



SPONSORSHIP PROSPECTUS · 2026

Partner With SEG

Be part of the Samford Valley's equestrian community — a year-round partnership with the riders, families and horse lovers of South-East Queensland.

4,767

COMBINED SOCIAL FOLLOWING

30,600

FACEBOOK VIEWS / 28 DAYS

97.6%

AUSTRALIAN AUDIENCE

Why Partner With SEG

Year-round visibility

A full annual calendar of events, not a single weekend — sponsors get repeated, natural touchpoints.

A loyal, engaged audience

Equestrian families over-index on lifestyle spend, and are famously loyal to the brands that back their sport.

A respected local club

Decades in the Samford community — sponsors are welcomed as partners, not treated as advertisers.

Flexible partnerships

No one-size-fits-all packages — inclusions are shaped around what will genuinely deliver value for you.

Six Ways to Partner

From a single class sponsorship to a full-year top-level partnership — every budget has an entry point.

TOP-LEVEL ANNUAL

\$20,000

/ 12 months · 1 per year

Homepage & every-event naming rights, guaranteed rider entry, and 6 top-level class sponsorships.

MAJOR EVENT

\$5,000–\$10,000

/ per event · 1 per flagship event

Naming rights to a flagship SEG event with prime signage, trade stand and championship involvement.

CLASS SPONSOR

\$250–\$1,500

/ per class

Sponsor a competition class — name on ribbons, sashes and Public Address acknowledgement.

OFFICIAL SUPPLIER

Contra · \$1,500+ /yr

/ 12 months · 1 per category

Non-cash tier for suppliers SEG uses year-round — feed, farrier, vet, saddlery, photography and more.

IN-KIND / PRODUCT

Floor \$250 retail

/ per event · unlimited

Product donations for rider bags, prizes and auctions — a low-commitment, high-visibility option.

FRIENDS OF SEG

Any donation

/ one-off · unlimited

Cash or product support outside a formal tier — every gift is acknowledged and welcomed.

All figures exclusive of GST. Every sponsorship is tailored by agreement and formalised in a signed SEG Sponsorship Agreement.

“Sponsorship with SEG isn’t advertising. It’s becoming part of a club that people genuinely care about, and engaging with an audience that sees and supports the businesses who back their sport.”

64.7% of SEG's audience is women aged 25–54 · 41%+ of followers sit in South-East Queensland's top 5 population centres

Ready to talk partnership?

Every SEG sponsorship starts with a conversation about your goals and your audience.

ENQUIRE ONLINE

samfordequestriangroup.com.au/sponsorship

EMAIL THE COMMITTEE

info@samfordequestriangroup.com.au

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