



Event

Sponsorship

*Built on Grit,
Loyalty and Legacy*

— 30 Years of the Kelpie Muster

**AUSTRALIAN KELPIE MUSTER
AND
AUSTRALIA'S PREMIER
WORKING DOG AUCTION**



A large crowd of people and dogs is gathered for an outdoor event. In the foreground, several men are sitting on white plastic chairs, each with a dog. One man in a blue vest and red shirt is holding a small black and tan dog. Another man in a blue vest is holding a larger brown dog. The crowd extends far into the background, filling a grassy area. In the distance, a road sign indicates directions to B160 Mt Gambier, Naracoorte, and C211. A speed limit sign for 40 is also visible. The scene is set outdoors with trees and a clear sky in the background.

Introducing

Casterton Kelpie Association Event Sponsorship

In the heart of Victoria's Western District lies Casterton – the birthplace of the Kelpie breed.

It is here that we invite you to jump on board and become part of a legacy deeply rooted in Australian rural life. For 30 years, the dedicated volunteer committee and wider Casterton community, through the Casterton Kelpie Association, have proudly presented the Australian Kelpie Muster and Australia's Premier Working Dog Auction.

By partnering with the Casterton Kelpie Association, you're not just sponsoring an event – you're celebrating 30 years of commitment, community spirit and national heritage alongside the volunteers and families who make it possible.

Together, we can ensure the spirit of the Kelpie – loyal, hardworking and quintessentially Australian – continues to inspire future generations.

We look forward to welcoming you as part of the Casterton family as we celebrate this milestone year together.



Key Points

Casterton Kelpie Association Event Details

Estimated Attendance:

- 25,000 visitors
- A diverse tapestry of attendees from across Australia
- A harmonious blend of rural wisdom and metropolitan curiosity

Attendee Demographics:

- Rural families with generations of farming legacy
- Metropolitan visitors seeking connection with Australia's rural heart
- Agricultural professionals and enthusiasts
- International visitors drawn by the unique Australian experience

Event Logistics:

- **Venue:** Henty street and Island Park - Casterton, Victoria
- **Duration:** A weekend of celebration, learning, and community

Free Family-Friendly Event:

- Accessible to all, fostering community spirit and inclusivity
- Interactive displays and activities for children, nurturing the next generation of rural enthusiasts

Key Features:

- **Australian Kelpie Muster**
 - Kelpie High Jump
 - Stockman's Challenge
 - Kelpie Dash
 - Kelpie Triathlon
 - Street Parade
 - Market Stalls and street festival
- **Australia's Premier Working Dog Auction**
 - Working Dog Demonstrations
 - Live Working Dog Auction
 - Market Stalls

Anticipated Impact:

- **Economic Boost:** Significant influx of visitors supporting local businesses
- **Cultural Preservation:** Strengthening the bonds between metropolitan and rural Australia
- **Educational Value:** Promoting understanding of sustainable agricultural practices
- **Community Cohesion:** Bringing together diverse groups under the banner of Australian heritage



Sponsorship

Casterton Kelpie Association

Event Partners



2 Available

Ideal annual Investment would be:
\$5,000 cash + \$2,000 product

Benefits:

- Logo featured on event website (Large)
- Sponsored product - presented to second prize places (4) and all pup purchases at auction
- Logo placement on all event materials (Large)
- Half page advert in auction catalogue
- Business logo on Electronic Event big screen and associated live streams (Full Screen)
- Business named by commentators during Saturdays festival events
- Free trade site in prominent location on Saturday
- Pre-event social media post
- Casterton Kelpie Association Polo shirt
- Logo display at event site
- Invitation to sponsors' breakfast - Sunday
- Certificate of appreciation



3 Available

Annual Investment would be:
\$3,000 cash + \$1000 product

Benefits:

- Logo featured on event website (Medium)
- Sponsored product - presented to third prize places (4)
- Logo placement on all event materials (Medium)
- Quarter page advert in auction catalogue
- Business logo on Electronic Event big screen (Half screen)
- Pre-event social media post
- Casterton Kelpie Association hat
- Logo display at event site
- Casterton Kelpie Association Hats
- Participation in an award ceremony
- Invitation to sponsors' breakfast - Sunday
- Certificate of appreciation



5 Available

Annual Investment would be:
\$1,000 cash + \$500 product

Benefits:

- Logo featured on event website (small)
- Sponsored product - presented to triathlon first winner
- Logo placement on all event materials (small)
- Business logo on Electronic Event big screen (small)
- Pre-event social media post
- Sponsored demonstration or workshop
- Invitation to sponsors' breakfast - Sunday
- Certificate of appreciation



10 Available

Annual Investment would be:
\$500 cash + merchandise

Benefits:

- Logo placement on all event materials (extra - small)
- Sponsored product - presented to Novelty Winners
- Business logo on Electronic Event big screen (extra - small)
- Pre-event social media post
- Invitation to sponsors' breakfast - Sunday
- Certificate of appreciation



20 Available

Annual Investment would be:
\$250 cash

Benefits:

- Business name placed on event materials (text only)
- Business name on Electronic Event screen (text only)
- Pre-event social media post
- Invitation to sponsors' breakfast - Sunday
- Certificate of appreciation

A large, leafy tree stands on a grassy hill. A green banner with the word 'CASTERTON' written in white capital letters is draped across the slope. The sky is overcast and grey.

Experience

Casterton Kelpie Association

Attendee Review

The Casterton Muster Weekend is like watching a live jigsaw become complete.

The whole Casterton community of organisers, volunteers, breeders, owners and onlookers, pull together to create an amazing event in one action packed weekend. And then, there's the KELPIES.

The intelligent "let's get to work now" dogs, the cute little pups that are not sure what to do, the high jumpers, the sprinters, the obedient dogs, and the "I'm just here to have fun" dogs that want to race up THAT HILL.

We came to Casterton Victoria from Busselton WA (3775kms, and worth every bump in the road along the way), We are admirers of kelpies, our Milo had energy to burn for most of her 17 years and we hankered to experience the Casterton Kelpie Muster.

Long weekend June 2024 finally arrived, and we were ready to embrace the BIG EVENT!

Thursday saw us settling into the campground thanks to Bettina, then we ventured off to the Kelpie Visitors Centre where we enjoyed the interactive display of Jack Gleeson's Kelpie and the folklore story surrounding Warrock Station. After gathering information about the weekend (and our purchases), we were amazed to understand that the population of Casterton swells from 1,800 to 10,000 for this memorable weekend.

Downtown we met more locals with country hospitality as we replenished our food supplies at the butchers,

bakery and grocery shops. The Rotary Art Show was an interesting display championing once again 'The Kelpies'.

The weekend started out being a bit chilly, but the community spirit was warm and inviting as the Kelpie and town parade got underway. Visitors and locals alike joined in the fun and banter of watching the kelpies and their owners race, dash and jump. Excited kelpies having fun!

The main street echoed with joyful celebration at their antics.

Watching the stockmen and their obedient stock horses work with the dogs to get the sheep in the yards was an eye opener for us, as we are from the southwest of WA where sea sand surf and sport are the general topics and pastimes. Saturday ended with a delicious meal at the Footy Club (and Annie tuning the TV to the AFL for us) and meeting with more locals and volunteers who were endeavouring to make the weekend terrific for everyone.

Sunday at the Dog Bowl was an event all on its own as we met up again with local acquaintances who gave us cheek and banter about coming from WA to the Casterton Kelpie Muster. (breakfast at the dog bowl was lip-smacking too) Like everyone else we watched in awe as the working dogs were put through their paces rounding up the sheep into the pens. The agility of the dogs obeying the commands of the trainers with the slightest of hand movements and a whistle (and the occasional mutter of 'silly sheep') was thrilling.

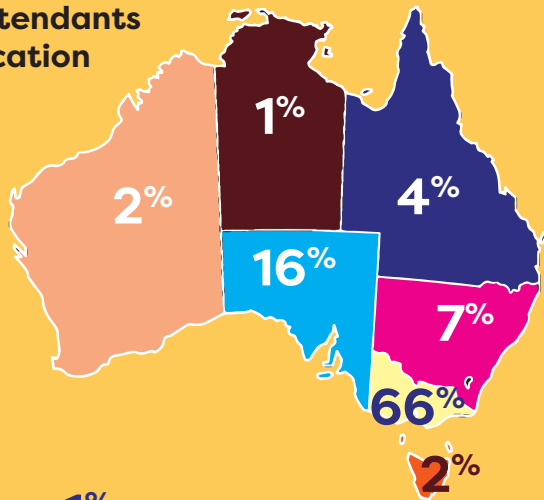
The slight grin on the face of Joe Spicer indicated a job well done as he closed the gates on yet another yarding. The image of onlookers perched on the hay bales catching up with mates or giving high-spirited advice to the commentator, is one that no camera can capture completely. You just must be there at the Muster to feel the vibe!

At the auction, it was down to the serious business of choosing the best Kelpie for the right new owner. We positioned ourselves for a good view in the stands and were lucky enough to sit next to a breeder/trainer who kept us informed of what a good working dog's attributes were. Booklet in hand and armed with advice we watched the dogs be auctioned, we made sure to keep our hands in pockets as Radar's eyes were forever watchful for a bidder. Sunday evening, we decided to farewell our new friends at the Footy Club and were privileged to meet Karen and more of the volunteers and organisers of the muster who made the weekend such a success.

Monday morning, we became tourists and purchased our book about Warrock Station and spent the day exploring the local area and Warrock Station mindful of the story of Jack Gleeson and his pup called Kelpie. An evening at The Glenelg Inn completed our visit to Casterton where we heard stories of past Musters and old times and personalities around the surrounding area.

Our 'once in a lifetime' journey to the Casterton Kelpie Muster has given us incredible memories which we will recall each long weekend in June.

Attendants location



O/SEAS 1%

OUT OF **624** CHECK IN'S

ON AVERAGE ATTENDEES
HAVE BEEN TO THE MUSTER

2.66 TIMES

296

(47.4%) CHECK IN'S
WERE ATTENDING THEIR FIRST MUSTER



Stats thanks to Edgguides

Fast Facts

Casterton Kelpie Association Event One-Sheet

Event: Australian Kelpie Muster and Premier Working Dog Auction

Date: June King's Birthday Long Weekend (Victoria)

Location: Casterton, Victoria - The Birthplace of the Kelpie

Expected Attendance:

- 25,000+
- Free family event

Key Attractions:

- Australian Kelpie Muster
 - Kelpie High Jump
 - Kelpie Hill Climb
 - Kelpie Dash
 - Kelpie Triathlon
 - Stockman's Challenge
 - Market Stalls and Street Festival
 - Rural Life Experience
 - Heritage Street Parade
 - Kelpie Kids Precinct
- Australia's Premier Working Dog Auction
 - Working Dog Demonstrations
 - National Auction

Media Coverage:

Television, radio, and print media

Social Media Reach:

Over 1 million impressions across platforms

Economic Impact:

Glennelg Shire Estimate the community benefit factor to equal \$3 million

Why Sponsor?

- Align with Australian rural heritage and values
- Reach a diverse, engaged audience
- Support sustainable agriculture and community development
- Gain exposure through multi-channel marketing campaign
- Participate in a nationally recognised, iconic event
- Join us in celebrating the spirit of Australia, one Kelpie at a time.

Contact

Casterton Kelpie Association Event Partners

To ensure optimal recognition across the full range of event marketing and printed materials, we encourage early confirmation of sponsorship before 20 April. Early engagement allows your business to be appropriately represented across relevant sponsorship channels in the lead-up to the event.

While every effort is made to acknowledge all partners, sponsorships confirmed later in the campaign may be promoted through post-event channels.

For further information or to discuss tailored sponsorship opportunities, please contact:

Karen Stephens

President,
Casterton Kelpie Association

0417 527 200

president@castertonkelpieassociation.com.au

Visit our
website for
further info ↴



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