



# BERRYDEN WORKING SHEEPDOG TRIAL

14-16 November 2025

@ BOOLARRA  
RECREATION RESERVE



## SPONSORSHIP PROSPECTUS

BERRYDEN WORKING SHEEPDOG TRIAL  
Boolarra Recreation Reserve, 14-16 November 2025

### SOUTH GIPPSLAND WORKING DOG GROUP (SGWDG)

SGWDG is an incorporated not for profit community group  
Incorporation no. A0036244P





# COMMUNITY PROMOTION & ENGAGEMENT

The 2024 Berryden Working Sheepdog Trial at Boolarra was a resounding success.

Feedback from spectators, participants and sponsors reflected the wonderful experience everyone enjoyed.

An array of media publicity and social media engagement ensured a good attendance of spectator's everyday across the 3 days of the event.

Publicity for the event was across all the regional newspapers and community notice boards. Coverage of the event was featured on WIN News. Social media engagement before, during and after the event has many people looking forward to this year's event.

For sponsors publicity was given through event signage, social media engagement, sponsor's dinner and the awards ceremony.

2024 sponsors were very pleased with the good engagement, publicity and promotion of their brand as a partner to this special community event.

In 2025 the event organizers will build on the success experienced in 2024 and ensure sponsors are well publicized, engaged and seen as significant supporters for this event.

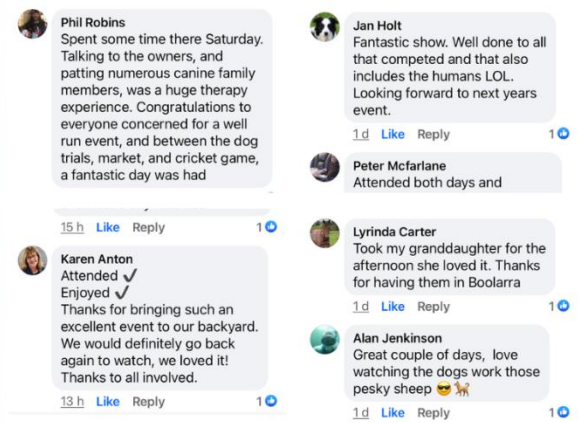


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Community Bank Mirboo North & District

## Sheep dogs come-by Boolarra

What a glorious weekend it was at Boolarra Recreation Reserve watching the Berryden Working Sheep Dog Trial incorporating the Victorian Arena Championship.



**WINNEWS**

*Destination*  
**GIPPSLAND**



**Sentinel-Times**  
COVERING SOUTH GIPPSLAND AND BASS COAST



LATROBE VALLEY  
**Express**



# THE EVENT

Working sheepdog trials are a unique, inclusive, heritage sport where three species—sheep, dog and person endeavour to work together to complete a course of three obstacles and pen the three sheep in just fifteen minutes.

It is the ultimate level playing field – it doesn't matter if you are male, female, young or old the synergy between person, dog and sheep on the field creates a captivating spectacle. Spectators and observers are often mesmerized by the instinctive nature of the working dogs and the skill of the person to work with the dog and sheep to complete the course without losing too many points.

The Berryden Working Sheepdog Trial is a staple event in Gippsland. In 2023 year the opportunity had been taken to bring the event to a broader audience and engage with the local community by staging the event at Boolarra. Support from the local community had been outstanding and this year sees the event returning to Boolarra, bigger and better.

This 3-day event attracts competitors and their families to travel from all regions of Victoria, South Australia, New South Wales and Tasmania. They are passionate about this sport and this event is the final event in Victoria for the year, so it provides a special place for all to meet and celebrate. It is expected that 50+ competitors and their families will travel to Boolarra this year to participate and stay in the local community for the three days.

With the popularity in working dog breeds rising steeply in the past few years this event will provide a showcase of the best working dogs and their handlers. It is sure to attract many spectators. Promotional activities through social media, local community groups, Visit Gippsland and Visit Victoria will ensure maximum awareness of this event to attract people to the event.

Sponsors will have exposure to a broader community through event promotions, media publicity, social media engagement, and on-site promotion.

## **BERRYDEN WORKING SHEEPDOG TRIAL**

14-16 November 2025 Boolarra Recreation Reserve, Boolarra VIC 3870

**50+ Competitors**

**100+ Working Dogs**

**450 Sheep**

**3 days of captivating competition  
& community connection**



# SPONSORSHIP OPPORTUNITIES

Sponsorship of the Berryden Working Sheepdog Trial is a great way to get your brand into the local community and connect with a strong and passionate people who are open to advocating and supporting quality brands and community causes.

This year there are a number of ways for you to show your support for this community event and promote your brand and image to a wider audience. Each of the levels of sponsorship offer value to meet your needs and contribute to making this event a great success.



## Platinum Sponsors (2 only) \$1000

- Large printed logo in event program (with option to provide special offer)
- 2x Large banner with logo displayed at event
- Sponsor banner at sponsors dinner and awards ceremony
- Sponsor mentioned on all promotional posts on social media
- Sponsors logo included on event entry forms
- 1 email promoting platinum sponsor to all members and participants (with option to provide a special offer)
- 2 people to attend sponsors dinner^

## Gold Sponsors (4 only) \$750

- Medium printed logo in event program
- 2x Medium banner displayed at event
- 1 promotional post on our FB group page
- Inclusion in all sponsors email to members
- 2 people to attend sponsors dinner^

## Silver Sponsors (6 only) \$500

- Small printed logo in event program
- 1x Medium banner of all Silver Sponsors displayed at event
- 1 promotional post on our FB group page
- Inclusion in all sponsors email to members
- 1 person to attend sponsors dinner^

## Bronze Sponsors (6 only) \$300

- Small printed logo in event program
- 1x Medium banner of all Bronze Sponsors displayed at event

## Product Sponsors

For those who wish to provide products as a form of sponsorship that can be used as prizes or can be sold at the event to raise funds this option is available to you.

**Indicate this on the sponsorship form and one of the event team will contact you to discuss your sponsorship.**

<sup>^</sup>Sponsors dinner is to be held at Boolarra on the Saturday night. Details will be confirmed with sponsors prior.

# SPONSORSHIP FORM

**Please complete this form and return it to:** Fundraising Secretary - [sgwdg1111@gmail.com](mailto:sgwdg1111@gmail.com)

## Berryden Working Sheepdog Trial at Boolarra, 14-16 November 2024

Organised by SOUTH GIPPSLAND WORKING DOG GROUP (SGWDG)

SGWDG is an incorporated not for profit community group. Incorporation no. A0036244P

### Sponsorship levels

Select your preferred sponsorship level

- ☐ **Platinum sponsor (\$1000)**
- ☐ **Gold sponsor (\$750)**
- ☐ **Silver sponsor (\$500)**
- ☐ **Bronze sponsor (\$300)**
- ☐ **Product sponsor**



### Sponsor details

Business name	
Contact name	
Contact position	
Contact email	
Contact phone	

Following receipt of this form your sponsorship will be ratified by the event organizing committee and you will receive correspondence on the next steps. You will be required to provide high resolution images of your logo in colour and b&w on a white background.

All sponsorship payments will need to be finalized by 30 September 2025

All product provided by sponsors need to be delivered prior to 10 November 2024.

For any questions regarding sponsorship please contact the fundraising secretary via email [sgwdg1111@gmail.com](mailto:sgwdg1111@gmail.com), or speak in more detail with the event team member who provided you this form.