

DESTINY
DOWNS

JACKPOT

SERIES



CORPORATE
PARTNERSHIP
PROGRAM

About DESTINY DOWNS CATTLE CO.

Destiny Downs Cattle Co. is owned and operated by Shane and Leanne Kenny and their three kids Ellysa, Tyler and Jayden - at 'Destiny Downs' located in Emerald in Central Queensland.

The Kenny family are heavily involved in rodeo as competitors and timed event stock contractors. Shane is a third-generation cowboy, Leanne grew up on her family cattle property and in her early 20's turned her hand to rodeoing, their kids Ellysa, Tyler and Jayden are fourth-generation cowboys and cowgirl - and have already proven themselves very successful.

Shane is 15 times Allround Cowboy of Australia, 13 times Rope and Tie Champion, 4 times Steer Wrestling Champion and 4 times Team Roping Champion. He is the most decorated cowboy in Australia. Leanne has been 4 time Circuit Allround cowgirl, 5 times Breakaway Champion and 4 times Barrel Racing Champion.

Ellysa - also known as Liss - is 18 years old and has won a Junior Breakaway and Junior Barrel Racing Title - and 2 Allround Australian Cowgirl Titles. She won her first Allround Title at the age of 15, breaking the record as the youngest competitor to win this. Tyler has won a Junior Heeling Title and won the Pro Tour Heeling Title last season - and Jayden won a Junior Heading Title when he was 11 and qualified for the Nationals Finals Rodeo in January.



The Kennys travel the length and breadth of Australia competing and contracting rodeos with their timed event stock being longhorns, which are crossed with drought master bulls that they have bred themselves at their lease block.

Shane and Leanne also have a trucking business on the side with Shane working with Ballard Livestock Haulage in Longreach carting cattle.

www.DestinyDowns.com

About DESTINY DOWNS JACKPOT SERIES



The Destiny Downs ATRA Jackpot Series is run over five (5) rounds. Four Rounds are held at the Destiny Downs Arena in Emerald, with Round 4 held in Cloncurry.

ROUND 1 - 9/10 Apr 2022

ROUND 2 - 7/8 May 2022

ROUND 3 - 18/19 Jun 2022

ROUND 4 - 7 Aug 2022

ROUND 5 - 24/25 Sep 2022

OPEN TEAM ROPING

\$50/Roper - 2 Head - AB \$28

#13 TEAM ROPING

\$50/Roper - 2 Head - AB \$28

#11 TEAM ROPING

\$50/Roper - 2 Head - AB \$28

#9 TEAM ROPING

\$50/Roper - 2 Head - AB \$30

#7 TEAM ROPING

\$50/Roper - 2 Rds AB \$28

#6 MACHINE ROPING

\$30/Roper - 2 Rds - AB \$18

BARREL RACE

Entry \$50 -1 Run - AB \$37

13-17 BARREL

Entry \$30 -1 Run - AB \$18

8-12 BARREL

Entry \$30 -1 Run - AB \$18

7 & UNDER BARREL

Entry \$10 -1 Run AB \$10

LADIES BREAKAWAY

\$50/Roper - 3 Head - AB \$28

JUNIOR BREAKAWAY

\$30/Roper - 2 Head - AB \$18

ROPE & TIE

\$50/Roper - 2 Head - AB \$28

STEER WRESTLING

\$50/Roper - 2 Head - AB \$28

STARTER BREAKAWAY

\$30/Roper - 2 Head - AB \$18

ROOKIE BREAKAWAY

\$50/Roper - 2 Head - AB \$28

OFFICE OPENS: 9AM • EVENT STARTS: 10AM

CONTACT: Leanne Kenny 0438 332 079

or destinydowns@bigpond.com

www.DestinyDowns.com

DESTINY DOWNS JACKPOT SERIES PARTNERSHIP OPPORTUNITY



PLATINUM PARTNER (\$5000+GST)

As the only Platinum Partner you will receive:

- An Announcement Post made on the Destiny Downs social media pages - announcing the partnership with your logo, your key messages and a link to your preferred destination (your website or social media page).
- Recognition as the Platinum Partner on the event page on the Destiny Downs website including a hyperlink to your preferred destination (your website or social media page).
- Acknowledgment as the Platinum Partner in all promotional material and social media posts pre, during and post event.
- A 15 by 15 metre exhibition space at each of the Jackpots to showcase your business and sell or promote your products and services.
- A minimum of 16 x tailored public address announcements with your key messaging across the two days of each Round.
- 3 x large advertising banners (to be supplied by you) displayed on the event fencing in prime photo positions.



GOLD PARTNER (\$3000+GST)

As one of only two Gold Partners you will receive:

- An Announcement Post made on the Destiny Downs social media pages - announcing the partnership with your logo, your key messages and a link to your preferred destination (your website or social media page).
- Recognition as a Gold Partner on the event page on the Destiny Downs website including a hyperlink to your preferred destination (your website or social media page).
- Acknowledgment as a Gold Partner in all promotional material and social media posts pre, during and post event.
- A 12 by 12 metre exhibition space at each of the Jackpots to showcase your business and sell or promote your products and services.
- A minimum of 12 x tailored public address announcements with your key messaging across the two days of each Round.
- 1 x large advertising banner (to be supplied by you) displayed on the event fencing in prime photo positions.



SILVER PARTNER (\$1500+GST)

As one of five Silver Partners you will receive:

- An Announcement Post made on the Destiny Downs social media pages - announcing the partnership with your logo, your key messages and a link to your preferred destination (your website or social media page).
- Recognition as a Silver Partner on the event page on the Destiny Downs website including a hyperlink to your preferred destination (your website or social media page).
- Acknowledgment as a Silver Partner in all promotional material and social media posts pre, during and post event.
- A 6 by 6 metre exhibition space at each of the Jackpots to showcase your business and sell or promote your products and services.
- A minimum of 8 x tailored public address announcements with your key messaging across the two days of each Round.
- 1 x medium advertising banner (to be supplied by you) displayed on the event fencing in the arena.



BRONZE PARTNER (\$500+GST)

As one of only two Gold Partners you will receive:

- An Announcement Post made on the Destiny Downs social media pages - announcing the partnership with your logo, your key messages and a link to your preferred destination (your website or social media page).
- Recognition as a Bronze Partner on the event page on the Destiny Downs website including a hyperlink to your preferred destination (your website or social media page).
- Acknowledgment as a Bronze Partner in all promotional material and social media posts pre, during and post event.
- A 3 by 3 metre exhibition space at each of the Jackpots to showcase your business and sell or promote your products and services.
- A minimum of 4 x tailored public address announcements with your key messaging across the two days of each round.
- 1 x small advertising banner (to be supplied by you) displayed at the Destiny Downs arena.



DESTINY DOWNS

JACKPOT SERIES



CONFIRMATION FORM

BUSINESS INFORMATION

Business Name: Contact Name:

Address:

Phone: Mobile:

Email: Website:

Signature: Date:

2022 PARTNER PACKAGE SELECTION - DESTINY DOWNS ATRA JACKPOT SERIES

EVENT	PACKAGE	AMOUNT/COMPONENTS
Destiny Downs ATRA Jackpot Series: <ul style="list-style-type: none">• ROUND 1 - 9/10 Apr 2022• ROUND 2 - 7/8 May 2022• ROUND 3 - 18/19 Jun 2022• ROUND 4 - 7 Aug 2022• ROUND 5 - 24/25 Sep 2022	<input type="checkbox"/> Platinum Partner <input type="checkbox"/> Gold Partner <input type="checkbox"/> Silver Partner <input type="checkbox"/> Bronze Partner	<input type="checkbox"/> Cash (Amount: \$.....) or <input type="checkbox"/> Product Please detail:

(PLEASE NOTE: Partnership contribution must be provided to secure your partnership opportunity)

FURTHER INFORMATION

For further information on the Destiny Downs 2022 Corporate Partnership Program - or if you would like to discuss a tailored package - please contact Mark Hrycek at info@cowboycommunications.com.au or on 0438 596 082.

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