

Biggest and best value Brahman bull sale!

Rockhampton

BRAHMAN WEEK SALE

5TH, 6TH AND 7TH OCTOBER 2026
CQLX GRACEMERE



5 - 7 OCTOBER 2026

Partner Prospectus



ABBA

RBWS 2026 SPONSORSHIP MATRIX

Colour or B&W
advertising in
catalogues at other
ABBA sponsored
sales can also be
negotiated

ABBA

		GOLD PACKAGE	SILVER PACKAGE	BRONZE PACKAGE
SPONSOR PACKAGE ITEMS		\$3,200*	\$2,850*	\$1,850*
1	Recognition as a sponsor on all print & TV Advertising.			
2	Advertising in sale catalogue - Outside Back Cover - 4 Colour.			
3	Advertising in sale catalogue - Inside Front or Inside Back Cover - 4 Colour.			
4	Advertising in sale catalogue - Inside Pages - Monochrome Black and White.			
5	Advertising in Brahman News - September issue - Complimentary full page (Gold & Silver). Can be combination of editorial and advert. Bronze half page only.			
6	Advertising in Brahman News - December issue - Complimentary full page Can be combination of editorial and advert.			
7	Use of function room @ CQLX on Sunday PM for information presentation.			
8	Display of logo on the revolving sales results board throughout 3 days.			
9	Display material at the sale venue.			
10	Display banner at the sale venue.			
11	Trade site @ sale venue.			
12	ABBA Email Blasts to members x2.			
13	Opportunity to speak with vendors and buyers @ RBWS function.			
GOLD SPONSOR PACKAGE - ONE AVAILABLE				
SILVER SPONSOR PACKAGE - TWO AVAILABLE				
BRONZE SPONSOR PACKAGE - NO LIMIT				

PLATINUM SPONSOR PACKAGE - ONE AVAILABLE

\$5,000*

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Introduced in 2023, ABBA is offering naming rights to the pre-sale function on Sunday 4th October 2026. Includes: Advertising in sale catalogue - Inside Pages - Monochrome Black and White. Display of logo on the revolving sales results board throughout 3 days. Trade site @ sale venue. ABBA Email Blasts to members x2.



\$GST NOTE: *Exclusive of GST.

IMPORTANT NOTE: All sponsorships offered as a multi event partner. Lock in 2025.

RBWS = Rockhampton Brahman Week Sale



Dear Sir/Madam

This year will mark the 49th annual Rockhampton Brahman Week Sale to be held in Gracemere from the 5th October to the 7th October 2026 at CQLX Gracemere selling complex.

The sale committee has a strong focus on keeping and improving the reputation and quality of the Rockhampton Brahman Week Sale. The 2025 sale turned over \$8,241,500 with a top of \$120,000.

A total of 756 bulls were sold over 3 days; with applications from vendors at our highest. This commitment to continual improvement is represented from the sale committee, vendors and agents and is talked about throughout the year.

We start our sale event with a pre-sale inspection on the Sunday Afternoon (4th October, 2026) concluding with a BBQ and social drinks event, where Vendors, Buyers, Agents and Sponsors are able to come together, before we enter into Monday morning with a fantastic line up of grey Brahman bulls to be followed by the red Brahman bulls commencing around midday Tuesday. An opportunity exists for sponsors to meet with existing and future clients as a bar will open from 3-6pm each afternoon of the sale. Rockhampton Brahman Week Sale is a destination and we look forward to seeing you here.

Please find attached our sponsorship levels and opportunity to lock in future support.

I look forward to your contribution and partnering with you for another successful Brahman Week Sale

Yours sincerely,

Marsha Keily
General Manager
07 4927 7799



www.brahman.com.au



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