

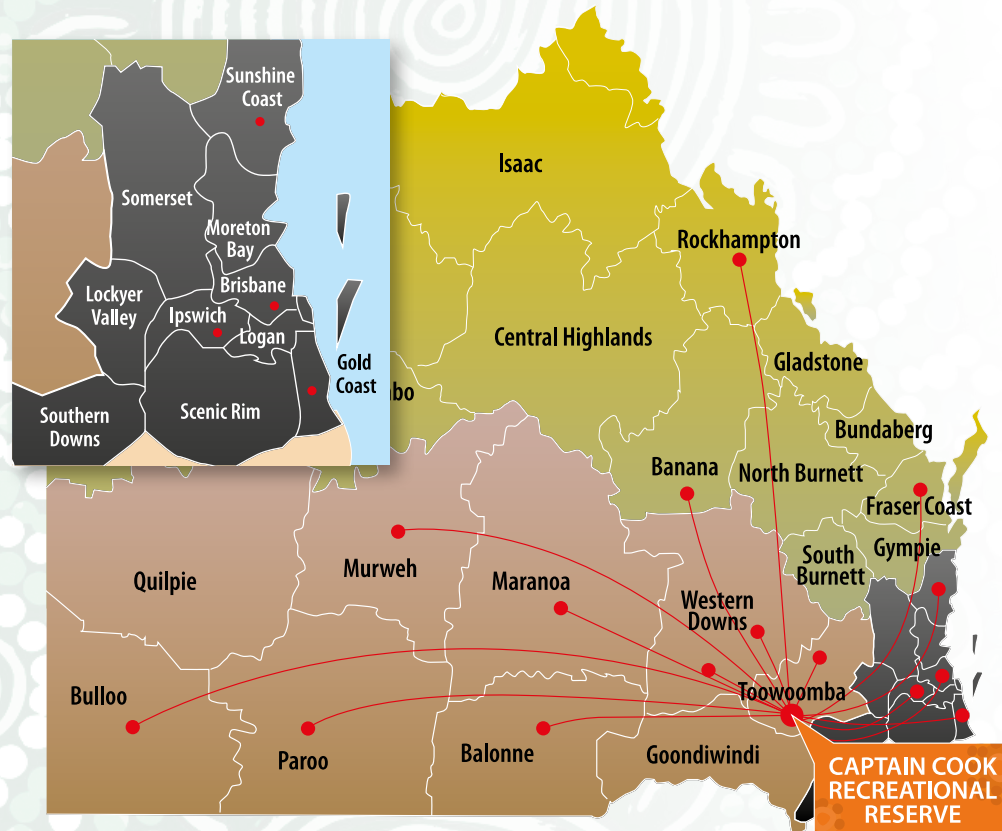


## ABOUT THE CARNIVAL

- Held at Captain Cook Recreational Reserve Toowoomba
- Men's Competition, 16 years +
- Women's Competition, 14 years +
- 8 Players per team (12 per Squad)
- Professional Umpires from Toowoomba Cricket Association
- Sanctioned by QLD Cricket

## FUN FOR THE WHOLE FAMILY

- Jumping Castle
- Face painting



SUNSHINE COAST WARREGO MARANOA BALONNE CONDMINE  
PAROO DAWSON FITZROY BREMER BULLOO MOONIE BRISBANE

WESTERN RIVERS CUP

**SAT 5  
+ SUN 6**  
**APRIL 2025**

CAPTAIN COOK  
RECREATIONAL RESERVE,  
TOOWOOMBA

SOUTH WEST  
INDIGENOUS  
NETWORK EXISTS  
TO ENSURE THAT  
THROUGH SPORT,  
CULTURE AND  
COMMUNITY,  
INDIGENOUS  
AUSTRALIANS CAN  
LIVE LONGER AND  
HAVE A BETTER  
QUALITY OF LIFE.



## SPONSORSHIP ENQUIRIES

**Contact:** Jess Duff  
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[WWW.SWIN.ORG.AU](http://WWW.SWIN.ORG.AU)



AKL INDUSTRIES



QUEENSLAND  
CRICKET

Video footage taken by



JOIN THE CUP



# WESTERN RIVERS CUP

CRICKET THROUGH THE CURRENT, WHERE  
CULTURE & SPORTS MEET.

**APRIL 2025**  
**SAT 5 + SUN 6**

**200 PLAYERS 12 TEAMS**  
**12 COMMUNITIES**  
**1 GOAL**





*Cricket through the Current,  
Where culture & sports meet.*

## COME AND JOIN US

The Western River's cup is south-west Queensland's only Indigenous cricket carnival.

Each year SWIN continues to expand the Western Rivers Cup, with the standard of cricket increasing each year. The 2025 event is shaping up to be even better!

If you are one of our past sponsors or are looking for a new way to support your community, then we invite you to be part of our 2025 Western Rivers Cup.

Twelve teams, 34 Team officials, 20 volunteers and over 200 players will again unite at Captain Cook Recreational Reserve in Toowoomba for a day of fun, fast and exciting action on the pitch.

This is a great opportunity to encourage Indigenous men, women and their families to be active and healthy while enjoying a 'good yarn' among friends, fellow competitors and spectators.

As SWIN and Western Rivers Cup continue to grow, please know that partnerships with our sponsors are vital to the next chapter and ensuring this popular community sporting event will become a favourite day on our State's sporting and cultural calendar.

*Western Rivers Cup is a joint initiative by the South West Indigenous Network and Queensland Cricket.*

*The carnival's name recognises the cultural significance of the region's river systems to Aboriginal and Torres Strait Islander people.*

*Each team is named after one of these important rivers.*

**SAT 5 + SUN 6 APRIL 2025**  
CAPTAIN COOK RECREATIONAL RESERVE TOOWOOMBA

# 2025 SPONSORSHIP OPPORTUNITIES

## MAJOR SPONSOR \$10,000 (2 Spots available)



### Major Sponsor Benefits

- Exclusive Major Sponsor of the Western Rivers Cup or SWIN Seamers Indigenous Representative Team
- Sponsorship acknowledgement with team named after your business, on all uniforms to include business name and logo. All shirts and shorts are specially made by AKL Industries in Aboriginal design
- Exposure during special media events (incl. social media, radio, TV and newspaper)
- Your business name and logo on the front of all SWIN Seamers or Western Rivers Cup playing shirts
- All Sponsorships includes involvement with our Western Rivers Cup with the opportunity to display business signage around Captain Cook Recreational Reserve during carnival
- Opportunity to have own stall / marquee at carnival
- VIP mentions by public announcer during carnival

### Twilight Closing Presentation Ceremony

- 8 VIP tickets to the twilight closing presentation ceremony on Sunday 3 April 2022
- Speaker segment in the opening program
- Special mentions by Master of Ceremony
- Your signage and logo placement at venue

## SUPPORTER INVESTMENT \$500 (10 Spots available)



### Supporter Benefits

- Your Business Logo between the SWIN and QLD Cricket Logo on your nominated teams playing shirts Specially made by AKL Industries in aboriginal design  
Please note: this logo position will be smaller in size than those allocated for the above sponsorship commitments
- Opportunity to display own signage around Captain Cook Recreational Reserve during carnival
- Opportunity to have own stall/marquee at carnival
- Mentions by public announcer during carnival

### Twilight Closing Presentation Ceremony

- 2 VIP tickets to Twilight Closing Presentation Ceremony on Sunday 3 April 2022

## GOLD SPONSOR \$5,000 (4 Spots available)



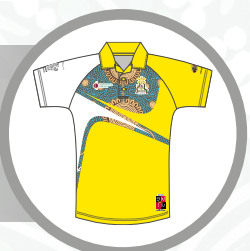
### Gold Sponsor Benefits

- Sponsorship acknowledgement towards providing education and training courses for volunteers and team officials in the sport of cricket. Courses to include coaching, umpiring and event management
- Your business name and logo on sleeve of all 40 Volunteers shirts specially made by AKL Industries in Aboriginal design
- Your business name and logo on the back of your nominated team playing shirts specially made by AKL Industries in Aboriginal design
- Recognition as Gold Sponsor on all event marketing material including posters, SWIN website, newspaper advertisements and event program
- Exposure during special media events to launch carnival and announce sponsors
- Opportunity to display own signage around Captain Cook Recreational Reserve during carnival
- Opportunity to have own stall/marquee at carnival
- Mentions by public announcer during carnival

### Twilight Closing Presentation Ceremony

- 6 VIP tickets to Twilight Closing Presentation Ceremony on Sunday 3 April
- Your signage and logo placement at venue

## SILVER SPONSOR \$2,500 (6 Spots available)



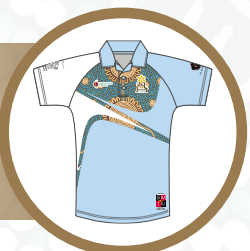
### Silver Sponsor Benefits

- Your business name/logo on the right sleeve of your nominated teams player shirts specially made by AKL Industries in aboriginal design
- Recognition as Silver Sponsor on all event marketing material including posters, SWIN website, newspaper advertisements and event program
- Exposure during special media events to launch carnival and announce sponsors
- Opportunity to display own signage around Captain Cook Recreational Reserve during carnival
- Opportunity to have own stall/marquee at carnival
- Mentions by public announcer during carnival

### Twilight Closing Presentation Ceremony

- 4 VIP tickets to the Twilight Closing Presentation Ceremony on Sunday 3 April 2022
- Your signage and logo placement at venue

## BRONZE SPONSOR \$1,000 (8 Spots available)



### Bronze Sponsor Benefits

- Your business logo on the left sleeve of your nominated teams playing shirts specially made by AKL Industries in aboriginal design
- Recognition as Bronze Sponsor on all event marketing material including posters, SWIN Website, newspaper advertisements and event program
- Exposure during special media events to launch carnival and announce sponsors
- Opportunity to display own signage around Captain Cook Recreational Reserve during carnival
- Opportunity to have own stall/marquee at carnival
- Mentions by public announcer during carnival

### Twilight Closing Presentation Ceremony

- 2 VIP tickets to Twilight Closing Presentation Ceremony on Sunday 3 April 2022

*Sponsorship levels are GST exclusive.*