

KOI KYEUNU-RUFF

STIRLING RANGE NATIONAL PARK, WA

24 OCTOBER 2026



2026 SPONSORSHIP PACKAGE



EARN.THE.VIEW

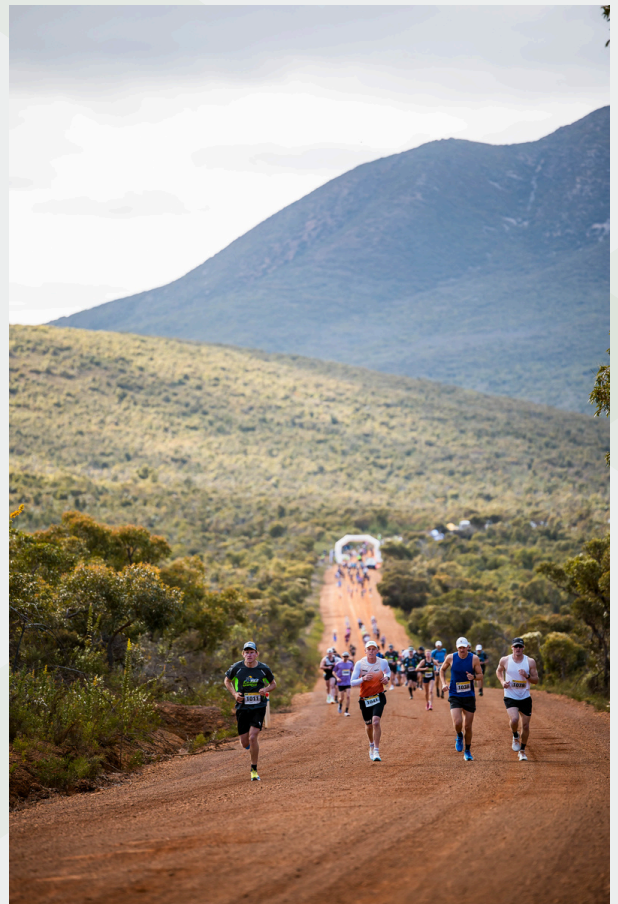


INTRODUCTION

Welcome to Wild Gravel 2026

Wild Gravel is more than an event, it's an adventure shaped by rugged landscapes, raw challenges, and unforgettable community spirit. Set beneath the dramatic peaks of Koi Kyeunu-ruff (Stirling Range National Park) in Western Australia, Wild Gravel brings together trail runners, gravel riders, walkers and outdoor enthusiasts for a truly unique regional experience.

Following two successful years of strong growth and widespread support, Wild Gravel 2026 is set to be our biggest event yet. What began as a bold new regional endurance event has quickly evolved into a recognised destination experience, attracting participants and visitors from across Western Australia and beyond.



Wild Gravel offers sponsors the opportunity to align with an authentic, values-driven event that celebrates adventure, wellbeing, regional tourism and community connection. With a passionate and highly engaged audience, strong visual branding opportunities, and growing media and digital reach, Wild Gravel provides meaningful exposure both on event day and year round.

As momentum continues to build toward 24 October 2026, we invite you to be part of the journey.



WHY PARTNER?



Align with a Rapidly Growing Regional Event

Position your brand alongside one of regional WA's most exciting outdoor endurance events, connecting with a passionate audience of cyclists, runners, walkers, spectators and adventure travellers.

Reach an Engaged and Active Audience

Wild Gravel attracts participants who value health, wellbeing, travel, sustainability and authentic experiences, creating opportunities for brand exposure both online and on event day.

Support Regional Impact

Your partnership helps drive visitation, tourism and economic activity across the Great Southern while supporting an event that celebrates community connection and the outdoors.

Create Genuine Brand Experiences

From on-course activations and digital campaigns to naming rights and community engagement opportunities, our sponsorship packages are designed to deliver strong visibility and authentic audience connection.

Grow With Us

As Wild Gravel continues to expand in scale and reputation, sponsors have the opportunity to become part of the event's long term journey and growing legacy.

EVENT OVERVIEW

Date: Saturday, 24 October 2026

Location: Stirling Range National Park, Shire of Gnowangerup, Western Australia

Gravel Cycling	Gravel Running	Trail Running	Walking
10km to 150km gravel rides (includes two sanctioned races) Featuring the new 95km Untamed route and the 440km Ultra!	5km, 10km, 21km and 42km distances Relay and quad relay categories available for longer runs.	New 11km and 21km trail runs through the Stirling Range landscape. Think firebreaks, mountains and technical surfaces.	5km and 10km community walks. Great option for corporate teams!

The Experience

Wild Gravel delivers a unique experience across rugged gravel roads, remote scenery and some of WA's most spectacular natural landscapes. Designed to challenge and inspire, the event combines adventure, community and regional hospitality in one unforgettable weekend.

The Celebration

Participants, supporters and sponsors come together post-event for a vibrant event village atmosphere featuring presentations, entertainment, food, local hospitality and community celebration.



SPONSORSHIP OPPORTUNITIES



Headline Sponsor

Investment Guide: \$10,000+

- Naming rights to the Wild Gravel Event Village
- Premium logo placement across major event branding and merchandise
- Feature positioning on the Wild Gravel website
- Full-page advertisement in the official event guide
- Prime Event Village activation space with VIP parking and hospitality access
- Dedicated sponsor features across Wild Gravel social media channels
- Recognition across event presentations, media opportunities and promotional campaigns
- Opportunity to collaborate on tailored brand activations

SECURED



Major Event or Race Sponsor

**Limited Opportunities Available*

Investment Guide: From \$5,000

- Naming rights to a key race, distance or event element ie. [Your Brand] 150km Gravel Race
- Logo inclusion on event website, signage and participant materials
- Sponsor activation space within the Event Village
- Social media promotion and website backlinking
- MC acknowledgements and event-day recognition
- Lets chat about a corporate discount for staff registrations/teams!
- Opportunity to provide branded prizes or participant engagement initiatives



Supporting Sponsor

Investment Guide: From \$1,500

- Sponsorship of an on course pitstop. Cover your marquee with branding!
- Pitstop naming rights
- Logo placement on selected event signage and website
- Event Village sponsor space with parking allocation
- Social media acknowledgement
- Opportunity to contribute branded giveaways or activations



Community Partner

Investment Guide: From \$500

- Support a smaller distance *i.e 10km walk*
- Opportunity for a branded Event Village presence
- Logo placement on the Wild Gravel website
- Suitable for local businesses and community organisations

Product Sponsor

- Provide products, prizes, participant items or event merchandise
- Recognition online and within the Event Village
- Great opportunity for product sampling and brand exposure
- Opportunity for a free registration!

Service Sponsor

- Provide a service that will support participants or event day
- Logo & branding across the website
- Social media promotions
- On site booth & experiential marketing opportunities
- Opportunity for a free registration!



LET'S **COLLABORATE**

Wild Gravel offers more than sponsorship visibility, it offers the opportunity to become part of a distinctive regional event experience with strong community values and growing statewide recognition. Whether you are a national brand, regional business or community organisation, we can tailor a partnership package to suit your goals and maximise impact.



Neah Stewart- Wild Gravel Support Officer



0429 637 045



wildgravel@gnowangerup.wa.gov.au

