

Raise the Roof Benalla Inc.

From a Dream to a Reality

The Inaugural Sponsorship Opportunity that
will Only Come Around Once!!



MISSION STATEMENT:

To provide an outstanding, all-inclusive Equestrian facility that services all levels of events in equestrian sport whilst fostering competition, life-long friendships, camaraderie and social wellbeing within the equestrian community.

RAISE THE ROOF – BENALLA: From a Dream to a Reality

Our Story

The concept of an indoor arena began three years ago when three local equestrian clubs, who are regular users of the Benalla Sports and Equestrian Centre, discussed the possibility of improving the facility by building a covered sand arena. Cooperatively the three groups raised funds of more than \$50,000 in less than 18 months and have contributed over \$90,000 in funds to be project. Raise the Roof became an incorporated association in 2017.

Benalla, and the northeast of Victoria are home to a very active and growing equestrian community. Events held at our equestrian precinct attract groups from the local region, wider Victoria and NSW. Benalla is ideally situated on the main north south corridor between Melbourne and Sydney via the Hume freeway and is equally well serviced east to west by the Midland Highway making it the ideal location for a regional facility.

Our goal is to develop the Benalla Sports and Equestrian precinct into a renowned state and national equestrian venue. We are seeking the sponsorship of companies to partner with us on an exciting journey to achieve this goal.

Our successes so far:

- Overwhelming support from local and federal politicians concerning funding assistance
- Benalla Rural City - investment of \$20,000 for precinct feasibility study and masterplan development
- A further \$50,000 investment from Benalla Rural City towards construction of the arena
- Sport and Recreation Victoria - \$250,000 grant for indoor arena construction
- Sport Australia - \$246,500 for a disability, female and family friendly upgrade to precinct amenities
- Raise the Roof fundraising of over \$50,000 in 18 months
- Securing contribution of over \$58,000 from stakeholder groups towards the project
- Partnership with other sporting clubs for amenities upgrades with a commitment of over \$15,000
- RAISING THE ROOF – 15/10/2019

The Project

The **Raise the Roof** project involved the construction of a 72m x 40m covered riding arena with floodlighting to provide an all-weather surface, to extend the use of the Benalla Sports and Equestrian Centre, increase membership and grow equestrian sport participation rates.

A floodlit covered arena will enable events and activities to be conducted at night, seven days per week, allowing an increase in usage opportunities to the three clubs and increasing the availability for hire. This facility addition is a major boost to the capacity of the Benalla Sports & Equestrian Centre.

Modelling conducted on potential growth of membership and participation, forecasts that by June 2021, annual participation will be 7422 and membership 498. This indicates that the covered riding arena will generate an extra 84 members and 1251 more participants over its first two years. It is hard to deny that this addition will provide significant benefits towards the growth and development of equestrian sports in Benalla and district.

SPONSORSHIP SUPPORT

Moving our project forward to completion and future growth to meet the vision of the Raise the Roof Benalla committee, will require more than just local fundraising and government grant opportunities.

As people in business ourselves, we understand what is required to develop and retain sustainability in both 'bricks and mortar' and financial management. The RTRB committee believe it is our responsibility to develop partnerships that will underpin this sustainability to:

1. Get the project completed to a national standard
2. Assist with the ongoing viability of the facility once established

We Need You

Raise the Roof Benalla would like to offer your company/organisation the opportunity to partner with us to realise the dream of a safe and all-inclusive precinct in Benalla for the local and wider equestrian, and the broader community whilst exposing your business to a potential market of competitors, spectators, attending grooms and families. The profile of our audience is predominately females who influence 85% of all purchasing decisions.

There is no doubt that the equestrian community are already awaiting the opening of our venue with excitement and booking enquiries have begun.

While we have the necessary funds to carry out:

- **Phase 1 - Design and construct the indoor arena (COMPLETED)**

our project will require formation of further partnerships to progress:

- **Phase 2** – Installation of an equine kick rail fence including post and rail fencing at each end
- **Phase 3** - Development of spectator viewing platforms, landscaping and internal fencing
- **Phase 4** – Installation of extra stables and yards
- **Phase 5** - Upgrading of access and perimeter paths and roads of the development

To assist you in supporting this project we have put together several sponsorship opportunities. Some are ongoing while some are once off.

Visually:



Southern End of the Arena (prime position)



Northern End of the Arena (good position)



Silver sponsor \$2500 - Northern End Inside Gable (excellent visual position)

For further information on this exciting sponsorship opportunity:

- Contact the person who spoke to you personally about this package

OR

- Email: raisetherooft3@gmail.com
- Phone: Melissa 0438625588