

Baw  Baw

BIG BLOKES

Since 2012

2026 SPONSORSHIP PROSPECTUS

Be a part of something bigger



Join us. Make a difference. Be remembered.

Partnering with the Baw Baw Big Blokes BBQ is more than sponsorship, it's a chance to support one of Gippsland's most recognised community events while connecting your business with a cause that genuinely matters.

With 700 attendees and strong exposure across social media, local media, and community networks, **it's a rare opportunity to align your brand with a powerful purpose and be seen by thousands as a community-minded business that truly cares.**



WELCOME TO WEST GIPPSLAND'S PREMIER MEN'S HEALTH EVENT

The Baw Baw Big Blokes BBQ is more than just a barbecue - it's a movement for men's health, mateship, and meaningful impact. Over the past 13 years, this iconic annual event has raised over \$2.4 million and brought together more than 9,000 local men, placing a powerful spotlight on prostate cancer awareness and broader men's health issues.

But the success of this event is only possible through the invaluable involvement of local businesses and community leaders like you.

When you become a sponsor, you're not just promoting your business - you're standing beside a cause that's saving lives, starting conversations, and strengthening the fabric of the West Gippsland community.

Your support helps

- Helps fund potentially life-saving medical equipment for local patients.
- Supports men's health, mental health and community programs across the Baw Baw Shire.
- Delivers education and awareness initiatives that reach thousands of people in our community.
- Encourages men to have conversations they may otherwise avoid.
- Contributes directly to the PCFA and its ongoing work in prostate cancer research, support and awareness

The Impact So Far

- Over \$2.4 million raised across 13 years for men's health, prostate cancer awareness and local community initiatives.
- \$870,000 donated to the Prostate Cancer Foundation of Australia.
- Financial support provided to Mindfull Aus, helping impact over 5,000 locals through community events and awareness campaigns.
- First Aid Level 1 training delivered to more than 8,800 Year Nine students across the Baw Baw Shire.
- Mental health awareness training delivered to Year Ten students across the Baw Baw Shire through a partnership with Live4Life.
- Support provided to West Gippsland Healthcare Group, including funding for local medical equipment and vulnerable patient care packages.
- Prostate cancer awareness initiatives delivered locally to encourage men over 40 to speak to their GP.
- Support provided to numerous other local charity organisations and community groups across West Gippsland.

SO, WHAT DO YOU GET WITH A SPONSORSHIP PACKAGE?

A sponsorship package with the Baw Baw Big Blokes BBQ gives your business the opportunity to align with Gippsland's premier charity event. There is nothing bigger in our region, and as the largest of all the Big Blokes BBQ events, it provides a unique platform to showcase your business in front of a highly engaged local audience. Through print, social media, event material, signage and on-the-day recognition, your brand receives meaningful exposure while being connected to a cause that genuinely matters. Most importantly, it shows your business is standing behind men's health, prostate cancer awareness and the local community

Traditional & Digital Advertising

The 2025 promotional campaign included

- 12 x full page ads that featured all of our sponsors logos in The Gazette
- Multiple editorials and photo spreads before and after the event
- In addition to the traditional form of advertising, our social media pages reach thousands of individuals in the lead-up to and following the event with: Sponsor shoutouts and profile features, countdown campaigns, event galleries, video content, and post-event highlights and real-time updates and sponsor tagging throughout the event day.

Physical Advertising & Event Exposure

Your sponsorship doesn't just end there - it comes to life throughout the event and well beyond. Sponsors are showcased across the entire event footprint, including banners, media walls, digital screens, printed material, stage mentions, and social promotion, ensuring your brand remains front-of-mind before, during, and after the event, as well as:

- 800 Limited Edition Stubby Holders Custom-designed each year and highly sought after, these feature patron sponsor logos and are quickly becoming collectors' items.
- Event Program Booklets Every attendee receives a professionally printed booklet featuring the full schedule, auction items, and sponsor advertisements.
- 10,000 Raffle Tickets Distributed widely, these include sponsor logos for added media coverage, community updates, and shared multimedia content.
- Live Recognition Sponsors are acknowledged by the MC and the President during official speeches, and visually throughout the venue.
- Post-Event Exposure Sponsors continue to receive visibility through wrap-up media coverage, community updates, and shared multimedia content.

SPONSORSHIP PACKAGES

PATRON \$5,500 Investment

LIMITED AVAILABILITY

Please don't delay in contacting us for this package as these spots sell out well in advance of the event.

- Table of 10 to the annual event
- Prime logo placement on all event material and the Baw Baw Big Blokes website
- 3 large wall banners in the room on the day of the event
- Stubby holder feature
- Inclusion in all media coverage, social media, and multimedia presentations
- Bespoke opportunities to sponsor activities on the day (Raffles, Table Draws etc.) with prior agreement.

MAJOR \$2,500 Investment

- 2 banners in pre-function area or outside where guests arrive.
- Recognition across website, social media and multimedia presentations.
- Bespoke opportunities to sponsor auction or raffle items with prior agreement.

SPONSOR \$1,000 Investment

- 1 banner in the pre-function area or outside where guests arrive.
- Recognition on the website, social media and multimedia presentations.

All sponsorship packages run from July 1 to June 30.

All sponsorship packages are inclusive of GST



LET'S TALK

We welcome a discussion around any level of sponsorship that suits your business. We are also open to bespoke arrangements or goods in lieu if you have something in mind. Let's work together to make a genuine impact on men's health in West Gippsland and raise funds for the PCFA and our local community.

If you've got any questions or just want to have a chat about what could work for your business, we're always happy to talk it through.

Sponsorship Co-Ordinators

Name	Number
Jamie Power (President)	0413 697 799
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