



Samford Equestrian Group

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 PER MONTH

97.6%

AUSTRALIAN AUDIENCE

CONTACT

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WELCOME

A community club with an invested audience

Samford Equestrian Group is a community-based equestrian club at the Samford Showgrounds, just north-west of Brisbane. We're proud to be part of the Samford Valley and to provide a welcoming, supportive environment for riders of all ages and levels.

Throughout the year, we run a busy calendar of events across multiple disciplines: dressage, jumping, working equitation, western, and a variety of clinics, training days and social gatherings. Our competitors range from young riders attending their first competition through to experienced riders competing in EA-aligned events.

What brings our members together is a shared love of horses and the equestrian lifestyle. They are families, professionals, small-business owners and rural property holders who invest regularly in horse care, feed, saddlery, apparel, transport, agistment, veterinary services, physiotherapy and property maintenance.

For businesses and families looking to connect with this audience, SEG offers something rare: direct access to a highly engaged community that values relationships, trust and local support.

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.

THE PARTNERSHIP

Why partner with SEG

A respected local organisation

SEG has been part of the Samford community for decades. Our reputation is built on volunteer effort, good sportsmanship and a genuine commitment to riders. Sponsors become part of that story, welcomed as partners not as advertising.

Year-round visibility

Unlike sporting organisations that hinge on a single annual event, SEG runs a full-year calendar of competitions, clinics, training days and social events. Sponsors gain repeated, natural touchpoints with our community, not a one-weekend appearance.

A specialised, engaged audience

Equestrian audiences over-index on discretionary spending on lifestyle, rural and horse-related products and services. They are also famously loyal to the businesses that support their sport.

An active digital community

Across Facebook and Instagram, SEG reaches almost 4,800 followers, concentrated in South-East Queensland. Our content routinely draws thousands of views per post, including a substantial reach beyond our own follower base.

Flexible partnerships

Every business and every family has different goals. Rather than one-size-fits-all packages, we work with each sponsor to shape inclusions around what will genuinely deliver value – signage, digital, event presence, hospitality, product placement or a considered combination.

Simple, professional delivery

The SEG committee handles the delivery, including signage placement, program advertising, PA announcements, social posts, newsletter features and Village Pump write-ups. Sponsorship with SEG is designed to be straightforward, well-run and hassle-free.



OUR REACH

The numbers behind the community

Figures as at 15 July 2026. Facebook data: 28-day window plus lifetime demographic data. Instagram data: 30-day dashboard window (16 June – 15 July).

4,767	30,600	10,616	97.6%
Combined social following	Facebook views · 28 days	Views from non-followers	Australian audience

Where SEG's audience lives

More than 41% of SEG's followers sit in South-East Queensland's top five population centres, an unusually concentrated regional footprint for a community club. Every social post reaches thousands of South-East Queensland residents who ride, watch or spend on horses.

Location	Share of followers
Brisbane, QLD	26.5%
Sunshine Coast, QLD	5.6%
Gold Coast, QLD	3.9%
Ipswich, QLD	2.6%
Samford, QLD	2.5%

OUR REACH

Who our audience is

Nearly two-thirds of SEG's audience (64.7%) are women aged 25–54, the primary decision-makers in Australian household spending on family activities, equestrian sport, rural lifestyle purchases, professional services and children's sport. A further 22.8% are 55 and older, a cohort with established discretionary income and long-standing brand loyalty.

Gender split	
Women	90.6%
Men	9.4%
Age profile	
18–24	8.7%
25–34	20.2%
35–44	22.8%
45–54	25.5%
55–64	16.4%
65+	6.4%

A single monthly SEG social post will typically be seen by several thousand South-East Queensland residents – an audience that scrolls past commercial ads but engages genuinely with the club they support

HOW IT WORKS

Six ways to partner with SEG

From a single class sponsorship of \$250 to a full-year Top-Level partnership at \$20,000, SEG has an entry point for every business, family and supporter. Every arrangement is signed off with a SEG Sponsorship Agreement. We can tailor any inclusions to maximise your sponsorship value.

#	Tier	Term	Investment (exGST)	Availability
1	Top-Level Annual	12 months	\$20,000	1 per year
2	Major Event	Per event	\$5,000 – \$10,000	1 per flagship event
3	Class Sponsor	Per class	\$250 – \$1,500	1 per class
4	Official Supplier	12 months	Contra floor \$1,500/yr	1 per category
5	In-Kind / Product	Per event	Floor \$250 retail	Unlimited
6	Friends of SEG	One-off	Any cash or product	Unlimited

All figures are exclusive of GST. All sponsorships are subject to a signed SEG Sponsorship Agreement between the sponsor and Samford Equestrian Group. Every inclusion –website, newsletter, Village Pump and social-media –commences from the date the agreement is signed.

OPTION 1

Top-Level Annual Sponsor

Term 12 months · Availability 1 per year, category-exclusive

INVESTMENT

\$20,000

All figures ex GST

The premier SEG partnership. A year-round presence across every official SEG event, our digital channels, member communications and community coverage. Designed for businesses and families who want to be recognised as central to SEG's year.

On-site presence

- Sponsor-supplied signage at every official SEG event for the 12-month term – up to 4 signs per event, main arena and event entry, 1800 mm × 900 mm each. Sponsor supplies artwork; SEG erects.
- Complimentary 3 m × 6 m trade stand at every SEG event, prime location adjacent to the main arena. Marquee, if required, hired at cost price.
- Public Address acknowledgement at every official SEG event – minimum three mentions per event day.
- Product sampling in rider bags and officials' bags at every SEG event (sponsor supplies product).
- Company representative invited to present at the presentation ceremony of every official SEG event.

Digital and social

- Prime logo placement on the SEG website: homepage above the fold, top of the Sponsorship page and footer of every event page, with a 100–150 word sponsor copy block and a hyperlink to the sponsor's website.
- Quarterly feature social media post on the SEG Facebook page (4 per year).
- Lead-up promotion for every official SEG event: minimum 2 Facebook and Instagram posts in the fortnight before each event; minimum 1 post during the event; inclusion in the event write-up post.
- Sponsor logo included in every SEG social media graphic for the 12-month term.
- Optional video interview / reel collaboration once per year (produced by SEG).

Print, program and press

- Full-page colour advertisement in every SEG event program for the 12-month term (sponsor supplies artwork).
- Featured write-up in the SEG newsletter – at least one lead article per year.
- Featured write-up in the Village Pump, subject to editorial availability – one write-up per year targeted.

Competition inclusions

- Top-level class sponsorship at six (6) official SEG competitions of the sponsor's choosing.
- Standard class sponsorship at a further four (4) official SEG competitions.
- Sponsor name printed on the winner's rug, sash and ribbons for every sponsored class.

Rider, member and hospitality benefits

- Guaranteed entry for one (1) nominated rider and their associated horse(s) at every official SEG event for the 12-month term (capped at all official SEG competitions on the published calendar).
- Annual SEG membership (Individual or Family) per current SEG rules.
- Invitation to the SEG Annual General Meeting.
- Four (4) tickets to any SEG presentation dinner or sponsor function held during the term.

Renewal and continuity

- Priority right of renewal for the following 12-month term at the then-current price.
- Sponsor logo included in all event advertising from the date the sponsorship agreement is signed.

OPTION 2

Major Event Sponsor

INVESTMENT

\$5,000 – \$10,000

Term Per event · Availability 1 sponsor per flagship event

All figures ex GST

Naming rights and dominant presence at a single flagship SEG event. Ideal for a business or family that wants a defined, high-visibility partnership tied to a marquee moment on the SEG calendar. Per-event pricing is set by the committee and published alongside the flagship calendar.

On-site presence

- Naming rights to the show and the top-level / main arena for the sponsored event.
- Sponsor-supplied signage at the sponsored event – up to 4 signs, main arena and entry, 1800 mm × 900 mm each.
- Complimentary 3 m × 6 m trade stand at the sponsored event, prime location. Marquee at cost price if required.
- Public Address acknowledgement across the event – minimum 3 mentions per event day.
- Product placement in rider bags and officials' bags for the sponsored event.
- Company representative invited to present the championship.

Digital and social

- Featured logo on the SEG website Sponsorship page and prime placement on the sponsored event page, with a 75–100 word sponsor copy block and a hyperlink.
- Facebook and Instagram promotion in the lead-up to the event – minimum 2 posts in the fortnight before, 1 during and 1 event write-up post.
- Sponsor logo included in every social media graphic for the sponsored event.

Print and press

- Full-page colour advertisement in the sponsored event's program (sponsor supplies artwork).
- Featured write-up in the SEG event report published in the Village Pump and the SEG newsletter.

Competition inclusions

- Championship (or equivalent) class sponsorship for the sponsored event, including a sponsor-branded winner's rug.
- Sponsor name printed on all sashes and ribbons for the sponsored championship class.

Rider and renewal

- Guaranteed entry for one (1) rider and their associated horse(s) at the sponsored event.
- Priority right of renewal for the same event the following year at the then-current price.
- Sponsor logo included in event advertising from the date the sponsorship agreement is signed.

OPTION 3

Class Sponsor

Term Per class · **Availability** 1 sponsor per class, multiple classes possible

INVESTMENT

\$250 – \$1,500

All figures ex GST

An accessible entry point that ties a sponsor directly to a single SEG competition class – perfect for a local business, a family with a rider in the club, or anyone wanting to support a specific discipline. The class is announced under the sponsor's name from the moment the agreement is signed.

- One Facebook and Instagram post in the lead-up to the event, naming the sponsor and the sponsored class.
- Mention in the Facebook and Instagram event write-up post.
- Logo feature in the event program alongside the sponsored class listing.
- Public Address acknowledgement of the sponsor before and after the sponsored class runs.
- Winners publicly thank the sponsor before prize money is paid.
- Sponsor name printed on the ribbon and sash for the sponsored class.
- On-day promotion – display space adjacent to the sponsored class arena (sponsor supplies pull-up banner).
- Feature logo space on the SEG website Sponsor page and on the applicable event page.
- Sponsor logo in event advertising for the sponsored class from the date the agreement is signed.

OPTION 4

Official Supplier of SEG

Term 12 months · **Availability** 1 supplier per product or service category

INVESTMENT

Contra, floor \$1,500 value / year

All figures ex GST

A 12-month non-cash tier for businesses that supply products or services SEG uses year-round. Recognised as the exclusive Official Supplier in the nominated category — feed, farrier, saddlery, veterinary, physiotherapy, transport, photography, printing, arena maintenance, catering or hire equipment — in exchange for an agreed value of product or service.

- Recognised as "Official [Category] Supplier to SEG" – one supplier per category.
- Logo on the Sponsors page of the SEG website with 50–75 word sponsor copy and a hyperlink.
- Logo listing in every SEG event program in the supplier's category for the 12-month term.
- Two Facebook and Instagram posts per year introducing the supplier and their role with SEG, plus tagging in event write-ups where the supplier is used.
- Complimentary trade stand at 2 SEG events per year (standard 3 m × 3 m location).
- Public Address acknowledgement at every event where the supplier's product or service is used.
- Priority right of renewal for the following 12-month term.
- Sponsor logo in relevant SEG advertising from the date the supplier agreement is signed.

OPTION 5

INVESTMENT

In-Kind / Product Supporter

Term Per event · Availability Unlimited

Product or service donation, floor \$250 retail value per event

All figures ex GST

For businesses and individuals contributing product for prize bags, rider gifts, officials' bags, silent auctions and class prizes. A low-commitment, high-visibility way to be recognised across specific SEG events.

- Logo on the event page(s) of the SEG website for the event(s) supported.
- Mention in the event write-up on Facebook and Instagram, and in the SEG event report in the newsletter.
- Product placement in rider bags and officials' bags for the event(s) supported.
- Public Address acknowledgement of the product donor at the event.
- Public thank-you at the presentation ceremony for the class whose prize the product supports.
- Optional: winners publicly tag the supporter on social media at the time of prize giving.

OPTION 6

INVESTMENT

Friends of SEG

Term One-off · Availability Unlimited

Any cash or product donation

All figures ex GST

For individuals, families and businesses that want to support SEG outside a formal sponsorship tier – cash donations, product donations for online or on-day auctions, and one-off contributions. Every gift is acknowledged, and every supporter is welcomed as part of the SEG community.

- Acknowledgement on the SEG website Sponsors page (name listing).
- Acknowledgement in the SEG newsletter and on the SEG Facebook and Instagram pages.
- For product or auction donations of \$100+ retail value: name listing in the applicable event program.

AT A GLANCE

Benefits comparison

A side-by-side view of what each option includes. Inclusions can be tailored by agreement with the committee to suit the sponsor's objectives.

Benefit	Opt 1	Opt 2	Opt 3	Opt 4	Opt 5	Opt 6
Naming rights (event + main arena)	Fallback	Included	—	—	—	—
Event signage (sponsor-supplied)	Every event · up to 4	Event · up to 4	Up to 2	—	—	—
Complimentary trade stand	3×6 m · every event	3×6 m · sponsored event	—	3×3 m · 2 events/yr	—	—
Public Address acknowledgement	Every event · 3+/day	Event · 3+/day	Before + after class	Where used	Event	—
Product sampling / bag placement	Every event	Sponsored event	—	—	Sponsored event	—
Presentation ceremony involvement	Every event	Championship	Class	—	Optional	—
Website logo position	Homepage + top of Sponsors + every event footer	Sponsorship + event pages	Sponsors + event	Sponsors + event	Event page	Sponsors (name)
Sponsor copy block on website	100–150 words	75–100 words	Logo + line	50–75 words	Logo	Name only
Hyperlink to sponsor site	Included	Included	—	Included	—	—
Facebook lead-up posts (per event)	2 pre + 1 during + 1 write-up	2 pre + 1 during + 1 write-up	1 pre + write-up mention	Tagged in write-ups	Write-up mention	—
Sponsor logo on SEG social graphics	Every event · 12 months	Sponsored event	—	—	—	—
Featured social post	4/year	1 before + 1 after event	1 before class	2/year	—	—
Video interview / reel	Optional · 1/year	For event	—	—	—	—
Program advertising	Full page · every event	Full page · sponsored	Logo w/ class listing	Category logo	—	Name (if \$100+)
Newsletter feature	Lead article · 1+/yr	Event write-up	Acknowledged	Acknowledged	Mention	Acknowledged
Village Pump feature	Featured · 1/yr	Event write-up	—	—	—	—
Class sponsorship	6 top + 4 standard	1 championship + rug	1 class	—	Class prize	—
Name on winner's rug	Included	Championship	—	—	—	—

Benefit	Opt 1	Opt 2	Opt 3	Opt 4	Opt 5	Opt 6
Name on ribbons / sashes	All sponsored	Championship class	Sponsored class	—	—	—
Winners publicly thank sponsor	Included	Included	Included	—	Optional	—
Guaranteed rider entry	1 rider + horse(s) · all events · 12 mo	1 rider + horse(s) · sponsored event	—	—	—	—
SEG membership (Individual/Family)	Included	Included	—	—	—	—
AGM invitation	Included	Included	Included	Included	Included	Included
Presentation dinner tickets	4	2	—	—	—	—
Priority renewal right	Included	Included	Included	Included	—	—
Logo from contract signature	Included	Included	Included	Included	Included	—
Term	12 months	Per event	Per class	12 months	Per event	One-off
Investment (ex GST)	\$20,000	\$5,000 – \$10,000	\$250 – \$1,500	Contra · floor \$1,500	Product · floor \$250	Any

THE FINE PRINT

Terms

- All figures are exclusive of GST.
- All sponsorships may be tailored to the individual sponsor's objectives by agreement with the committee.
- All sponsorships are subject to a signed SEG Sponsorship Agreement between the sponsor and Samford Equestrian Group. Website, newsletter, Village Pump and social-media inclusions commence from the date the agreement is signed.
- The sponsor is responsible for supplying artwork, logos, signage, banners and any physical product referenced in the inclusions, in the formats and timeframes reasonably requested by SEG.
- Rider and horse nominations under Options 1 and 2 must comply with current SEG rules and, where applicable, EA-aligned competition rules.
- Trade stand marquees and additional hire items, where required, are the sponsor's responsibility and available at cost price through SEG.
- Priority renewal rights apply where stated but are not automatic – sponsors will be contacted 60 days before term end to confirm renewal.
- The Village Pump write-up is subject to Village Pump editorial availability and is not guaranteed to appear in a specified issue.
- The SEG Committee reserves the right to decline sponsorship that conflicts with SEG's community values, existing sponsor arrangements or category exclusivity commitments.

BECOME A SPONSOR

How to get in touch

We'd genuinely welcome a conversation. Every sponsorship at SEG starts with a chat – about your goals, your audience, and what would be worth your investment. From there, we shape a partnership that works for both sides.

ENQUIRE ONLINE

samfordequestriangroup.com.au/sponsorship

EMAIL THE COMMITTEE

info@samfordequestriangroup.com.au

VISIT

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