program: Logo included.

Social Media: Sharedpost promoting all Bronze Sponsors.

Trade Village: Single trade stand space.

Live Mentions: Information about your company announced during the event.

Rider Bag & Prize Donations

Rider bag (approx. 500) gifts or placegetter prizes (70 classes / 7 disciplines) are always welcome.

Advertising in the Official Program

- ¼ Page (B&W) _____ \$75
- ¼ Page (Colour) _____ \$100
- ½ Page (B&W) _____ \$150
- ½ Page (Colour) _____ \$200
- Full Page (B&W) _____ \$300
- Full Page (Colour) _____ \$400

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Contact Us

For sponsorship enquiries, please contact:

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Join us as a sponsor and be part of something truly special! Your support ensures a memorable and successful 2025 Pony Club Australia® National Championships. We look forward to partnering with you!

Apply for your preferred sponsorship package now!

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