

KING OF THE RANGES

STOCKMAN'S CHALLENGE & BUSH FESTIVAL

22 - 24 SEPTEMBER 2023

SPONSORSHIP OPPORTUNITIES

MURRURUNDI, NSW



**NOT FOR PROFIT
LOCAL VOLUNTEERS
GIVING BACK TO THE
COMMUNITY**

kingoftheranges.com.au

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ABOUT KING OF THE RANGES

Join us to celebrate the King of the Ranges (KOTR) 2023 Stockman's Challenge in Murrurundi NSW. This widely enjoyed not-for-profit agricultural and community event recognises and showcases the traditional skills of Australian Stockmen and women over an exciting and intense 3 day challenge.

Competition is fierce to accumulate points for cattlework, packsaddle, bareback riding, target whip cracking, horseshoeing and cross country jumping. Finalists further display skill and courage in catching a wild horse and riding a buckjumper to determine who will be the 2023 King of the Ranges.

A unique attraction over the KOTR event is the Bush Festival featuring a host of entertaining traditional activities including bush poetry, famous folklore, fun competitions, bushman's skill displays, billygoat cart races, live music and good old fashioned Upper Hunter hospitality.

King of the Ranges Stockman's Challenge Inc. is a not-for-profit, volunteer organisation of locals who in turn return support to other local groups.

Enjoy celebrating Australian bush skills, tradition and heritage in beautiful Murrurundi, at the foot of the Great Dividing Range where the New England Highway crosses from the Liverpool Plains into the Upper Hunter.

Questions? Please email sponsorship@kingoftheranges.com.au
Tel. 0412 171 855

KOTR 2023 CHALLENGE EVENTS

The Bung McInnes Heritage Open Challenge

The King of the Ranges Ladies Challenge

The King of the Ranges Novice Challenge

The Bob Paton Junior Challenge

The King of the Ranges Stripling Challenge

WORKING HORSE CHALLENGE

The Sam Easey Working Horse Challenge



OUR STORY

IT ALL BEGAN...

... in 2001 when Upper Hunter stockmen competed in the Man from Snowy River Stockman's Challenge in Corryong Victoria. Enthused by the concept, volunteers formed the King of the Ranges Stockman's Challenge with a mission *to preserve and bring to public attention the traditional skills of Australian stockmanship and bushcraft.*

The inaugural event was held in 2004 in Murrurundi.

Tales of local stockman, Archie 'Bung' McInnes (b. 1885) inspire the King of the Ranges legend. Archie spent his life working on local cattle stations Tomalla and Glenrock and at the outbreak of World War I he enlisted and saw 3 years of service with the 1st Australian Light Horse Regiment. Archie was seriously wounded at Beersheba, Palestine and later decorated with the Military Medal.

After the war, Archie continued as a stockman and champion buckjumper and was known far and wide as 'King of the Ranges' for his rodeo success and horsemanship in difficult terrain. Archie died in 1940 exactly as he wished 'with my boots on and in the saddle.'

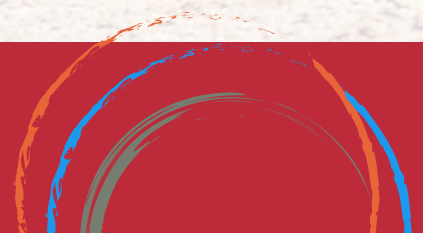
Choosing to sponsor the King of the Ranges Stockmans Challenge keeps the heritage of our Australian stockmen alive whilst connecting with a broad and interested audience.



Archie 'Bung' McInnes

King of the Ranges

**King of the Ranges
Mission**
To preserve and bring to public attention the traditional skills of Australian stockmanship and bushcraft and establish through a competition the celebration of those skills in their historical attachment with Murrurundi and surrounding districts.



22 - 24 SEPTEMBER 2023

SPONSORSHIP ADVERTISING & KOTR FRIEND OPPORTUNITIES

The King of the Ranges Committee is thrilled to share this year's program, filled to the billy brim with events that provide ideal opportunities for businesses to promote their products and services to over 5,000 people who visit KOTR, Mururrundi and the surrounding areas over the 3 day event.



| DESCRIPTION | AVAILABLE | VALUE |
|---|-----------|----------|
| Naming Rights | 1 | \$10,000 |
| Diamond | 6 | \$5,000 |
| Gold | 6 | \$3,000 |
| Silver | 10 | \$2,000 |
| Bronze | 10 | \$1,000 |
| Challenge Event Naming Rights | 6 | \$3,000 |
| Chute Board (existing sponsor has first option) | 6 | \$500 |
| KOTR Friend | unlimited | \$500 |
| KOTR Supporter | unlimited | \$250 |
| Kids Corner | 1 | \$750 |
| Heavy Horse Pumpkin Snatch | 1 | \$500 |
| Camp Oven Cookoff | 1 | \$1,000 |
| Kids Billy Goat Cart Races | 1 | \$1,000 |
| Billy Boiling Comp | 1 | \$ SOLD |
| Junior Whip Crack School & Comp | 1 | \$500 |
| Musicians (Fri and Sat nights) | 2 | \$1,600 |
| Poets Breakfast & Famous Folklore | 1 | \$500 |

SPONSORSHIP BENEFITS

NEW!



NAMING RIGHTS

EXCLUSIVE OPPORTUNITY

Value \$10,000

FIRST RIGHTS: PACKAGE OPEN

INCLUDED IN THE PACKAGE

- Naming rights to the 2023 King of the Ranges, Stockmans Challenge. Presented as Company Name King of the Ranges Stockman's Challenge
- 3 day gate tickets (8)
- Sponsors VIP pass (8) includes KOTR Dinner
- 3m x 3m trade stall (1)
- Social Media (FB 3 posts, 3 video, 1 x daily event post, IG 3 posts)
- Official Program (front and back cover logo and URL placement)
- Official Program Advert (1 x full page colour)
- KOTR website (logo linking to sponsor website on home page and sponsor page, 1st most prominent placing, plus 40 word blurb on sponsor page)
- Official Opening acknowledgement
- Radio interview acknowledgement as Naming Rights sponsor
- PA Script (140 words)
- Bar Presentation (5 minute powerpoint presentation)
- Ring 1 Banner, 2m x 2m max size (2)
- Ring 2 Banner 2m x 2m max size (2)
- Camping Sites (2)
- Banner at Bar (1)
- First offer for KOTR 2024 Naming Rights

\$10,000



DIAMOND

Value \$5,000

FIRST RIGHTS: PREVIOUS YEARS SPONSOR

INCLUDED IN THE PACKAGE

- 3 day gate tickets (5)
- Sponsors VIP pass (5) includes KOTR Dinner
- 3m x 3m trade stall (1)
- Social Media (FB 2 posts, 2 video, 2 event post, IG 2 posts)
- Official Program (back cover logo and URL placement)
- Official Program Advert (1/2 x full page colour)
- KOTR website (logo linking to sponsor website on sponsor page, 2nd most prominent placing)
- Radio interview acknowledgement as Diamond sponsor
- PA Script (140 words)
- Bar Presentation (3 minute powerpoint presentation)
- Ring 1 Banner, 2m x 2m max size (1)
- Ring 2 Banner 2m x 2m max size (1)
- Camping Site (1)
- Banner at Bar (1)
- First offer for KOTR 2024 Diamond Sponsor

\$5,000



GOLD

Value \$3,000

FIRST RIGHTS: PREVIOUS YEARS SPONSOR

INCLUDED IN THE PACKAGE

- 3 day gate ticket (3)
- Sponsors VIP pass (3) includes KOTR Dinner
- Social Media (FB 1 post, 1 video, 1 event post, IG 1 post)
- Official Program (logo on back cover)
- Official Program Advert (1/4 page colour)
- KOTR website (logo linking to sponsor website on sponsor page, 3rd most prominent placing)
- PA Script (140 words)
- Bar Presentation (2 min powerpoint)
- Banner, choice of Ring 1 or 2, 2m x 2m max size (1)
- First offer for KOTR 2024 Gold Sponsor

\$3,000

SILVER

Value \$2,000

FIRST RIGHTS: PREVIOUS YEARS SPONSOR

INCLUDED IN THE PACKAGE

- 3 day gate ticket (2)
- Sponsors VIP pass (2) includes KOTR Dinner
- Social Media (FB 1 posts, IG 1 post)
- Official Program (logo on back cover)
- Official Program Advert (1/8 page colour)
- KOTR website (logo linking to sponsor website on sponsor page, 4th most prominent placing)
- PA Script (140 words)
- Bar Presentation (1 minute powerpoint)
- Banner, choice of Ring 1 or 2, 2m x 2m max size (1)
- First offer for KOTR 2024 Silver Sponsor

\$2,000

BRONZE \$1,000

Value \$1,000

FIRST RIGHTS: PREVIOUS YEARS SPONSOR

INCLUDED IN THE PACKAGE

- Social Media (FB 1 post, 1 video, IG 1 post)
- Official Program (logo on back cover)
- KOTR website (logo linking to sponsor website on sponsor page, 5th most prominent placing)
- PA Script (140 words)
- Bar Presentation (2 min powerpoint)
- Banner, choice of Ring 2, 2m x 2m max size (1)
- First offer for KOTR 2024 Bronze Sponsor



BUSH FESTIVAL SPONSORSHIP BENEFITS

| Bush Festival Event | \$ | Your logo linked to your URL on KOTR Sponsors page | Bar Presentation reel | PA Script 100 words | Banner at event site |
|-----------------------------------|---------|--|-----------------------|---------------------|----------------------|
| Kids Corner | \$750 | y | y | y | y |
| Working Dog Invitational | \$1,000 | y | y | y | y |
| Heavy Horse Pumpkin Snatch | \$500 | y | y | y | y |
| Camp Oven Cook Off | \$1,000 | y | y | y | y |
| Billy Boiling Competition | \$SOLD | y | y | y | y |
| Kids Billy Goat Cart Race | \$1,000 | y | y | y | y |
| Junior Whipcrack School & Comp | \$500 | y | y | y | y |
| Musician Friday Night | \$1,600 | y | y | y | y |
| Musician Saturday Night | \$1,600 | y | y | y | y |
| Poets Breakfast & Famous Folklore | \$500 | y | y | y | y |
| Dog 'Pee' Lotto | \$500 | y | y | y | y |



KING OF THE RANGES OFFICIAL PROGRAM

ADVERTISING

all adverts must be received no later than COB 20 August 2023

Full Page Advert

135mm x 180mm
\$355

1/2 Page Advert

135mm x 90mm
\$195

1/4 Page Advert

135mm x 45mm
\$110

1/8 Page Advert

65mm x 22mm
\$80

Thank you for considering an advert in the official King of the Ranges 2023 Program. The full colour, A5 program is distributed free of charge, with your support, to over 5,000 people attending the KOTR, to the Murrurundi, Willow Tree, Scone and Tamworth Visitor Information Centres and Upper Hunter and Liverpool Ranges businesses to maximise audience reach.

Social Media Reach
KOTR FB over 12,000.
Digital program download on FB and KOTR website.

Advert size is shown in orange
Program size: A5
Full Colour
3mm artwork bleed
* There are 2 double page spreads available, please enquire if of interest

3 DAY EVENT

STOCKMANS CHALLENGE

The King of the Ranges Stockmans competitors must win the highest number of points over 7 challenges to be eligible to compete in the final events on Sunday. During Friday and Saturday competitors in the Open, Restricted Open, Novice and Junior complete 7 events which are based on Stockman's daily work. The challenge events are;

STOCKMAN'S GEAR CHECK

Dress in and use gear for rugged bush riding. Horse and rider gear must comply with the recognised criteria of Australian gear for daily work and be deemed by the Judge to be safe and suitable.

BAREBACK

Catch a horse in the morning and ride bareback to the campsite. Riding bareback and using a choice of headgear competitors must complete a course designed to demonstrate rider skill, control and manoeuvrability of their horse. Then perform a 60 second freestyle routine.

PACKHORSE

Pack a packsaddle and lead a pack horse, through the bush. Within a set time competitors must pack their competition horse ensuring that the bags are balanced. The packhorse is then led through a course of obstacles to reach the campsite where the packsaddle is removed, bags unpacked and the competition horse re-saddled.

STOCKHANDLING

Work groups of cattle free from the mob, using a horse and a dog. Within a set time competitors must cut out one beast in campdraft format and then in a controlled manner using a dog, move three beasts through set obstacles.



WHIPCRACK

Crack a stock whip to control stock when riding at speed. Within a set time competitors must negotiate a course attempting to cleanly cut targets then perform a 30 second freestyle routine with the horse standing still.

HORSE SHOEING

Shoe a horse so that it can be ridden over rugged country. Competitors are allowed tools of their choice at the horse but only a hammer and pritchel at the stalljack. Within a set time and depending on category, competitors prepare and shoe one or two hooves.

CROSS COUNTRY

Gallop over logs, down banks and through streams when mustering. Riding in a stock saddle, competitors must complete a 2km course with 20 jumps, as close as possible to an optimum time which is based on a horse speed of 425m per minute.

The Open Challenge Finalists compete in a wild horse catch, stocksaddle buckjump attempting to ride a bucking horse for 8 seconds whilst cracking a stockwhip.

FAMOUS FOLKLORE

BUSHMANS FESTIVAL

The King of the Ranges Bushman's Festival is all about famous folklore, long tales and crazy fun. Here's a taste of what's to come;

POETS BREAKFAST

Enjoy breakfast as award winning poets and the audience share poetry, spoken word events, good belly laughs and maybe some tears through evocative yarn telling.

KIDS BILLY GOAT CART RACES

Then we bring on some goats
With long hairy coats
I'm talking the sort that are feral.
Hitch them and kids, to go-carts on skids,
Set 'em loose, for some old fashioned peril.
From "King of the....Kids" by Carol Heuchan

CAMP OVEN COOK OFF

What started as a little friendly competition around the campfire has evolved to become one of the King of the Ranges most contested trophies. There is rumour in the hills of brisket and smoker competition evolving too...

JUNIOR WHIPCRACK SCHOOL & COMPETITION

Talented local Steve Kemp will be helping young aspiring whip crackers perfect their technique during the Saturday Clinic and then he will judge performances in the Junior Whipcrack Competition.

BILLY BOILING COMPETITION

Use as many matches as you like but you cannot burn the box! Open to all, this highly competitive and fun contest is one to make sure you have front row seats at.



WORKING DOG INVITATIONAL

This competitive event brings out the best in owners and their dogs to decide the winner of the King of the Ranges Champion Working Dog.

HAY STACKING AND PUMPKIN SNATCH

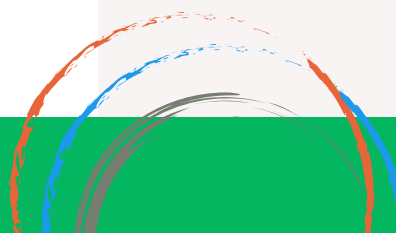
Watch the gentle giants of the horse world compete for the ribbon as pumpkins are picked up and placed on the slide as the slide is driven alongside the row of pumpkins.

HEAVY HORSE DISPLAY

Relive history watching the working exhibitions and displays of heavy horses in action. There will be the beautifully decorated harness displays, working team ploughing obstacle courses and of course the pumpkin snatch race.

BLACKSMITH DEMONSTRATION

Watch the sparks fly as the blacksmiths turn up the heat on iron to create useful, important and decorative items.



BUILDING OUR NEXT GEN

KOTR INDIGENOUS STOCKMAN PROGRAM

King of the Ranges members Louise and Shane Easey initiated the King of the Ranges Indigenous Stockman Program in 2015. Supported by Lawn Hill Pastoral Company until 2017 they coordinated a program to assist young Aboriginal stockmen from Northern Australia to develop skills and experiences which may benefit their careers.

Successful recipients travel to the Upper Hunter, are billeted with the Easey Family at their Willow Tree property and spend time under the guidance of experienced King of the Ranges members, improving specific skills required to compete in a Stockman's Challenge.

Always welcomed by the local community, the young stockmen also participate in a range of activities aimed to increase confidence and further their all round development.

From 2018 the program continued successfully with assistance from The Aboriginal Development Benefits Trust.

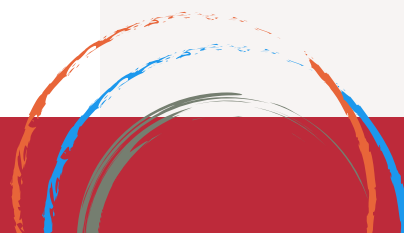
The KOTR Committee wishes to extend sincere thanks to our anonymous sponsor for their generous assistance and ongoing interest in this program.



The King of the Ranges Committee strongly supports our Indigenous Stockman Program and is keen to hear from companies interested in supporting the long term success.

The image above is Doomadgee stockman Peter Jupiter being crowned the 'Novice Champion' at the 14th annual Murrurundi King of the Ranges Stockman's Challenge.

Peter travelled over 2,500kms to compete in the KOTR Stockman's Challenge, enabled by the King of the Ranges scholarship that assists young Aboriginal stockmen develop their skills.



2023 SPONSORSHIP BOOKING FORM



Yes, I/my company would like to sponsor the 2023 King of the Ranges held 22-24 September 2023 at Murrurundi NSW.

Business Details

| | |
|-----------------|----------------|
| Business Name | Website |
| Street Address | Facebook |
| Mailing Address | Instagram |
| Telephone | Contact Person |

Sponsorship Level, please tick your choice

| | | |
|---|-----------------------------|-----------------------------------|
| King of the Ranges Naming Rights \$10,000 | | |
| Diamond \$5,000 | KOTR Friend \$500 | Working Dog Invitational \$1,000 |
| Gold \$3,000 | KOTR Supporter \$250 | Camp Oven Cook Off \$1,000 |
| Silver \$2,000 | Event Naming Rights \$3,000 | Billy Goat Cart Races \$1,000 |
| Bronze \$1,000 | Kids Corner \$750 | Billy Boiling Competition |
| Junior Whipcrack \$500 | Heavy Horse \$500 | Musician Fri or Sat Night \$1,600 |
| Poets Breakfast \$500 | Chute Board \$500 | Dog 'Pee' Lotto \$500 |

Official Program Advertising

| | | | | |
|-----------------|----------------|----------------|---------------|-------------|
| Full Page \$335 | 1/2 Page \$195 | 1/4 Page \$110 | 1/8 Page \$80 | Double Page |
|-----------------|----------------|----------------|---------------|-------------|

Direct Debit Account Details

King of the Ranges Stockmans Challenge Inc
BSB 932000
Account Number 100306285

Questions?

Please contact Katrina
Tel. 0412 171 855
treasurer@kingoftheranges.com.au
PO Box 81, Murrurundi NSW 2338

Thank you!



KING OF THE RANGES

STOCKMAN'S CHALLENGE & BUSH FESTIVAL



photo credit Sophie Frazer

Thank
you!

sponsorship@kingoftheranges.com.au

www.kingoftheranges.com.au

**Rosedale Horse Complex
Murrurundi NSW**