

2021 / 2022 ORURU VALLEY RODEO SPONSORSHIP PROPOSAL

Event Date: 3rd Jan 2022

Support our local community while increasing your business visibility by aligning your name with our local Rodeo event. Without our valued sponsors, we would not be able to run this fantastic event.



HISTORY OF ORURU RODEO

Oruru Valley Rodeo club first evolved from the Oruru Rodeo Practise club. There was huge support from the Peria A and P societies for Rodeo at the time and a host of supporters got behind the practise club to assist young contestants to become competitive.

It was in the mid 1990s that the chance arose to have a NZRCA calendared rodeo, where in turn, the practise club grew into a full blown Rodeo club. The arena and facilities were then built with Rodeo in mind to specification.

The club quickly became successful and popular with many young riders and barrel racers going on to become NZ champions. The most famous of the lot being Curtis Garton, who was New Zealand saddle bronc champion at the age of nineteen, and who has gone on to make a career in pro rodeo in America winning many rodeos and prestigious awards .

Along with Curtis, there has been many successful riders to emerge from the Far North, including Veronica Coulter, Jay and Ramoan Noho, Neil Matheson ,The Lanigan boys, Dan McCready and Tegan O'Callaghan all whom have walked away with championship buckles.

The club has gone from strength to strength and work hard to maintain the philosophy of the original committee. We hope to carry on the legacy by engaging with our community and introducing new riders to the sport. We are very thankful for those in the community who have supported, and continue to support the club.



EVENTS AT OUR RODEO

★ SADDLE BRONC

The event that started rodeo, it originated from the necessary job of breaking in and training horses to be used in ranches, in the days of the Wild West.

★ TEAM ROPING

Is the only team event in rodeo. There are two ropers, one known as the header and the other is the heeler

★ ROPE AND TIE

Rope and tie event can be traced back to the working ranches of the Old West. Cowboys would rope sick or injured calves and immobilize them quickly and safely for veterinary treatment.

★ STEER WRESTLING

Has the basic objective for the steer wrestler to use his technique and strength to wrestle the steer to the ground, in the fastest time possible

★ BARREL RACING

Is a female only event. The objective of a Barrel Racing run is to ride a cloverleaf pattern around three barrels as quickly as possible.

★ BAREBACK

The rider attempts to stay on the back of his horse using only his balance and a suitcase type handhold, known as a rigging, which is secured with a cinch.

★ BULL RIDING

The rider can only hold onto the animal with one hand, touching it with his free arm will get him disqualified. Staying on the bull for 8 seconds (Open & Second Division) or 6 seconds (Novice Steer & Junior Steer Ride) is required for a qualified ride.

★ BREAKAWAY ROPING

A new optional event in two competitor categories: Women competitors and Junior competitors Break away roping has exploded in popularity around the world in recent years. It is being offered as a new optional event in rodeo available as a Women's only event and also a Junior (male & female) event.



GOLD SPONSORSHIP

**YOUR INVESTMENT \$1500
OR BRING A CALF UP FOR US**

- ✪ Customized package to sponsors needs
- ✪ Naming rights to event
- ✪ Announcement endorsement throughout the day
- ✪ Logo /Name included on all of the following media:
 - On all print advertising
 - On all event posters
 - On Oruru Rodeo Facebook page
 - Rodeo Event Programme
- ✪ Prominent Arena Signage
(Sign to be provided by sponsor)
- ✪ Two Free Rodeo Calendars
- ✪ VIP & Family entry passes
- ✪ Public thank you during the event



SILVER SPONSORSHIP

YOUR INVESTMENT \$600

- 🌟 Naming rights to an event
- 🌟 Announcement endorsement throughout your event
- 🌟 Logo /Name included on all of the following media:
 - On Oruru Rodeo Facebook page
 - Rodeo Event Programme
- 🌟 Arena Signage (Sign to be provided by sponsor)
- 🌟 Two Free Rodeo Calendars
- 🌟 2 VIP entry passes or 2 Family Passes
- 🌟 Public thank you during the event



BRONZE SPONSORSHIP

YOUR INVESTMENT \$300

- ★ Perimeter Signage (Sign to be provided by sponsor)
- ★ Logo/Name included on all of the following media:
 - Oruru Rodeo Facebook page
 - Rodeo Event Programme
- ★ One Free Rodeo Calendar
- ★ One Free Family entry pass
- ★ Public thank you during the event



CASH & PRODUCT DONATIONS

🏆 Logo/Name included on all of the following media:

- Oruru Rodeo Facebook page
- Rodeo Event Programme

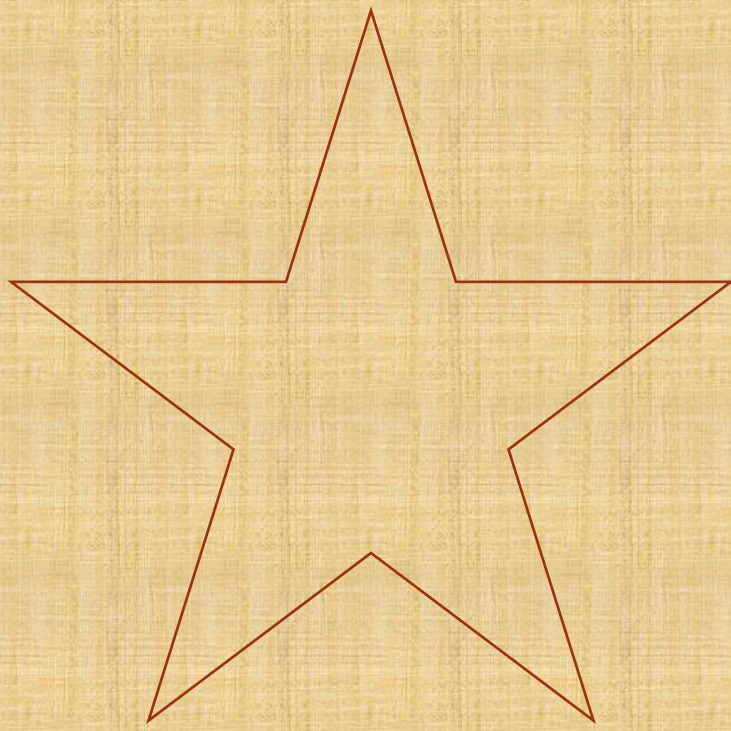
🏆 Public thank you during the event





2021/2022 SPONSORSHIP RESPONSE FORM

ORGANISATION/BUSINESS NAME:							
CONTACT PERSON:							
POSTAL ADDRESS:							
EMAIL:							
CONTACT PHONE NUMBERS:							
SPONSORSHIP PACKAGE:	GOLD SPONSOR \$1,500 SILVER SPONSOR \$600 BRONZE SPONSOR \$300						
SERVICE/PRODUCT OR CASH DONATION:	SERVICE OR PRODUCT: _____ CASH AMOUNT: \$ _____						
SPONSOR A BUCKLE \$250	CHOOSE YOUR EVENT. FIRST IN FIRST SERVE BASIS.						
PAYMENT INSTRUCTIONS/OPTIONS: (tick one)	Direct Credit (Internet Banking) to: Oruru Valley Rodeo Club 01-0353-0062485-00 IMPORTANT: Reference with name of your Organisation or Business. Cheque: Made payable to Oruru Valley Rodeo Club						
RESPONSE CLOSING DATE: NO LATER THEN <u>8TH DECEMBER 2021</u> Please ensure this form , payment & signs for advertising are received by the Co-Ordinator before the above date. Text or email the coordinator if you would like an electronic copy emailed to you. Return form to your contact Or scan or take a photo & email to: orururodeo@gmail.com Or Contact us and we will come and collect							
IMPORTANT: IF YOU WISH FOR YOUR GROUP/ORGANISATION/BUSINESS TO REMAIN ANONYMOUS & NOT TO BE ADVERTISED AT OUR RODEO IN ANYWAY, (INCLUDING ANNOUNCEMENTS, PROGRAMS AND SIGNS ETC.) PLEASE TICK HERE. <input type="checkbox"/>							
PLEASE SIGN AGREEMENT: _____ <input type="checkbox"/> DATE: _____ _____ <input type="checkbox"/>							
OFFICE USE ONLY <table><tr><td>RECEIPT OF PAYMENT</td><td>CHEQUE OR DIRECT</td></tr><tr><td>DATE: RECEIVED FORM</td><td>CREDIT: TOTAL AMOUNT</td></tr><tr><td>DATE:</td><td>RECEIVED:</td></tr></table>		RECEIPT OF PAYMENT	CHEQUE OR DIRECT	DATE: RECEIVED FORM	CREDIT: TOTAL AMOUNT	DATE:	RECEIVED:
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THANK YOU

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We are aware that online trolls & bullies like to attack businesses for their involvement with Rodeo.
If you wish to avoid social media please confirm via email (orururodeoc@gmail.com)



POSITION PAPER 2018: NZ Rodeo & Cowboys Association

This paper is prepared by the NZ Rodeo & Cowboys Association for consideration by interested parties reviewing animal welfare legislation.

The NZ Rodeo & Cowboys Association has overseen and administered the sport of rodeo in New Zealand for the past forty years. It's mission statement is *"to foster, protect and develop the tradition, art and sport of rodeo"*.

The Association organises and administers over thirty annual rodeo events culminating in the national finals and the awarding of champion honours. It also provides coaching clinics, selects representative New Zealand teams and advocates for rodeo at both national and local levels.

The sport of rodeo itself has been actively pursued in New Zealand for almost sixty years, currently has over 500 active competitors, and rodeo events were viewed last year by a total national spectator audience of over 100,000 people.

Rodeo's Code of Welfare: effective and independently reviewed

The *Animal Welfare Act 1999* established a legal framework for the conduct of rodeo events in New Zealand. The *Rodeos Code of Welfare* was consequently published in 2003, reviewed by the National Animal Welfare Advisory Committee (NAWAC) in 2013, and a revised edition published in October 2014.

It is important to note that there are no fewer than 18 different animal welfare codes, ranging from circuses and zoos through to the slaughter of animals and painful husbandry techniques.

It is the view of the NZ Rodeo & Cowboy Association that the *Rodeos Code of Welfare* works extremely well, is actively promoted by the Association, and has led to significant improvements in animal welfare and handling at all rodeo events.

In 2016, a parliamentary select committee inquiry reached a similar conclusion and noted that rodeo played an important cultural role in rural New Zealand.

Rodeo events are rigorously scrutinised by veterinarians, animal welfare officers (MPI), the SPCA and rodeo officials to ensure that the Code's minimum standards are adhered to.

Events that make up the sport of New Zealand Rodeo

The eight events that make up the sport of rodeo in New Zealand are;

- | | |
|------------------------|-----------------------|
| ·Barebank bronc riding | ·Rope and tie |
| ·Saddle bronc riding | ·Barrel race |
| ·Steer wrestling | ·Bull ride |
| ·Team roping (header) | ·Team roping (heeler) |

Both male and females compete in rodeo events and there are specific junior events for competitors aged under 15 years. The oldest active competitors in New Zealand are aged in their seventies.

Rodeo competitors also compete as New Zealand representatives in events in Australia and the United States, and 2016/17 rookie of the year Tegan O'Callaghan competed in the world rodeo championships. There is an annual high school challenge between New Zealand and Australia.

Ministerial/MPI Review



15 October 2018

MEDIA RELEASE

Monday, 15 October 2018

NZ RODEO WELCOMES NAWAC RODEO RECOMMENDATIONS:

Independent researchers see through the smoke and make important observations that will improve rodeo

NZ Rodeo & Cowboys president Lyal Cocks said today that his organisation "welcome and support the latest report of the National Animal Welfare Advisory Committee (NAWAC) on rodeo procedures and practises and we pledge our ongoing co-operation to improving all aspects of animal welfare in our great sport."

" Despite calls from animal activists to ban all rodeo events, it is clear that the policy aim is to improve our sport's standards. That's a serious shift in emphasis, and we welcome it."

Mr Cocks said that NZ Rodeo had already put in place "significant welfare changes for this coming season." *[see attached Executive Summary]*

" It's important to us that rodeos are competitive events and that also means providing top-class family entertainment. It would be fair to say that the greatest risk will always be to the human competitors, rather than the animals."

" NAWAC's emphasis is on a self-regulatory regime operating within our current rodeo framework, and we think that's exactly the right prescription."

Mr Cocks noted that "the more outrageous allegations being made by animal activists around tail twisting, the illegal use of electric prods and the illegal use of flank straps – have been correctly exposed by NAWAC as already illegal. The law already exists to punish that behaviour, but we note that there were NO prosecutions the last rodeo season. Not one."

Mr Cocks said that SAFE and other anti-rodeo groups will continue to protest "irrespective of whatever NAWAC or ourselves achieve in improving rodeo safety and practices."

" They have a wider agenda. They want all animal sport banned including greyhound racing, horse racing, and equestrian events. Even zoos.

" Meanwhile we will get on with showcasing our sport's amazing skills and continuing our conversations on how we can make rodeo even better."

