



SPONSORSHIP PROSPECTUS

DBE YOUTH RODEO DEVELOPMENT INC



"Be part of shaping Rodeo's future - by backing today's youth"

ABOUT



DBE Youth Rodeo Development Inc was born from a legacy of passion, grit, and community spirit – a legacy shaped by two of Western Australia's most dedicated rodeo figures, Mark and Jo Kestel.

Beyond the spotlight of big crowds and sold-out arenas, Mark and Jo's greatest legacy lies in their tireless investment in Western Australia's youth. Quietly, consistently, and often at their own expense, they have created training opportunities, organised clinics, and brought out rough stock riders and team ropers to regional WA, to inspire and educate the next generation. For years, they have personally funded programs for young athletes, believing deeply in the power of rodeo to shape strong, confident, and capable young people.

It was from this foundation that **DBE Youth Rodeo Development Inc** was formed.

With a vision to carry forward the standard set by Mark and Jo, a dedicated committee of like-minded individuals came together to create a not-for-profit organisation that would formalise and expand their efforts. The goal: to provide structured, ongoing development for youth in all disciplines of rodeo, while maintaining the personal care and high standards that the Kestels are known for.

DBE Youth Rodeo Development Inc is not just an organisation; it is a continuation of the movement that Mark and Jo started. It honours their unmatched contribution to youth development in rodeo and ensures that their work will not only endure but grow.

Today, as more young riders saddle up and step into the arena, they do so supported by a framework built on generosity, hard work, and love for the sport. And at the heart of it all are Mark and Jo Kestel, the pioneers who dared to dream bigger – and who continue to inspire a whole generation of rodeo athletes across Western Australia.

The future of rodeo in WA is bright – and thanks to DBE Youth Rodeo Development Inc, it's bucking strong.

OUR IMPACT



DBE Youth Rodeo Development delivers intensive, measurable development for young rodeo athletes through numerous dedicated training days in barrel racing, junior bull riding and roping, combined with regular junior competitions that build technical skill, confidence and sportsmanship.

Training is led and supported by world-class coaches and visiting champions, whose credentials guarantee elite, practical tuition:

- **Travis Edwards** – An integral part of the Youth Rodeo Program. Travis & his wife, Jill offer their property in Stephenville, Texas, for training days. Travis's knowledge, connections, commitment and support is paramount to the youth's development.
- **Gary Leffew** – World Champion Bull Rider (elite bull-riding techniques, mental preparation).
- **Jackie Crawford** – World Champion Breakaway Roper (breakaway roping fundamentals, horse/rider systems).
- **Walt Woodard** – World Champion Team Roper & NFR qualifier (team roping strategy and partner work).
- **Sam Spreadborough** – NFR qualifier, Saddle Bronc specialist (bronc technique, timing and ride control).
- **Wade McCarthy** – Former Australian Bull Riding Champion (national-level bull riding coaching and safety).
- **Paul Casey** – Multi-WA Champion & former New Zealand Champion (all-round event coaching and competitive preparation).



CHAMPION TRAINING SPONSOR



**MINIMUM \$5,000
CONTRIBUTION**

As a major sponsor you underwrite intensive training and camps, multiplying the program's impact and helping many riders reach their full potential.

Benefits Include:

- Major sponsor for training and camps.
- Invite to Training Days.
- Social media shout-out.
- Website link on Youth Rodeo page.
- Logo on youth training shirts.
- Branded give-aways.
- Banner at Training Days or youth event (supply your banner).
- Naming opportunities (Business – Rising Star Award).
- Photos & a thank-you card from rider(s).
- 10 VIP donated admissions to one nominated DBE rodeo.



STOCKMAN SPONSOR



**MINIMUM \$2,500
CONTRIBUTION**

Your contribution funds scholarships and camp access, opening pathways for talented youth to receive focused training and life-changing experience.

Benefits Include:

- Funds the youth scholarship program.
- Invite to Training Days.
- Social media shout-out.
- Website link on Youth Rodeo page.
- Logo on Cap.
- Branded give-aways.
- Banner at camp or youth event (supply your banner).
- Photos & a thank-you card from rider(s).
- Every \$5,000 raised sends 4 young riders to a 3-day camp.
- 5 VIP donated admissions to one nominated DBE rodeo.



DBE YOUTH RODEO DEVELOPMENT INC

TRAIL BOSS SPONSOR



**MINIMUM \$1,500
CONTRIBUTION**

You sponsor a young rider for a year, providing steady mentorship and the resources to develop their skills and confidence.

Benefits Include:

- Sponsors a young rider for 12 months.
- Social media shout-out.
- Website link on Youth Rodeo page.
- Logo on cap.
- Branded give-aways.
- Photos & a thank-you card from rider(s).
- 4 donated admissions to one nominated DBE rodeo.



COWBOY SPONSOR



MINIMUM \$500 CONTRIBUTION

Your support keeps grassroots opportunities alive, giving local young riders the encouragement and community backing they need to get involved.

Benefits Include:

- Supports grassroots youth rodeo.
- Social media shout-out.
- Website link on Youth Rodeo page.
- Branded give-aways.
- 2 donated admissions to one nominated DBE rodeo.



INVESTMENT BREAKDOWN



	CHAMPION TRAINING SPONSOR	STOCKMAN SPONSOR	TRAIL BOSS SPONSOR	COWBOY SPONSOR
CONTRIBUTION	Minimum \$5,000	Minimum \$2,500	Minimum \$1,500	Minimum \$500
Sponsors a young rider for 12 months				
Invite to Training Days				
Social Media & Online Promotion				
Logo	On Youth Shirts	On Youth Caps	On Youth Caps	
Branded Give-Aways				
Banner at Youth Events				
Naming Opportunities (Awards)				
VIP Donated Admissions to One nominated DBE Rodeo	10 TICKETS	5 TICKETS		
Donated Admissions to One nominated DBE Rodeo			4 TICKETS	2 TICKETS





DBE YOUTH RODEO DEVELOPMENT INC

Thank you for taking the time to read our prospectus and consider supporting DBE Youth Rodeo Development.

Your interest matters – every contribution helps young riders gain skills, confidence and life-changing opportunities.

We welcome enquiries of any size and would be delighted to discuss how a sponsorship can match your goals or be tailored to your organisation.

OUR CONTACT:



Phone Number:
0407 984 473



Email Address:
admin@dbeyouthrodeo.org



Website:
dbeyouthrodeo.org



Location:
Wooroloo, WA, 6558