

The Amazons Australia



THE AMAZONS AUSTRALIA 2027 SPONSORSHIP PACKAGES

Major / Title Partner: \$15K

Our premier partnership option

Event Naming Rights: Exclusive naming of the event after the sponsor (e.g., "XYZ Amazons Australia" or The XYZ Amazons Australia).

- **Premier Advertising:** Major sponsor featured in event advertising.
- **Press Coverage:** Inclusion in event-related press releases.
- **Logo inclusion** on all promotional materials.
- **Recognition** in press releases and media outreach.
- **On-site presence** at event.
- **Speaking** opportunity at event.
- **Hospitality** - complimentary entry to pre and post race functions.
- **Event Entry** - The Amazons Australia 2026.
- **Access to elite athlete / event ambassadors** for interviews / media.
- **Prominent logo placement** on event banners and signage.
- **Logo on website** - in a prominent location on all pages.
- **Website partner/ affiliate link** that directs people to brand website.
- **Sponsorship recognition** in event programs and website.
- **Social media** mentions and tagged posts.
- **Activation space** at the event including prominent signage.
- **Networking Opportunities:** Access to networking events with other sponsors and stakeholders.
- **Community Engagement:** Participation in community outreach activities associated with the event.
- **Media content for online and socials:** there will be a professional photographer and videographer at the event.

Photos and Video Footage* featuring high profile adventure racing female athletes and

sponsor branding. Interviews with high profile athletes + action footage featuring sponsor branding. Specific and raw event footage featuring event start / action / finish / winners as well as pre and post event functions. Edited professional photos from the event featuring sponsor brand and high-profile female athletes / event ambassadors.

*** Specs to be decided prior to event - Broadcast quality video, slow motion and regular speed (2 x 1-2 mins), 15 x edited high-resolution images.**

Event Partner (Gold): \$10K

- **Category Exclusivity:** Exclusive sponsorship within a specific category (e.g., sports equipment, beverages).
- **Logo Placement:** Prominent logo display on event banners and signage.
- **Digital Advertising:** Banner ads on event website and mobile app.
- **Hospitality:** Complimentary entry and access to pre and post event functions.
- **Social Media Mentions:** Regular mentions and tags on event social media.
- **Press Coverage:** Inclusion in event-related press releases.
- **Logo Visibility:** Logo placement on select event materials and signage.
- **Digital Recognition:** Acknowledgment on event website and social media platforms.
- **Networking Opportunities:** Access to networking events with other sponsors and stakeholders.
- **Community Engagement:** Participation in community outreach activities associated with the event.
- **Media content for online and socials:** there will have a professional photographer and videographer at the event.

Photos and Video Footage* featuring high profile adventure racing female athletes and sponsor branding. Interviews with high profile athletes + action footage featuring sponsor branding. Specific and raw event footage featuring event start / action / finish / winners as well as pre and post event functions. Edited professional photos from the event featuring sponsor brand and high-profile female athletes / event ambassadors.

*** Specs to be decided prior to event - Broadcast quality video, slow motion and regular speed (1-2 mins), 10 x edited high-resolution images.**

Event Partner (Silver): 5K

- **Logo** on event collateral and participant materials.
- **Recognition** on event website and select promotional materials.
- **Social media** mentions and mentions in event-related emails.
- **Branding** at the event- primarily at transition stations.
- **Logo** on event posters and select promotional materials.
- **Listing** on event website.

- **Social media** acknowledgments.
- **Media content** for online and socials: there will be a professional photographer and videographer at the event.

Photos and Video Footage* featuring high profile adventure racing female athletes event start / action / finish / winners as well as pre and post event functions. Edited professional photos from the event featuring sponsor brand and high-profile female athletes / event ambassadors.

*** Specs to be decided prior to event - Quality video, slow motion and regular speed (up to 1min), 5 x edited high-resolution images.**

Event Team Sponsor : 2K + Product

- **TEAM ENTRY** to event using your brand name
- **Logo** on event collateral and participant materials.
- **Recognition** on event website and select promotional materials.
- **Social media** mentions and mentions in event-related emails.
- **Branding** at the event- opportunities e.g: product displays, giveaways.
- **Logo** on event on event website and select promotional materials.
- **Social media** acknowledgments.
- **TARGETED** video and photo content FOR YOUR BRAND / TEAM
- **Feature in a recap video or article highlighting sponsors' contributions**
- **Brand name attached to prominent category prizes / random draws**

Photos and Video Footage* featuring high profile adventure racing female athletes event start / action / finish / winners as well as pre and post event functions. Edited professional photos from the event featuring sponsor brand and high-profile female athletes / event ambassadors.

Strategic Partner: \$TBA - selected from above

Tourism bodies / local council / airlines

- **Co-Branding:** Joint branding in event promotions and materials as a Strategic Partner.
- **Category Exclusivity:** Exclusive sponsorship within the category of Strategic Partner (e.g., Official Tourism Partner).
- **Logo Placement:** Prominent logo display on event banners, signage, and promotional materials.
- **Digital and Print Advertising:** Advertising space in event programs, brochures, and digital platforms.
- **Hospitality:** Invitation to pre and post-race functions with notable female speakers
- **Product Integration:** Opportunity for product placement or integration within event activities.

- **Networking Opportunities:** Access to exclusive networking events with other sponsors, stakeholders, and event participants- including world class athletes.
- **Media Coverage:** Inclusion in event-related press releases and media opportunities as a Strategic Partner.
- **Community Engagement:** Participation in community outreach activities associated with the event, leveraging partner's local influence or expertise.
- **Special Recognition:** Public acknowledgment during key event moments as the Strategic Partner.
- **Media content for online and socials:** there will be professional photographers and videographers at the event. (See above packages for more specific detail)

This package is designed to maximize the visibility and influence of Strategic Partnerships within the context of a sporting event, leveraging their specific strengths such as tourism promotion, local governance, or transportation services. The benefits are structured to align with the partner's goals of enhancing brand awareness, community engagement, and strategic alignment with the event's audience and stakeholders. Adjustments can be made based on the partner's specific needs and the event's scope and audience demographics.

Event Supporter:

Provide gear / equipment / product etc. provisions only

- **Product Provision:** Provide necessary gear, products, or equipment for the event participants or organisers.
- **Logo Placement:** Logo displayed on event materials related to the supported product (e.g., equipment bags, participant apparel).
- **Acknowledgment:** Verbal acknowledgment during event announcements for supporting equipment.
- **Digital Recognition:** Acknowledgment on event website and social media platforms related to the supported product.
- **Networking Opportunities:** Access to networking events with other sponsors and stakeholders.
- **Community Engagement:** Participation in community outreach activities associated with the event.

Before you make up your mind, please review

The Amazons Australia [website](#)

The Amazons Australia social media pages - [Facebook](#) and [Instagram](#)

Watch these short videos produced by Alyse Edwards from @reelpeopleproductions

[The Amazons Australia - A World First - Promo Video](#)

[The Amazons Australia - Are you ready to answer the call - Promo Video](#)

[The Amazons - Short Film - Promo Video](#)

Thanks for your time and for considering partnering with us for this world first event!



The Amazons Australia

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WORLD SERIES

