



2025 SPONSORSHIP PACKAGES

CASINO TRUCK SHOW

Richmond
Valley
Council



SATURDAY 2 AUGUST 2025

Greatest Truck Show in the Southern Hemisphere

WHY SPONSOR CASINO TRUCK SHOW?



30,000+

2024 attendees

600

2024 trucks

60+

2024 sponsors

The Casino Truck Show is the destination event for not only the highest caliber equipment, but also for industry leaders in logistics and affiliated products and services, to meet and promote their business amongst their peers.

Partners with our event stretch further than financial investment. With shared goals and values, we strive towards the optimal delivery of exposure.

Casino Truck Show is very excited to offer extensive, high profile partnership and sponsorship opportunities that will deliver outcomes desired.

Our team is ready to ensure partners and sponsors can leverage off our event for best possible results. With our very healthy social media platforms, numerous marketing and messaging options, we will be certain to deliver on your investment.



MOMENTS FROM 2024



OUR REACH ON SOCIAL MEDIA

Sponsors of the Casino Truck Show can enjoy a wide social media reach in the lead up, during and after the event. Sponsors can, and have large positive flow-on effects from their brand exposure during the Casino Truck Show.

OUR SOCIAL MEDIA INSIGHTS

FACEBOOK REACH: 2.8M

HIGHEST POST REACH: 416.5K

ENGAGEMENT: 181K

28,800 TOTAL FOLLOWERS

22,800

Total Facebook
Followers

6000

Total Instagram
Followers

TOTAL REACH

FACEBOOK

2.8M

INSTAGRAM

56.3K

For more info, visit casinotruckshow.com.au

THE CASINO TRUCK SHOW & OUR COMMUNITY

The success of the inaugural 2024 Casino Truck Show Auction went into important community organisations.



As the official 2024
charity partner,
Movember received a
\$10,000 donation.

A further \$5,000 was donated to the Westpac Rescue Helicopter Service.



Steering the Future
received \$5,000
toward local
school programs.

THE CASINO TRUCK SHOW & OUR COMMUNITY

The Casino Truck Show is proud the industry's support of the show, could further assist the local area.



The Casino Show Society received \$2,000 towards tickets for school students.

Rappville Hall Committee received \$1,000.



Platypus Day Club a further \$1,000 for transport services.



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NAMING RIGHTS SPONSOR

Casino Truck Show and North Coast Petroleum have entered a three year agreement.

Unavailable

- Recognised as Naming Sponsor of the event.
- Company logo in prominent position on all advertising materials and media releases.
- Company banner displayed in prominent position on main stage.
- Present Rig of the Show award at presentation.
- Premium exhibition site in CBD of your choice.

PARADE NAMING SPONSOR

Casino Truck Show and Dawson's Haulage have entered a three year agreement.

Unavailable

- Recognised as Parade Sponsor of the event.
- Company logo on all advertising, promotional material and media releases.
- Company banner displayed on main stage.
- Lead parade behind previous winner of 'Rig of Show'.
- Premium exhibition site in CBD.

RIG OF THE SHOW PRIZE SPONSOR

Sponsor Amount: \$5000

Unavailable

- Recognised as Rig of the Show prize sponsor.
- Company logo on all advertising, promotional material and media releases.
- Company banner displayed at the event.
- Assist with award at presentation.
- Exhibition site in CBD.

EVENT AMBASSADOR PARTNERSHIP

Sponsor Amount: \$5000

Unavailable

- Recognised as Event Ambassador sponsor of the event.
- Company logo on all advertising, promotional material and media releases.
- Company banner displayed on main stage.
- Premium exhibition site in CBD.

TROPHY SPONSOR

Sponsor Amount: \$4000

Unavailable

- Company logo on base of trophies
- Company logo on advertising, promotional material and media releases.
- Company banner displayed on main stage.
- Present awards at presentation
- Negotiated exhibition site in CBD.

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PREMIUM EXHIBITOR SPONSOR

Sponsor Amount: To be negotiated (multiple available)

- Company logo on all advertising, promotional material and media releases.
- Company banner displayed on main stage.
- Premium exhibition site in CBD.
- Social media advertising.

FRIDAY NIGHT LIGHTS SPONSOR

Sponsor Amount: \$3500

Unavailable

- Company logo on advertising and promotional material.
- Company banner displayed at event.
- Premium exhibition site in CBD.
- Social media advertising.

GOLD SPONSOR

Sponsor Amount: \$2000

- Company logo on advertising and promotional material.
- Company banner displayed at event.
- Negotiated exhibition site.
- Social media advertising.

SILVER SPONSOR

Sponsor Amount: \$1500

- Company logo on advertising and promotional material.
- Company banner displayed at event.
- Social media advertising.

BRONZE SPONSOR

Sponsor Amount: \$500

- Company banner displayed at event.
- Social media advertising.

TROPHY PACKAGES

SHOW TRUCK CHAMPIONS SPONSOR

Sponsor Amount: \$6000

Unavailable

- Company logo on base of trophies (five trophies)
- Company logo on advertising, promotional material and media releases.
- Company banner displayed at event.
- Present category awards at presentation.
- Social media advertising.

JUDGED ELITE SPONSOR

Sponsor Amount: \$5000

Unavailable

- Company logo on base of trophies (six trophies)
- Company logo on advertising, promotional material and media releases.
- Company banner displayed at event.
- Present category awards at presentation.
- Social media advertising.

ELITE FLEET SPONSOR

Sponsor Amount: \$4500

Unavailable

- Company logo on base of trophies (first, second and third)
- Company logo on advertising, promotional material and media releases.
- Company banner displayed at event.
- Present category awards at presentation.
- Social media advertising.

ELITE PAINT SERIES

Sponsor Amount: \$4000

Unavailable

- Company logo on base of trophies (four trophies)
- Company logo on advertising, promotional material and media releases.
- Company banner displayed at event.
- Present category awards at presentation.
- Social media advertising.

ROBUK RANDOMS SPONSOR

Sponsor Amount: \$5000

Unavailable

- Company logo on base of trophies (five trophies)
- Company logo on advertising, promotional material and media releases.
- Company banner displayed at event.
- Present category awards at presentation.
- Social media advertising.

TROPHY PACKAGES

INDUSTRY PRIDE AND PASSION

Unavailable

Sponsor Amount: \$4500

- Company logo on base of trophies (three trophies)
- Company logo on advertising, promotional material and media releases.
- Company banner displayed at event.
- Present category awards at presentation.
- Social media advertising.

FANTASTIC FIFTEEN SPONSOR

Unavailable

Sponsor Amount: \$4000

- Company logo on base of trophies (fifteen trophies)
- Company logo on advertising, promotional material and media releases.
- Company banner displayed at event.
- Present category awards at presentation.
- Social media advertising.

EXCEPTIONAL FLEET DISPLAY SPONSOR

Unavailable

Sponsor Amount: \$4000

- Company logo on base of trophies (five trophies)
- Company logo on advertising, promotional material and media releases.
- Company banner displayed at event.
- Present category awards at presentation.
- Social media advertising.

NOSTALGIC CATEGORIES SPONSOR

Unavailable

Sponsor Amount: \$3000

- Company logo on base of trophies (four trophies)
- Company logo on advertising, promotional material and media releases.
- Company banner displayed at event.
- Present category awards at presentation.
- Social media advertising.

NORTHERN & SOUTHERN STAGE SPONSOR

Unavailable

Sponsor Amount: \$2000 and provide stage

- Company logo on advertising and promotional material.
- Company banner displayed at event.
- Social media advertising.



CASINO TRUCK SHOW

SPONSORSHIP SUBMISSION

The following information will be used to enter into a sponsorship agreement:

Company Name:

Contact Person:

Address:

Email:

Contact number:

ABN:

Please indicate the level of sponsorship you wish to provide:

- | | | | |
|--|-------------|--|-------------|
| <input type="checkbox"/> Naming Rights Sponsor | Unavailable | <input type="checkbox"/> Show Truck Champions Sponsor | Unavailable |
| <input type="checkbox"/> Parade Naming Sponsor | Unavailable | <input type="checkbox"/> Judged Elite Sponsor | Unavailable |
| <input type="checkbox"/> Rig of the Show Sponsor | Unavailable | <input type="checkbox"/> Elite Fleet Sponsor | Unavailable |
| <input type="checkbox"/> Event Ambassador Sponsor | Unavailable | <input type="checkbox"/> Elite Paint Series | Unavailable |
| <input type="checkbox"/> Trophy Sponsor | Unavailable | <input type="checkbox"/> Robuk Randoms Sponsor | Unavailable |
| <input type="checkbox"/> Premium Exhibitor Sponsor | | <input type="checkbox"/> Industry Pride and Passion | Unavailable |
| <input type="checkbox"/> Friday Night Lights Sponsor | Unavailable | <input type="checkbox"/> Fantastic Fifteen Sponsor | Unavailable |
| <input type="checkbox"/> Gold Sponsor | | <input type="checkbox"/> Exceptional Fleet Display Sponsor | Unavailable |
| <input type="checkbox"/> Silver Sponsor | | <input type="checkbox"/> Nostalgic Categories Sponsor | Unavailable |
| <input type="checkbox"/> Bronze Sponsor | | <input type="checkbox"/> Stage Sponsor | Unavailable |

In-kind support is available, place discuss options with the Casino Truck Show team.

Payment:

A tax invoice will be provided once your sponsorship agreement is confirmed

Signature:

Date:

Thank you for choosing to sponsor the 2025 Casino Truck Show

Please forward your completed form to Richmond Valley Council by **Friday 20 June** at:

Tiarn Stenner, Events Officer
☎ 02 6660 0234 or 0473 878 097
✉ info@casinotruckshow.com.au
Locked Bag 10 Casino, NSW 2470

Richmond Valley Council
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