

2026 VIVE LA STOCKMEN TOUR



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THE COUNTRY KIDS CHARITY



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**2026 Information Prospectus
and Sponsorship Offering**

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WHO WE ARE

2026 VIVE LA STOCKMEN TOUR

Australian Country - Stockman Rugby is the premier country rugby brand in Australia. We are the highest representative level of rugby available to grass-roots players from Australia's rural and regional areas. We have toured New Zealand, Ireland, Argentina, England and Fiji and have enjoyed fixtures against quality opposition including the Western Force, Exeter Chiefs and the Fiji Warriors. Stockman Rugby is a men's health initiative of Little Windmills the Country Kids Charity and utilises rugby (through this representative pathway) as a vehicle to discuss important mens health topics such as suicide, depression and substance abuse. This country program is a self-funded tour, players and staff members such as physios, photographers and coaches pay their own way and raise funds to help cover their individual tour cost.

THE 2026 PROGRAM

In October 2026, Australian Country embark on our '2026 Vive La Stockmen Tour' to Sydney, Hong Kong, France and Spain, a four game campaign across three weeks. The 2026 tour is slated to include fixtures against the national teams of Hong Kong and Spain representing a wonderful opportunity for the Australian country players selected. If you are interested in supporting this initiative and enjoying the positive exposure of our teamwear and active social media channels we'd love to hear from you via the contact information included at the end of this prospectus.



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."

**RUGBY
AU**

**WE ARE PROUD TO BE RUGBY AUSTRALIA'S, AUSTRALIAN COUNTRY
REPRESENTATIVE TEAM, PROVIDING AN IMPORTANT PATHWAY FOR RURAL AND
REGIONAL RUGBY PLAYERS AUSTRALIA WIDE.**



HEAD COACH - BEN MOWEN

In 2026 we are proud to welcome back ACT Brumbies assistant coach and former Wallabies Captain, Ben Mowen to the role of Australian Country - Head Coach.

Ben brought a high level of professionalism, an impressive work-ethic and a positive attitude to the role for our '2025 Pacific Paradise Tour' through Fiji. A tour that featured challenging matches against the Fiji Military, 2025 Skipper Cup winners Malolo rugby and Fiji's second tier national side, the Fijian Warriors. He provided the playing squad a professional coaching experience, and ensured each player received one-on-one rugby feedback meetings and a varied training program tailored to the playing group and each of the tours four fixtures.

He is an ideal fit for the rugby development aspirations of the program and a quality leader of men. Ben is excited to unearth some grass-roots rugby talent from across Australia when the 2026 squad is selected and is expecting players be physically ready for the challenge come October.

Ben is invested in the Australian Country - Stockman Rugby representative pathway and a driving force behind the planning and execution of the 2026 tour.



Ben Mowen
Head Coach
Australian Country Rugby

It's with great pride I accept the opportunity to lead the Australian Country - Stockman Rugby program again in 2026. Being a part of a program that unites the spirit of the Bush through rugby and its traditions is truly rewarding. As a group we all look forward to assembling in October 2026 with what will be a history making tour. Let's ride Stockies!

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STOCKMAN RUGBY
AUSTRALIAN COUNTRY
STOCKMAN RUGBY

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THE ITINERARY

2026 VIVE LA STOCKMEN TOUR

DATE/DAY	ACTIVITY	LOCATION
MONDAY OCT 5	Assemble Sydney	Novotel Sydney Airport
TUESDAY OCT 6	GAME 1 and Tour Launch Dinner	Sydney
WEDNESDAY OCT 7	Flight to Hong Kong	Sydney International Airport
FRIDAY OCT 9	Training Hong Kong Rugby club	Hong Kong Rugby Club
SATURDAY OCT 10	GAME 2 v HONG KONG	Hong Kong International
SUNDAY OCT 11	Flight to Paris	Paris
TUESDAY OCT 13	Training Bordeaux	Bordeaux
THURSDAY OCT 15	Training Bordeaux - Pau	Pau Rugby club
FRIDAY OCT 16	GAME 3 vs PAU ESPOIR u23	Bordeaux
SATURDAY OCT 17	Top 14 Match Stade Du Hameau	Stade Du Hameau
MONDAY OCT 19	Training Montpellier	Montpellier Rugby club
TUESDAY OCT 20	Opposed Session Montpellier	Montpellier Rugby club
THURSDAY OCT 22	Training Barcelona	Gothics Rugby club
FRIDAY OCT 23	Training Barcelona	Gothics Rugby club
SATURDAY OCT 24	GAME 4 vs SPAIN	BARCELONA Rugby Club
SUNDAY OCT 25	Tour finish Montpellier	Montpellier



John Eales AM
Wallabies Statesman

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.



A WORD FROM THE PLAYERS



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.



Clay Uyen
Western Australia

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.



Jayvan Scarff
New South Wales

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.



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.

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.



2026 VIVE LA STOCKMEN
TOUR



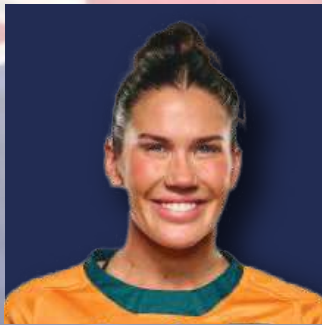
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OUR AMBASSADORS

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:



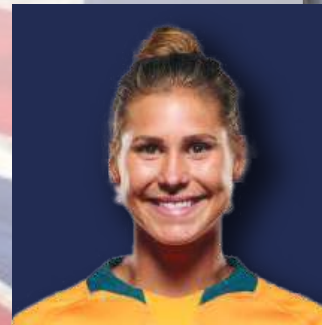
John Eales AM
Wallabies Statesman



Charlotte Caslick OAM
Olympic Games
Gold Medalist



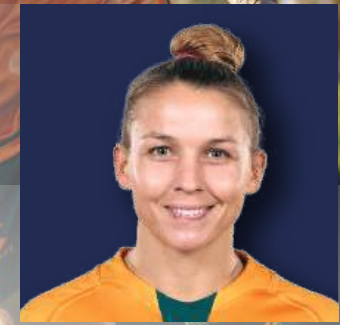
Tate McDermott
Wallabies Captain



Demi Hayes
Commonwealth
Gold Medalist



James Slipper
Wallabies Captain



Georgina Friedrichs
Wallaroos
Player of the Year



Harry Wilson
Wallabies Captain



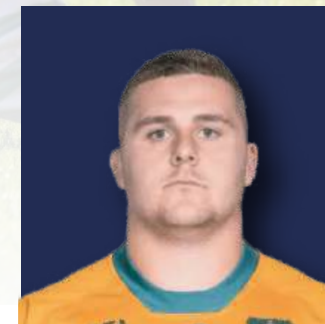
Nic White
Wallaby



Lewis Holland
Olympian



Greg Holmes
Wallaby



Blake Schoupp
Wallaby



Dylan Pietsch
Wallaby & Olympian



MEDIA ENGAGEMENT

2026 VIVE LA STOCKMEN TOUR

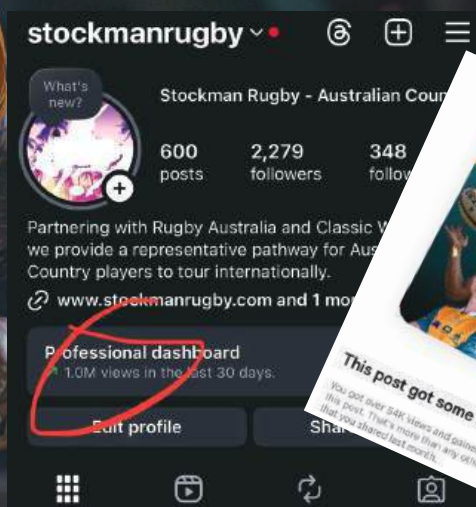
When it comes to media content, sponsor exposure, socials engagement, video and photo's we reckon we've been blessed with the best. Our 2025 Pacific Paradise Tour to Fiji was viewed by over **1.1 million** people, we're creative, fun and look for great exposure opportunities for our partners.



2.4 K Followers



7 K Followers



Reel and post views last month

1.6M

You crushed it in October!
Here's what that looked like.

1.1M

Reels and post views
+458% from September

75%

Views from non-followers
+472% from September

2.3K

Followers
+469 from September

In October, you shared **43 reels**
and **84 posts**

Way to go above and beyond! You're really putting
yourself out there, which will help your content get
seen more regularly.



Dr Kate Gazzard
Queensland

Having toured with rugby for 27 years, I can wholeheartedly say that touring with Stockies was the most fun, meaningful and rewarding team I've had the privilege of working with. The Hey Mate sessions are one of the most incredible and important aspects of the tour which make this program both unique and world class! Stockies for life!

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STOCKMAN RUGBY

YOUR OPPORTUNITIES TO BE SEEN

TELEVISION

ONLINE AND IN-PRINT



Stockman Rugby is blessed to benefit from top-tier professionals across our various rugby departments, including our Communications Officer, Tom. Having formerly worked with the Queensland Reds, Rugby Australia and Canada Rugby, Tom promotes Stockman Rugby through a diverse range of proven media channels so we feature in national and international rugby conversations on television, on-line, in-print publications and various Social Media platforms and forums. Our sponsors and tour partners enjoy the indirect and direct exposure they receive to a wider Australian country audience and being the topic of the wider rugby conversation.



SOCIAL MEDIA



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2026 VIVE LA STOCKMEN 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)

SPONSORSHIP OFFERING

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PRINCIPAL SPONSORSHIP

\$25,000



- 2026 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 '2026 Vive La Stockmen Tour' Launch in Sydney.
- An opportunity to address the 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.



Nic White
Wallaby

I'm delighted to be involved with Stockman Rugby, our international tours provide an important player pathway for Aussie club and country footy players looking to develop their rugby, while addressing men's-health issues in a character building environment.

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PLATINUM SPONSORSHIP

\$20,000

2 SPOTS

- 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 '2026 Vive La Stockmen Tour' Launch in Sydney.
- An opportunity to address the 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.

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Harry Wilson
Wallaby Captain

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 grass-roots footy.

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GOLD SPONSORSHIP

\$15,000

2 SPOTS

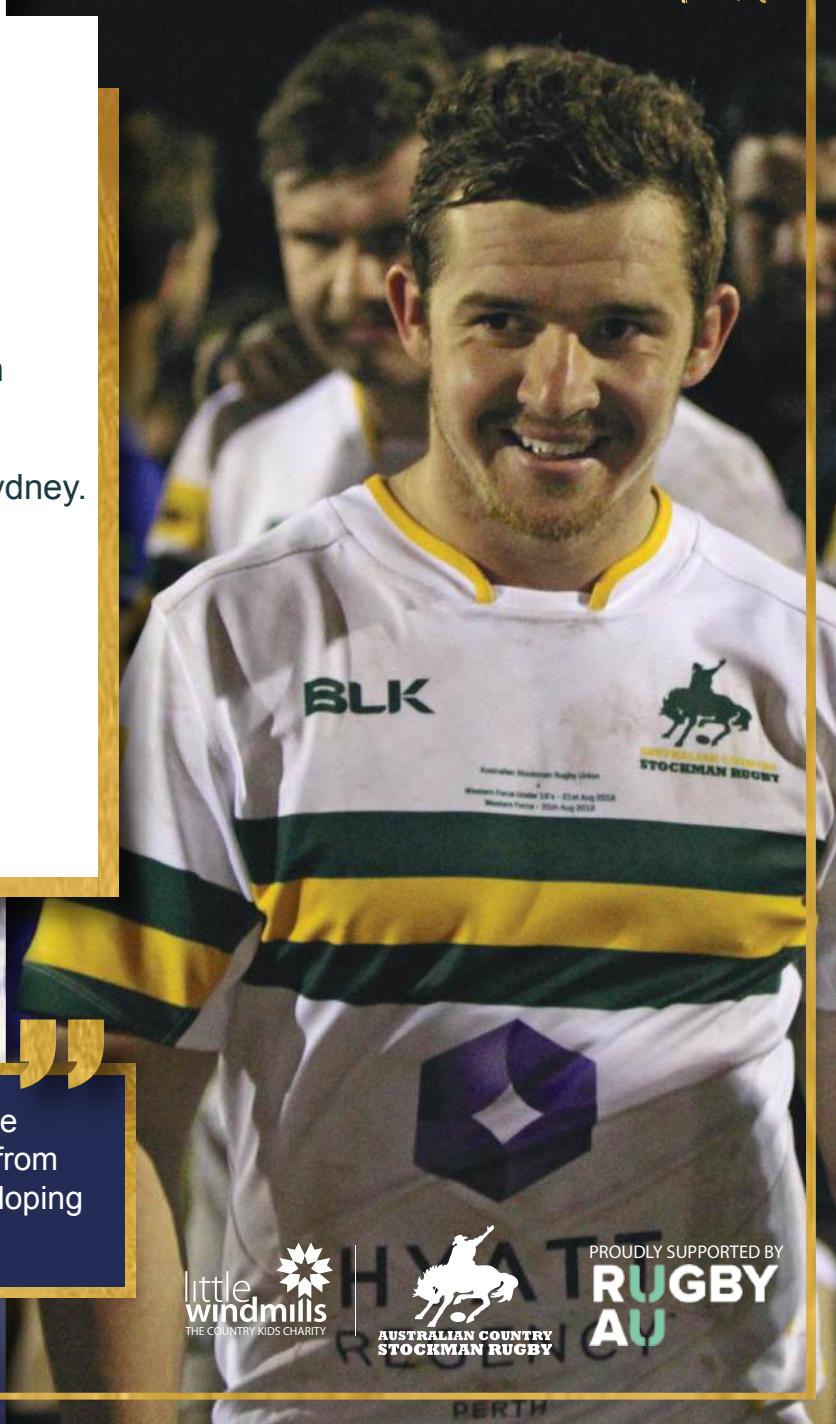
- Logo across back (under number) of Playing Jersey.
- Logo on training shirt – left sleeve.
- 3 x appreciation posts across Facebook, Instagram and LinkedIn.
- 1 x Stockman Rugby Ambassador video ('selfie style') thanking your organisation for their support.
- 2 x Free tickets to Stockman Rugby's '2026 Vive La Stockmen Tour' Launch in Sydney.
- An opportunity to address the 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.



Blake Schoupp
Wallaby

I love what Stockman Rugby represents both on the field and off it, the program provides a development pathway for aspiring rugby players from the country whilst discussing important men's health topics. It's developing Australians through sport and I'm really glad to be involved.

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SILVER SPONSORSHIP

\$10,000

2 SPOTS

- 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 '2026 Vive La Stockmen Tour' Launch in Sydney.
- An opportunity to address the 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
Wallaroo

Stockman Rugby are leveraging the power of rugby to bring together young Australians from rural and regional areas 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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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 '2026 Vive La Stockmen Tour' Launch in Sydney.
- An opportunity to address the tour launch event on behalf of your organisation.
- Logo on Stockman Rugby email footer.
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- Logo featured in the Stockman Rugby's Letterhead



James Slipper
Wallaby Captain

I am proud to be an ambassador of Australian Country - Stockman Rugby, 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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ITEMISED OPPORTUNITIES

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TEAMWEAR

MULTIPLE
SPOTS

Game Shorts

- \$1,500 - logo across seat
- \$1,000 - logo on back left leg
- \$1,000 - logo on back right leg

Spray Jacket

- \$1,000 - logo across back

Training Shirt

- \$500 - logo on training shirt

Training Shorts

- \$500 - logo on front leg
- \$500 - logo on back left leg
- \$500 - logo on back right leg

MEN'S HEALTH SESSIONS

\$2,500

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.



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 areas through rugby.



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AWARDS - ITEMISED OPPORTUNITIES

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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.



2026 VIVE LA STOCKMEN TOUR



AUSTRALIAN COUNTRY STOCKMAN RUGBY

THANK YOU

To progress your financial support of the Australian Country
- Stockman Rugby program, or to discuss sponsorship
opportunities in further detail please email Shaun Mackin
at: info@stockmanrugby.com, and:

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

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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