



Australian Campdraft Association

Sponsorship Prospectus

Tailored sponsorship opportunities with ACA

Australian Campdraft Association



Campdrafting originated in the stockcamps of rural Australia. Using horses, men and women 'drafted' a herd of cattle into a predetermined class. The sport of campdrafting had been around for many years prior to the formation of the Australian Campdraft Association in 1972. Due to its popularity campdrafting is considered to be the 'fastest growing equine sport in Australia', and is widely regarded and known as 'Australian's Own Horse Sport',

The Australian Campdraft Association (ACA) is a not for profit organisation and services approximately 150 affiliated campdraft committees and 8,000 members across Australia, from our headquarters in Toowoomba.

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Sponsorship Prospectus

Strong Foundation

Australian Campdraft Association are pleased to extend an invitation for you to consider a partnership with ACA to build upon our strong foundations within the campdrafting sector in Australia.

ACA proudly supports a large and active membership base, representing grassroots riders through to elite national competitors. Partnering with Australian Campdraft Association offers the opportunity to be recognised annually, benefits include supporting showcase events and digital platforms; most notably the ACA National Finals and the newly launched ACA Mobile App. This partnership provides unparalleled access to a highly engaged rural and regional audience.

ACA invite you to review the comprehensive opportunities outlined in our Sponsorship Prospectus, which will enable you to strategically connect with the Australian campdrafting community. This is a chance to reinforce your support for regional Australia, strengthen existing relationships, and expand your reach to new audiences nationwide.

Thank you for considering a partnership with the Australian Campdraft Association. We look forward to welcoming you on board as we continue to grow and champion the sport of campdrafting together.

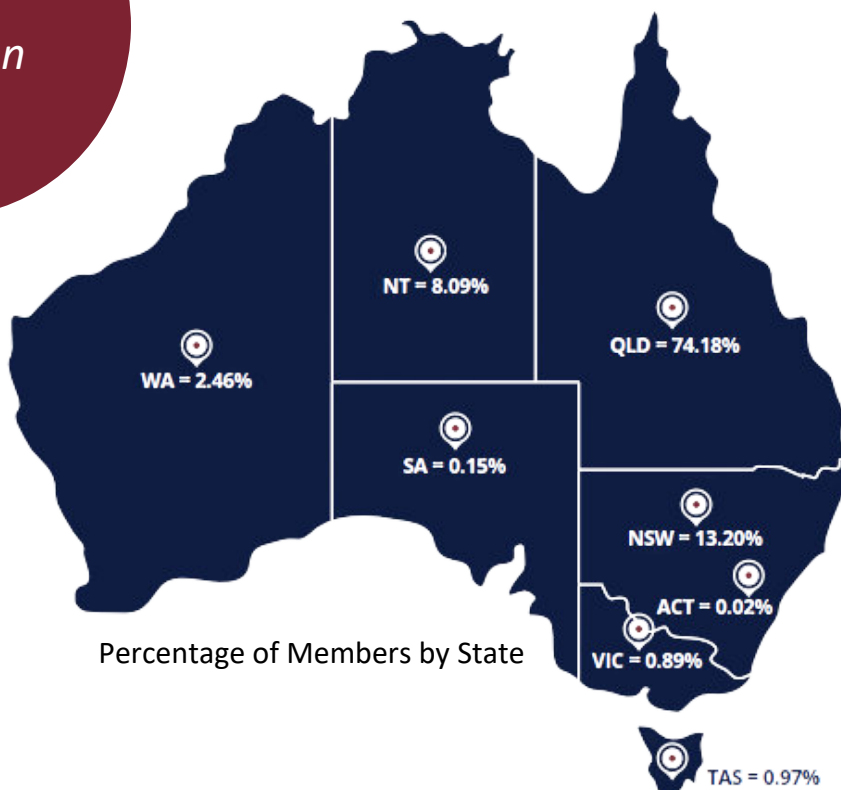
“Among cattle donors and volunteers, our sponsors are our sports greatest asset.”



Our Members & Committees

"Our members are the heart of Australian campdrafting—dedicated horse men and women preserving a proud rural tradition."

ACA members represent all levels of the campdrafting community, from grassroots competitors to leading riders, breeders, and event organisers. While our strong foundation is based in Australia, our influence continues to grow, with interest extending internationally. ACA offer our sponsors a direct connection to key stakeholders in the national and regional equine, agricultural, and rural sporting sectors.





National Horse and Rider Titles

ACA offer a range of corporate partnerships and sponsorship packages designed to provide your business with prominent visibility and authentic community alignment. One of the highlights of our competition calendar is the Horse and Rider Titles series, where sponsors can support individual categories each reflecting the excellence and tradition of our sport.

ACA National Finals

Our premiere event, the ACA National Finals, celebrates the top horse and rider combinations from across the country and draws major competitors, families, and spectators from all corners of Australia.

The National Finals is one of the most significant gatherings on the rural sporting calendar, with thousands attending each year to witness the best of Australian campdrafting.

By partnering with the ACA, your brand gains exposure through our event coverage, digital channels, livestream broadcasts, and trade displays — creating meaningful engagement and valuable networking opportunities with both new and established clients.



Champion Rider Titles

Open Rider
Open Lady Rider
Novice Rider
Maiden Rider
Associate Rider
Master Rider
Lady Rider

Champion Horse Titles

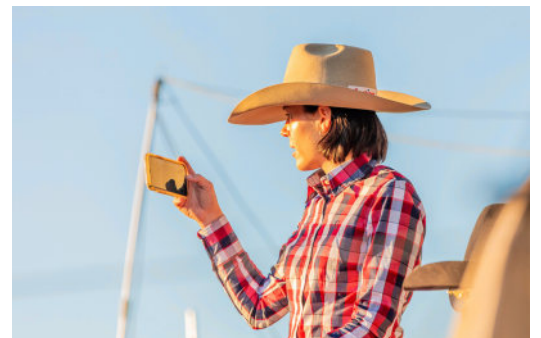
Open Horse
Novice Horse
Rookie Horse
Sire's Progeny Award



ACA's Communication Platforms



The ACA communicates with its members and wider audience through a variety of channels, including the ACA website (campdraft.com.au), our brand new ACA App, social media platforms (Facebook and Instagram), livestreamed events such as the ACA National Finals, face to face competitions and workshops, and the ACA News, an electronic magazine published six times a year and ACA's Official Nomination Platform - Campdraft One. These platforms provide our sponsors and partners with valuable opportunities for targeted engagement and brand exposure.



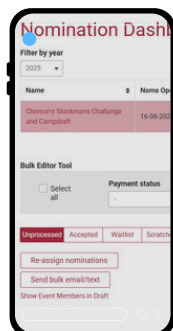
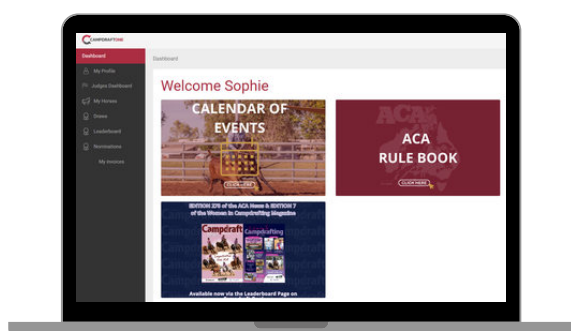
Campdraft One

ACA's Official Nomination Platform



CAMPDRAFTONE

Campdraft One is the Australian Campdraft Association's purpose built official nomination and event management platform. It serves as the central hub for ACA's member, horse, and committee data, while enabling affiliated committees to seamlessly run campdrafts — from setting up nominations to processing results and prizemoney payouts. With its integrated Live Leaderboard and Nominations Page attracting thousands of daily visits during peak times, Campdraft One offers sponsors prime exposure to a highly engaged and active equine community.



**+1.3M
Views
Annually**

**Most
Viewed
Pages**

**Leaderboard - 739k
Nominations - 321k
Committees - 83k
Draws - 75k**

Based on June 24 - June 25

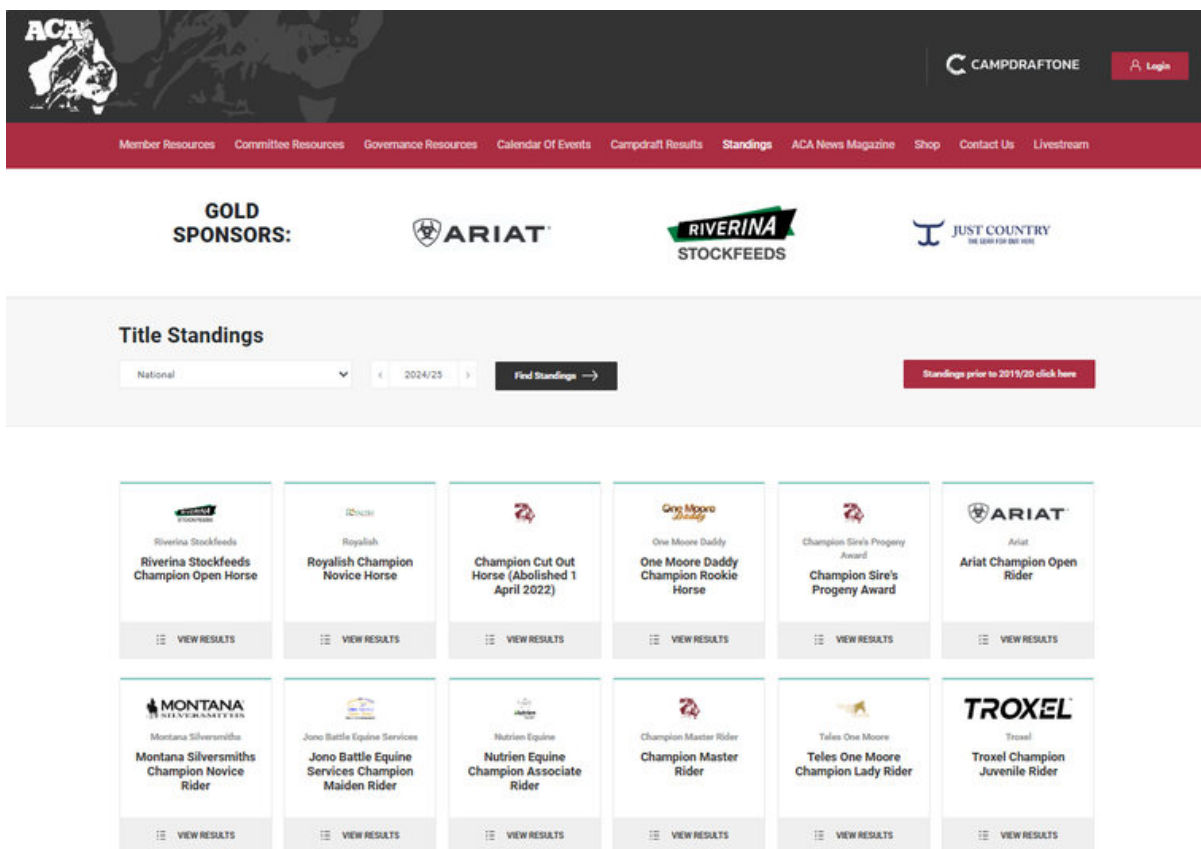


Website

www.campdraft.com.au

Campdraft.com.au is the official website of the Australian Campdraft Association and the central destination for the campdrafting community. With high traffic pages such as the Calendar of Events, Standings, and Campdraft Results, the ACA's website site attracts hundreds of thousands of views throughout the season.

Sponsorship opportunities include prominent placements of advertisements on key pages, offering unmatched visibility to a highly engaged and loyal audience of competitors, spectators, and rural communities across Australia.



**+340K
Views
Annually**

**Most
Viewed
Pages**

Based on June 23 - June 24

**Welcome/Home - 206k
Calendar - 90.5k
Title Standings - 32k
Livestream - 7k
Campdraft Results - 4.5k**

ACA Mobile App

Australia's most anticipated Campdraft App

The ACA Mobile App is being developed to streamline communication with members, enhance event coordination, and provide real time updates. This never seen before campdraft app will offer interactive advertising opportunities and act as a central hub for members and subscribers. Importantly, the app will assist ACA to reach new audiences within the rural community. The app presents a powerful opportunity to connect with a broader and more diverse audience, offering valuable engagement for both members and sponsors alike.



A look inside the App Features:

Live Scores

Dynamic, up to date results from campdraft events in real time.

Calendar of Events

Interactively view upcoming drafts and key ACA events across Australia.

ACA Trader

Buy, sell, and browse horses, gear, and services within the ACA community.

ACA Stallions

Showcase sires with detailed profiles and pedigree information.

Standings

Track competitor rankings throughout the season.

Campdraft Results

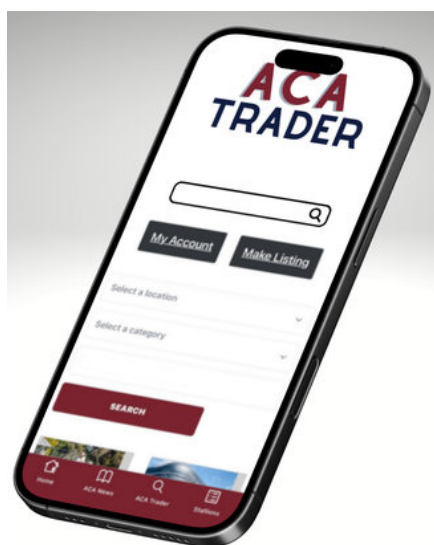
Published results from past campdrafts.

ACA News

Regular updates including the President's Report, campdraft articles and other key content.

Rules and Guidelines

Efficient access to ACA Rules and Guidelines.



ACA Office Trailer

The ultimate mobile HQ

Custom built and purpose designed, the ACA Office Trailer is the ultimate mobile headquarters. Fully equipped it offers a mobile workspace that brings the ACA Office Team to the heart of the action. Travelling across Australia to major campdrafting events, it doubles as a high impact moving billboard, offering prime advertising exposure to thousands of competitors, spectators, and rural communities.



ACA News

The official Newsletter of the Australian Campdraft Association

AUSTRALIAN
Campdraft
ASSOCIATION
News

The first edition of the ACA News was published in May 1977. Forty seven years on, over 275 editions of the 'newsletter' have been published. The ACA News commenced electronic distribution in June 2024 and is available online to read and download via Issuu to financial members, affiliated committees, sponsors and advertisers.

ACA News features reports, articles, competition standings, results, photo spreads, activities, and advertising. ACA offers diverse advertising options, allowing businesses to tailor promotions for maximum value.



Why Partner with ACA?

Showcase your brand where rural community and competition connect

- ★ Be recognised as a key supporter of Australia's fastest growing equine sport.
- ★ Enjoy access to a highly engaged and passionate member base.
- ★ Tailored sponsorship package to suit your business and brand.

Receive branding opportunities across ACA communication platforms including

- ★ ACA Website, campdraft.com.au
- ★ Campdraft One Nomination Platform & Live Leaderboard
- ★ ACA's New Mobile App
- ★ Social Media exposure (Facebook, Instagram)
- ★ ACA News and Member updates
- ★ ACA Office Trailer
- ★ Event programs and signage





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