



2025 PACIFIC PARADISE *town*

2025/26 PARTNERSHIP OFFERING



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EXECUTIVE SUMMARY

Australian Country - Stockman Rugby is the premier country rugby brand in Australia. We are the highest representative level of rugby available to Australian grass-roots rugby players from the rural and regional areas.

Founded in Longreach, Queensland in 2013, Stockman Rugby partners with Classic Wallabies to tour domestically and internationally with young Australians while conducting important men's health conversations about suicide prevention, depression substance abuse and domestic violence.

“ ”

I'm proud to be associated with Stockman Rugby, as it provides an avenue for rural and regional players to develop their skills and character. Stockman Rugby invests in club rugby and the community through its charitable initiatives and is built on the best qualities of country rugby - excellence, mateship and development.

John Eales



EXECUTIVE SUMMARY CONTINUED

The invaluable participation of our ambassadors such as John Eales AM, Charlotte Caslick OAM and James Slipper attracts positive attention to our tours, sponsors and tour partners. Our programs are always well promoted, and we enjoy strong support from print media and television in addition to significant traffic through our social media platforms.

In October 2025, Stockman Rugby embark on our 'Pacific Paradise Tour' to Fiji, a four-game campaign across two weeks. Former Wallabies captain and current ACT Brumbies coach, Ben Mowen has been appointed Head Coach to be assisted by former Wallabies forward Guy Shepherdson and Wallabies center James Hollbeck. A talented Australian Country squad has been selected from across the nation and fixtures will include a Fiji Under 20's side and/or Fijian Drua academy squad, this tour to paradise has it all and is missing only one thing...your valued support.

Thank you for considering partnering with us as we develop young Australians as people and as rugby players through our incredibly important men's health conversations and world class rugby coaching.

We trust you'll see value in this prospectus and bang-for-buck in the offering.

Yours in rugby.

The 2024 Stockman Rugby - Tour Planning Committee





OUR CHARITY PARTNER




Stockman Rugby is a youth development initiative of Little Windmills: The Country Kids Charity. Little Windmills has three streams:

1. Financially assisting seriously sick and injured country kids
2. Stockman Rugby's youth development program
3. Disaster relief - assisting Aussie families who have been displaced by fire or flood.

 When you sponsor Stockman Rugby you partner with Little Windmills and **your sponsorship is Tax Deductible.**

 10% of all sponsorship is directed to Little Windmills other programs while 90% is invested into the Stockman Rugby program.

 Our partners love the bang for buck of giving to two important country causes.



Demi Hayes
Commonwealth
Gold Medalist

"I am proud to be an ambassador of Little Windmills: The Country Kids Charity, as a country girl myself, it is a cause close to my heart. Little Windmills play's an important role in financially supporting country families with seriously sick and injured kids, families who are often under financial strain and need to travel great distances for medical attention and support. To be involved with an Australian charity that helps the country so practically is incredibly rewarding."



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tour

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Phil Waugh
Rugby Australia CEO

"The Stockman Rugby – Australian Country program provides an important avenue for Australia's rural and regional talent to develop their rugby skills in a professional environment, while addressing important mental health issues such as depression and suicide. Country rugby is, and has been such an important part of Australian rugby's fabric, Stockman Rugby is a valued representative program in Australia's country-rugby scene."

We welcome the support of Rugby Australia (RA), the governing body for rugby in Australia. Their endorsement of the Stockman Rugby program as a representative pathway importantly provides grass-roots rugby players an opportunity to represent their local communities, state and the wider Australian Country region. We're excited to enhance this key representative program with their ongoing support.

RUGBY
AU



PROUDLY SUPPORTED BY

RUGBY
AU

THE FACTS

Mental Health and Well-Being issues such as suicide, depression and substance abuse are alarmingly high in Australia's country areas and desperately need addressing. To do that, we need to be able to reach young people, we need common ground, our common ground is rugby.

"Farmers are 2.2 times more likely to die by suicide than the general employed public." Based on a study examining suicide in selected occupations in Queensland. (The National Mental Health Alliance Inc).

"Blokes make up an average seven out of every nine suicides every single day in Australia. The number of men who die by suicide in Australia every year is nearly double the national road toll." (Beyond Blue).

"The rate of suicide among men aged 15-29 years who live outside major cities is almost two times as high as it is in major cities." (The Australian Bureau of Statistics)

WHAT THE PLAYERS SAY



Jayvan Scarff
New South Wales

The whole program needs to be applauded and the whole country needs to know about what you guys do, from the rugby to the mental health side of things, I don't have enough good words to say about the tour. Just so grateful and joyed to have been involved! I have been telling everybody that the rugby was so good but it wasn't even close to my favourite part of the tour. The hey mate sessions definitely take the cake.



Luke Papworth
Queensland

Thank you for this incredible opportunity. It's an experience I'll carry with me for the rest of my life. Your program not only develops youth and helps professionals and veterans transition from their playing days but, most importantly, fosters lifelong bonds among young men. It also promotes a deeper understanding of the mental health challenges men face and equips us with tools to address them together.



Jake McPhie
New South Wales

This tour has given me more than I could put into words. It has given me tools to navigate tough talks with friends. Motivation to strive for better in footy. Perspective on how many people have bricks to lift off and that sharing that vulnerability is so valuable. I will apply for every stockman tour I can. It is one the best things I have ever done.



Clay Uyen
Western Australia

I feel this tour made so many of us better human beings and rugby players, I think the impact of this will go so far into those communities and make genuine change around the current understanding of men's mental health.



Vincent Quigley
New South Wales

The 'Hey Mate' men's health conversations was absolutely the most valuable part of the tour for me. I grew so much from listening to others stories. The value of these sessions is beyond words.

2025 PACIFIC PARADISE *tour*

Stockman Rugby's '2025 Pacific Paradise Tour' will launch on the 11th October in Sydney with a star-studded Tour Launch Dinner featuring a host of Wallaby legends and Stockman Rugby ambassadors, including the 2025 coaching staff; Ben Mowen, Guy Shepherdson and James Hollbeck. Sydney will feature a 'Rugby Australia - Performance Camp' where players will be mentored by some of the best in the game around subjects such as recovery, diet, strength and fitness and hands-on skill sessions.

In Fiji the squad will play three fixtures across the two weeks including a fixture against a Fiji Under 20's or Fiji Drua Development Squad. The 2025 Tour will be wrapped up with an awards night recognising the efforts and achievements of players and staff on tour, prior to heading for home.

Due to Stockman Rugby's Australian country footprint, The '2025 Pacific Paradise Tour' represents strong domestic and international exposure opportunities for our commercial partners to reach a variety of demographics including:

- Regional, rural and remote Australians.
- The Australian and Fijian Rugby market
- Fiji



2025 COACHING STAFF

The Stockman Rugby - Australian Country Program has a history of partnering with top-flight coaching staff to provide players the best rugby development experience possible, in 2025 we welcome three longtime friends of the program and icons of Australian rugby to the coaching department. We look forward to their investment into the rugby development of the 2025 Australian Country squad.



Ben Mowen - Wallaby 869
Head Coach

Ben is an assistant coach for the ACT Brumbies, he has captained both the Wallabies and the ACT Brumbies. He is an exceptional, emerging top-tier coach, having coached Easts Rugby Union, Australian U20's and the Japan Women's side during the 2021 World Cup.



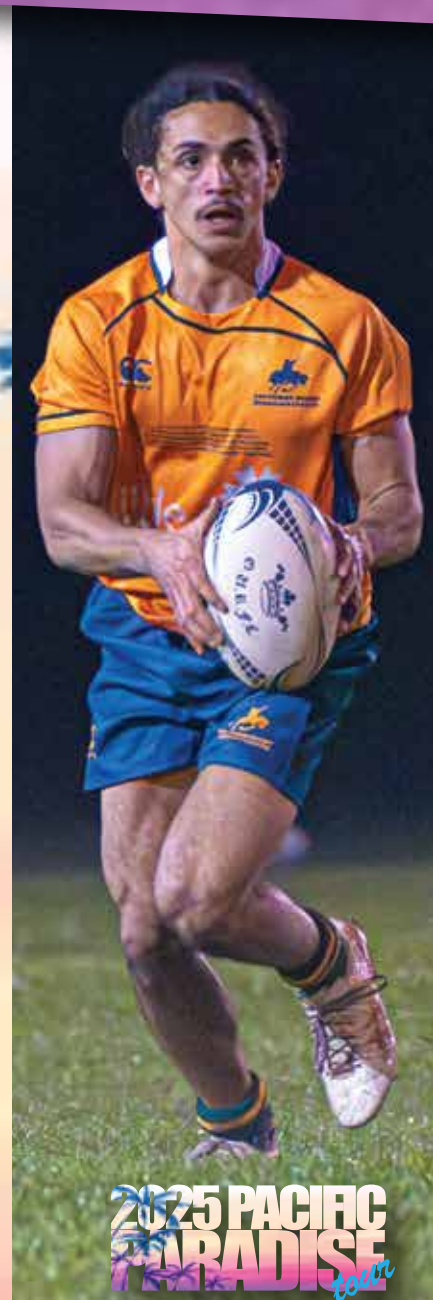
James Holbeck - Wallaby 737
Backs Coach

James is a Player Development Program Manager for the Rugby Union Players Association (RUPA). He has coached the University of Queensland, Randwick and Stockman Rugby. He has represented the Wallabies against the All Blacks and British and Irish Lions.



Guy Shepherdson - Wallaby 813
Forwards Coach

Guy earned 17 caps for the Wallabies, played in the 2006 Rugby World Cup and won Super Rugby titles with both the ACT Brumbies and QLD Reds. Guy has been involved with Stockman Rugby since 2017 as both a senior player and assistant coach.



OUR SQUAD

The Stockman Rugby - Australian Country squad is comprised of players and staff from rural, remote and regional area's. Our rural squad members are generally engaged in the Australian agriculture sector in vocations such as farmers, agronomists, stock and station agents and cattle contracting. Our regional squad members are from various fields such as finance, education and the trades etc... The player's clubs, networks, communities and their respective regional news publications are often actively engaged in Stockman rugby tours via social media and legacy media channels. Our corporate partners appreciate both the direct and indirect demographics/markets they can access in addition to the diversity of the audience attracted to our tours.



OUR AMBASSADORS

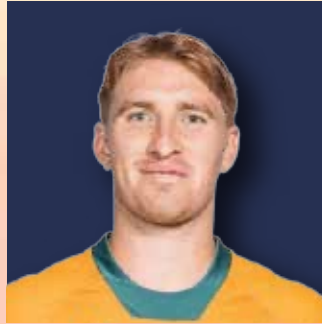
Stockman Rugby and Little Windmills are proud to be aligned with some wonderful Australian rugby personalities who care deeply about the work we do. Their selflessness, altruism and involvement is incredibly valued. Some of our ambassadors are listed here:



John Eales AM
Wallabies Statesman



Charlotte Caslick OAM
Olympic Games
Gold Medalist



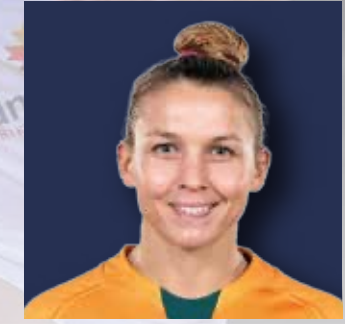
Tate McDermott
Wallabies Captain



Demi Hayes
Commonwealth
Gold Medalist



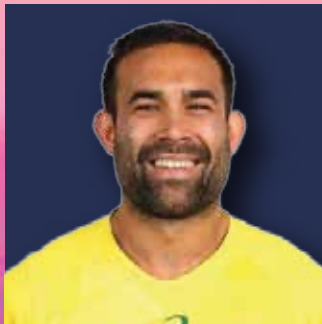
James Slipper
Wallabies Captain



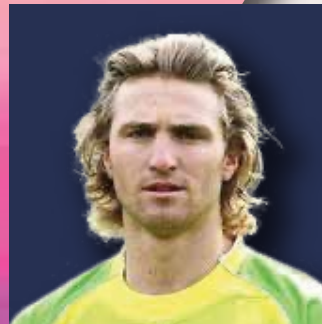
Georgina Friedrichs
Wallaroos
Player of the Year



Harry Wilson
Wallabies Captain



Rod Davies
Wallaby & Aus 7's



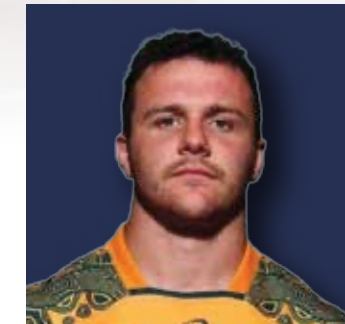
Lewis Holland
Olympian



Greg Holmes
Wallaby



Jed Holloway
Wallaby







Dylan Pietsch
Wallaby & Olympian

OUR SOCIAL MEDIA

Stockman Rugby speaks to thousands of followers across our social media platforms, we can reach over 100,000 people with a single post! Our social media suite includes Facebook, Instagram, LinkedIn and YouTube. Stockman Rugby's engagement statistics across Facebook alone represent fantastic exposure opportunities for our sponsors and tour partners.

Page Overview - Month (February 2025)

	5,867	Followers (FB)
	1,694	Followers (Insta)
	127,450	Views (FB)
	6,300	Engagement (FB)
	1,958	Interactions (FB)



Charlotte Caslick OAM
Olympic Games Gold Medalist

“I appreciate the global appeal and transformative power of rugby. It's great to be involved with a program that uses rugby to provide positive opportunities to young Australian's to develop both as people and as rugby players.”

”



YOUR OPPORTUNITIES TO BE SEEN

TELEVISION



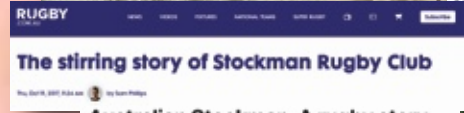
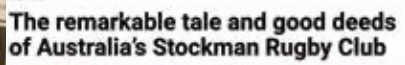
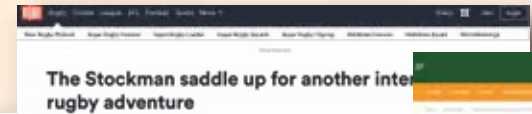
SOCIAL MEDIA



PROUDLY SUPPORTED BY



ONLINE AND IN-PRINT MEDIA



Stockman players prepare for rugby tour





AUSTRALIAN COUNTRY STOCKMAN RUGBY

"Leaders of significance sow seed into the good soil of the next generation, they create harvests they may personally never reap and in doing so establish fields of selfless legacy." (Anon)

YOUR SPONSORSHIP INVESTMENT

STOCKMAN RUGBY'S 2025/26 PARTNERSHIP OFFERING

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2025 PACIFIC
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PRINCIPAL SPONSORSHIP

\$22,000



- 2025 Naming Rights - Stockman Rugby - Australian Country.
- Tour Naming Rights.
- Logo across the front of Playing Jersey.
- Logo front of Training Shirt.
- Logo front of Training Singlet.
- 5 x Appreciation posts across Facebook, Instagram and LinkedIn.
- 2 x Stockman Rugby Ambassador videos (selfie style) thanking your organisation for their support.
- 6 x Free tickets to Stockman Rugby's '2025 Pacific Paradise Tour' Launch in Sydney.
- An opportunity to address the 2025 tour launch event on behalf of your organisation.
- Logo on Email Footer.
- Logo featured in the Stockman Rugby Tour App.
- Logo featured in the Stockman Rugby's Website.
- Logo featured in the Stockman Rugby's Letterhead.



Jed Holloway
Wallaby

“Stockman Rugby enables grass-roots rugby players to experience international tours in a character-building environment, squad members develop as players and as people. Developing grass-roots footy and pathways in Australia is really important, I'm proud to be aligned with the Stockman Rugby program which is aiming to do just that.”

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PLATINUM SPONSORSHIP

\$17,000



- Logo on the back (across shoulders) of Playing Jersey.
- Logo on back (across shoulders) of training shirt.
- Logo on back (across shoulders) of training singlet.
- 4 x appreciation posts across Facebook, Instagram and LinkedIn.
- 1 x Stockman Rugby Ambassador video ('selfie style') thanking your organisation for their support.
- 4 x Free tickets to Stockman Rugby's '2025 Pacific Paradise Tour' Launch in Sydney.
- An opportunity to address the 2025 tour launch event on behalf of your organisation.
- Logo on Stockman Rugby email footer.
- Logo featured in the Stockman Rugby Tour App.
- Logo featured in the Stockman Rugby's Website.
- Logo featured in the Stockman Rugby's Letterhead.



Harry Wilson
Wallaby

"I am proud to be involved with Stockman Rugby and the development opportunities the program provides grass-roots players. Stockman Rugby tours and clinics help strengthen grass roots rugby across Australia, while their men's-health conversations raise awareness of some important issues among young Australians. Stockman Rugby epitomises some of the best values and aspects of amateur footy."

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GOLD SPONSORSHIP

\$15,000

2 SPOTS

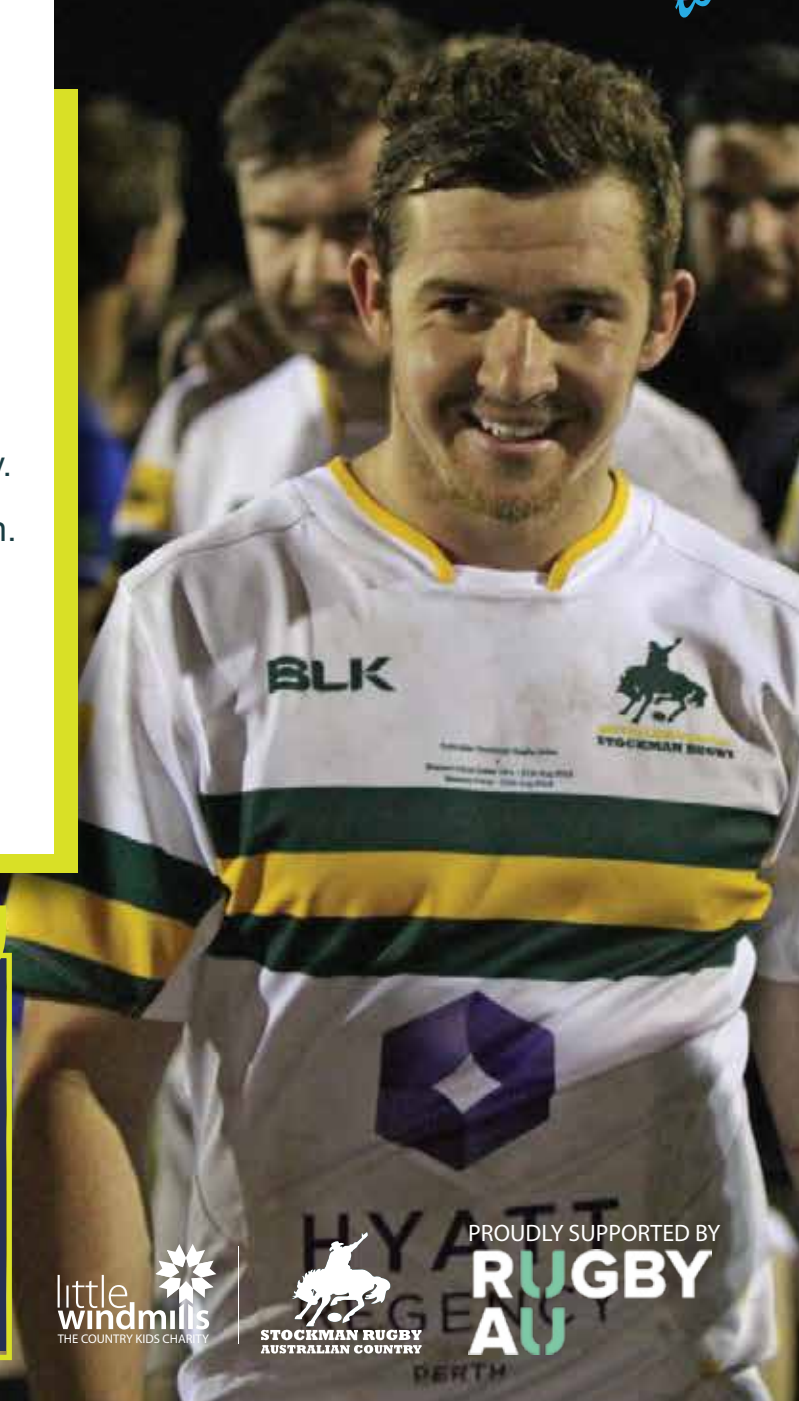
- Logo across back (under number) of Playing Jersey.
- Logo on training shirt – left sleeve.
- 3 x appreciation posts across Facebook, Instagram and LinkedIn.
- 1 x Stockman Rugby Ambassador video ('selfie style') thanking your organisation for their support.
- 2 x Free tickets to Stockman Rugby's '2025 Pacific Paradise Tour' Launch in Sydney.
- An opportunity to address the 2025 tour launch event on behalf of your organisation.
- Logo on Stockman Rugby email footer.
- Logo featured in the Stockman Rugby Tour App.
- Logo featured in the Stockman Rugby's Website.
- Logo featured in the Stockman Rugby's Letterhead.



Greg Holmes
Wallaby

“Having grown up in the country myself and playing rugby professionally, I have a real heart for Stockman Rugby and its connection to the bush. The Stockman Rugby program provides young people from Australia's rural and regional area's the opportunity to develop their character and rugby skill-sets, it provides an important development pathway for rugby in country area's.”

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SILVER SPONSORSHIP

\$10,000



- Logo on sleeve of Playing Jersey.
- 2 x appreciation posts across Facebook, Instagram and LinkedIn.
- 1 x Stockman Rugby Ambassador video ('selfie style') thanking your organisation for their support.
- 2 x Free tickets to Stockman Rugby's '2025 Pacific Paradise Tour' Launch in Sydney.
- An opportunity to address the 2025 tour launch event on behalf of your organisation.
- Logo on Stockman Rugby email footer.
- Logo featured in the Stockman Rugby Tour App
- Logo featured in the Stockman Rugby's Website
- Logo featured in the Stockman Rugby's Letterhead



Georgina Friedrichs
Walaroo

"Stockman Rugby are leveraging the power of rugby to bring together young Australians from rural and regional area's to discuss important mental health issues while touring internationally. I'm proud to be involved and making a meaningful difference through this initiative."

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AUSTRALIAN COUNTRY

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BRONZE SPONSORSHIP

\$5,500

2 SPOTS

- Logo on left sleeve of Playing Jersey.
- 2 x appreciation posts across Facebook, Instagram and LinkedIn.
- 1 x Stockman Rugby Ambassador video ('selfie style') thanking your organisation for their support.
- 1 x Free tickets to Stockman Rugby's '2025 Pacific Paradise Tour' Launch in Sydney.
- An opportunity to address the 2025 tour launch event on behalf of your organisation.
- Logo on Stockman Rugby email footer.
- Logo featured in the Stockman Rugby Tour App
- Logo featured in the Stockman Rugby's Website
- Logo featured in the Stockman Rugby's Letterhead



Lewis Holland
Dual Olympian

“I am proud to be involved with Stockman Rugby and what it represents. Having grown up in a small town in New South Wales and now owning a rural contracting business and cattle operation, I appreciate the challenges and rewards of life in the country. After playing professionally for 12 years, being a part of this program allows me to invest into Australian players on the rise and make positive connections with blokes from regional and rural area's through rugby.”

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ITEMISED SPONSORSHIP OPPORTUNITIES

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TEAMWEAR

MULTIPLE
SPOTS

Game Shorts

- \$1,000 - logo across seat
- \$600 - logo on back left leg
- \$600 - logo on back right leg

Spray Jacket

- \$700 - logo across back

Training Shirt

- \$500 - logo on training shirt

Training Shorts

- \$500 - logo across seat
- \$400 - logo on back left leg
- \$400 - logo on back right leg

MEN'S HEALTH SESSIONS

\$2,000

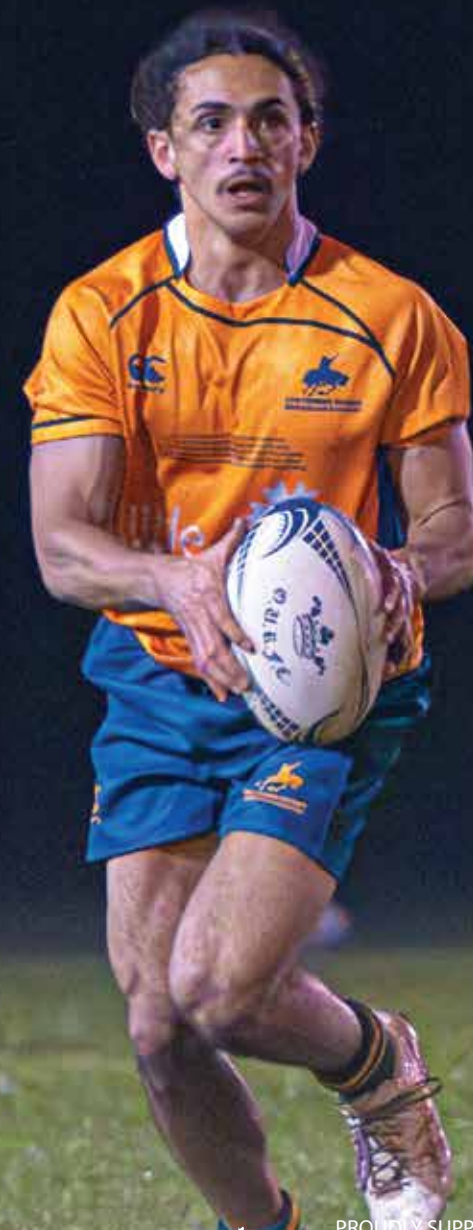
1 SPOT

A unique and powerful, cross-promotional offering. Make a difference and share your alignment with this program across your various promotional platforms. Your organisation will be recognised as the driving force behind every mental health discussion, not only across our social media platforms, but also during the session, where your organisation will be appreciated for your investment into powering our men's health conversations on topics such as depression, suicide and substance abuse.



James Slipper
Wallaby Captain

“I am proud to be an ambassador of Australian Stockman Rugby Union, the program provides grass-roots rugby players from across Australia the opportunity to tour internationally, while addressing pertinent men's health topics, it is an important program in the Australian grass-roots rugby landscape.”



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AWARDS - ITEMISED SPONSORSHIP OPPORTUNITIES

BEST ON GROUND



\$1,000 - Vegemite Award (Best on Ground) - Awarded after each game)

Vegemite is Stockman Rugby's tour mascot, a plush Koala. Vegemite is presented after each game by the player voted 'The Best on Ground' by the coaching staff. 'The Best on Ground' receives a medallion with the iconic mascots image post game and never goes thirsty as he becomes the toast of the squad.

- Naming rights to the award
- Your logo displayed with the player when shared on social media after each game.

AWARDS NIGHT



\$500 - Individual Awards

After the final game of the tour, prior to flying home, Stockman Rugby host an awards night to honour players and staff with various awards, acknowledging their performance and contribution, our awards include:

- **Spirit of the Stockman Award:** The player who best displayed Stockman culture and values on and off the field.
- **Player of the Tour:** Voted by the players for the player who consistently displayed a high level of rugby for the entirety of the tour whilst epitomizing Stockman values.
- **Forward on the Rise:** The forward who displayed the potential to continue not only improving but progress with his rugby in the near future.
- **Back on the Rise:** The back who displayed the potential to continue not only improving but progress with his rugby in the near future.
- **Best Forward:** The forward consistently displayed outstanding rugby on the field whilst epitomising the Stockman values.
- **Best Back:** The back who consistently displayed outstanding rugby on the field whilst epitomizing the Stockman values.

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AUSTRALIAN COUNTRY
STOCKMAN RUGBY

THANK YOU

To progress your sponsorship support of the '2025 Pacific Paradise Tour' or to discuss sponsorship opportunities in further detail please email Shaun Mackin at: info@stockmanrugby.com, feel free to:

1. Nominate the amount you wish to sponsor, and
2. The name and contact information for the invoice

Shaun Mackin

Chairperson



0439 336 036



info@stockmanrugby.com

For partnering with us to positively impact the mental health and rugby development of young Australians from remote, rural and regional communities. We couldn't be more grateful.

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