

WINTON'S
WAY OUT WEST Fest

EVENT MANAGEMENT
PROPOSAL



INTRODUCTION



Professional Bull Riders Australia (PBRA) wish to enter into partnership with the Winton Shire Council to undertake the management of the well-known and well-respected 'Winton's Way Out West Fest' in 2022 and in subsequent future years.

This event will feature an international standard bull riding competition supported by PBR's unparalleled promotion, production quality and athletes to deliver a marquee sports and entertainment property to thousands of fans in attendance and watching worldwide.

Winton's Way Out West Fest – Reimagined in 2022!

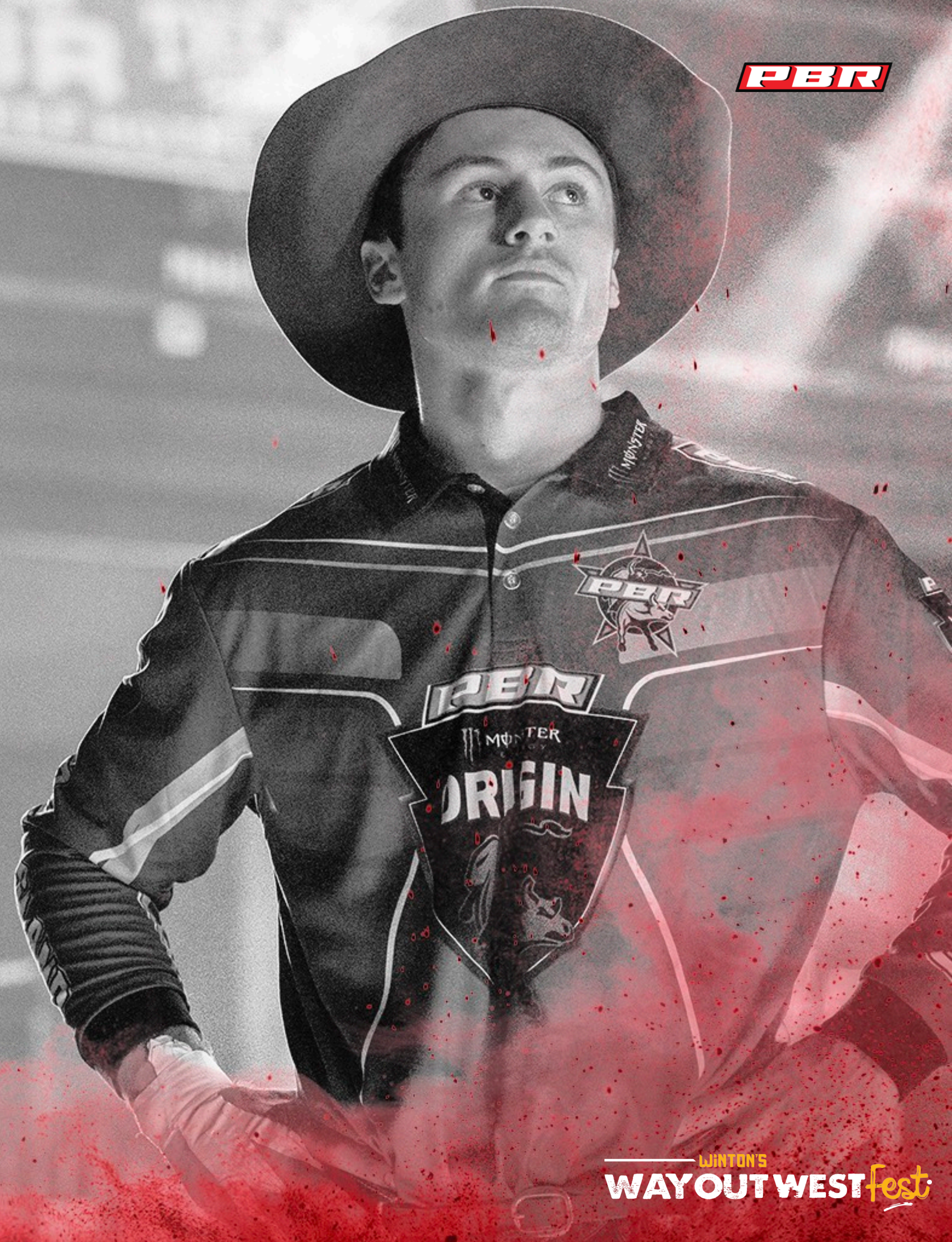
ABOUT PBR AUSTRALIA



Professional Bull Riders (PBR) was founded in 1992 by 20 accomplished bull riders who decided to develop bull riding – the most popular event in traditional rodeo – into a stand-alone sport. Today more than 1,200 bull riders hold PBR memberships and compete in more than 300 PBR sanctioned competitions around the globe for a total prize pool exceeding US\$13 million.

Professional Bull Riders Australia (PBRA) commenced in 2007 and currently stages over 22 events per year, with an annual live crowd attendance of 150,000+, and have sold out many of the nation's indoor arenas including Cairns, Townsville, Brisbane, Gold Coast, Newcastle, Tamworth, Sydney, Melbourne and Adelaide as well as many regional locations across NT, QLD, NSW, VIC and SA.

PBRA has now established the PBRA Monster Energy Tour, PBRA Origin Series, PBRA Junior Academy and PBR Touring Pro Events.



EVENT DEVELOPMENT



EVENT SUSTAINABILITY & GROWTH STRATEGY

- Establish PBR's involvement and management of Winton's Way Out West Fest as a marquee event in Western Queensland
- Position Winton's Way Out West Fest as a key Destination Event for National PBR Fans.
- Establish ancillary events and opportunities to expand awareness and increase attendance.
- Deliver an event that will drive visitation numbers over and above other bull riding events in Australia.
- Increase visitor length of stay.
- Introduce other PBR Assets (PBR Academy)
- Incorporate a concert – Pre and Post Event to increase awareness and attendance.
- Expand both National and International Media Opportunities.
- Compliment and support the existing local event market.
- Expand the current sponsor portfolio and create new sponsor asset opportunities.

PBR AUSTRALIA EVENT MANAGEMENT

PBR WILL BE RESPONSIBLE FOR:

- Planning and execution of the event.
- PBR will assume all budget risk
- Selling all event Sponsorship & Corporate Hospitality
- Management of all ticketing sales
- PBR will have dedicated event staff working against the event
- Creation of all marketing, promotional plans and materials relevant to the event

MARKETING & MEDIA STRATEGY



MARKETING STRATEGY

The key marketing strategy for the Winton's Way Out West Fest is to leverage existing PBR Assets to target the demographic that is already a fan, has experienced a PBR event in the past and or is about to experience a PBR event in the near future.

The strategy to reach this Core Target Audience includes:

- PBR Website
- PBR Social Media Pages
- PBR Fan Data Bases
- PBR Live Event Data Bases
- PBR Live Event Attendees

Our broader market strategy involves growing and attracting new audiences via use of mainstream media with a key focus around the target demographics identified in recent surveys via the following tools:

- TV Advertising (Local/State/Interstate/National/International)
- Digital Advertising (Local/State/Interstate/National/international)
- Road Side Bill Boards (Intra State)
- Tagging Existing PBR Broadcasts (Australia/New Zealand)
- Post Carding in National and International Broadcasts.

MEDIA STRATEGY

Winton's Way Out West Fest will receive significant exposure through primary media partnerships established in each operating territory along with distribution through PBR's existing international broadcasting outlets.

STRONG SOCIAL & DIGITAL PRESENCE



PBRAUSTRALIA.COM
2.3+ million (per annum)



/PBRAUSTRALIA
367,000+ likes
371,000 followers



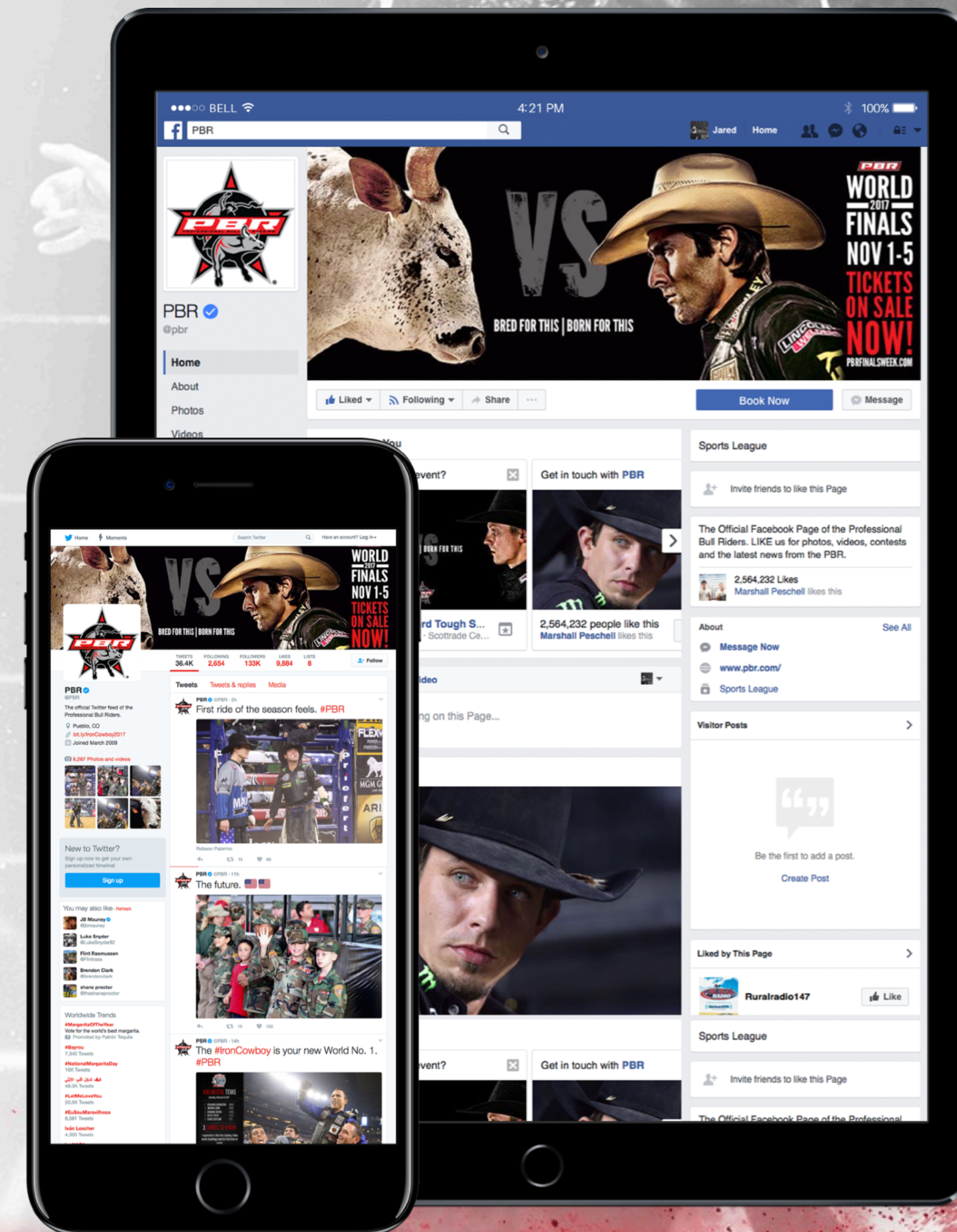
@PBRAUSTRALIA
78,600+ followers



/PROBULLRIDERAUST
1,276,407+ views



EDM DATABASE
32,000 subscribers

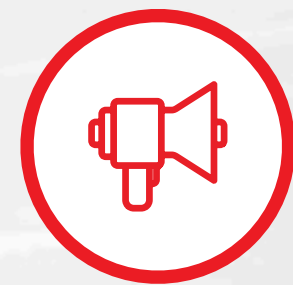


A COMPREHENSIVE MARKETING PLATFORM



TELEVISION

Paid and earned media, split over channels



PR SUPPORT

Prizes & promotion in support of media activity



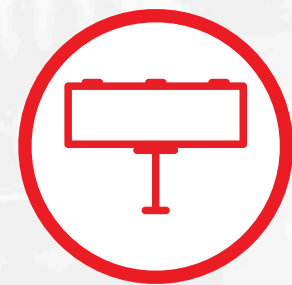
RADIO

Regional AM and FM stations



WEB & EDM

2x EDM per month



OUTDOOR

Major markets focus



ONLINE

Aimed at ticketing sites & venues



MARKETING COLLATERAL

Event posters & flyers distributed in events



SOCIAL MEDIA

Regular promotion

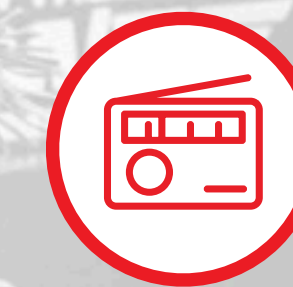


EVENT MEDIA CAMPAIGN



Television

40%



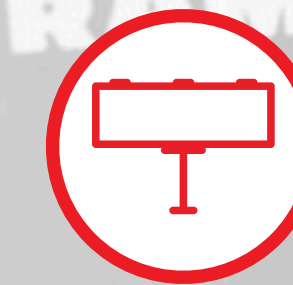
Radio

15%



Digital

33%



Outdoor

10%



Print

2%



IN 2022
WINTON'S WAY OUT WEST
FEST

PRESENTS

“BAD”

BULLS AFTER DARK

SEPTEMBER 2021

PROPOSED EVENT SCHEDULE



FRIDAY NIGHT

PBR 15/15 Battle & Freestyle Kings (Motorbike) Show / DJ Buxe Party

SATURDAY

Way Out West Fest Woman's Barrel Racing Championship 9am to 2pm

Way out West Fest PBR Junior Academy (Coaching Clinic and Competition) 1.00pm to 4.30pm

Way out West Fest presents Freestyle Kings 5 - 6.30pm

Way out West Fest Richest Bull Ride in the West 7.00pm to 9.00pm

Way out West Fest After Party with "TBC Main Act, plus Support Act and DJ Buxe" 9.00pm to 1am

Combined with other activities throughout the show-grounds, which include:

Carnival Style Rides & Games,

Food trucks, Show bags,

PBR Merchandise Stall & Sponsor Activations

Stock Mans Iron Ringer Competition



EVENT ACTIVATIONS

PBR PROMOTION IDEAS

Buy a ticket and go in the draw to win a \$10,000 holiday to the PBR Grand Finals The Road to Winton - what to do on the way, and when in town. Content series driving eyeballs on Winton.

Limited edition PBR (Fender) guitars giveaways for attendees.

PBR SPONSOR INTEGRATION & ACTIVATION

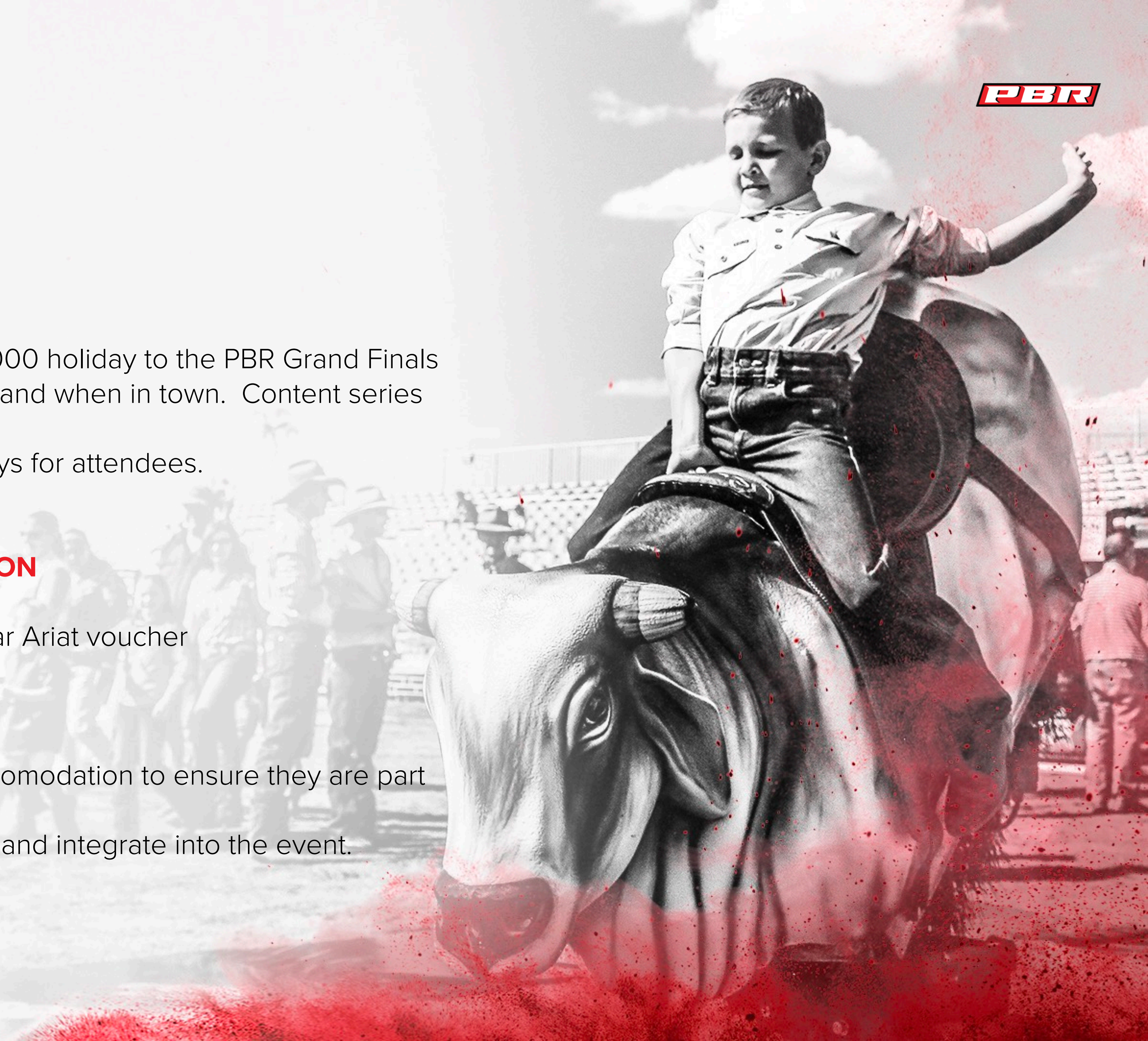
Can-Am - Test Drive Day

Win a pallet of Iron Jack Beer or \$3,000 dollar Ariat voucher

LOCALS

Engage with Local Restaurants, Bars and Accomodation to ensure they are part of the event.

Allow local businesses to operate food stalls and integrate into the event.



COMMUNITY ENGAGEMENT



WINTON'S COMMUNITY

The key for Winton's Way Out West Fest is engage with the local community, and drive visitation to Winton.

We will work closely with Winton Shire Council, and the community to ensure we are hosting an inclusive, fun, safe and successful event for the entire community to enjoy, and one which will drive great benefit to the Winton Shire.

GIVING BACK TO WINTON

Charity auction or Calcutta at the event, with the proceeds going back into the community.



INVESTMENT

**Winton's Way Out West Fest – 2022
Event Management & Operation Fee**

\$150,000 + GST Fee



THANK YOU

CONTACT PBR AUSTRALIA

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