



SPONSORSHIP

Prospectus

September
2026



19 September 2026

WELCOME

Attention all Bikers and Hikers!

Welcome to the Inaugural Laura Bike and Hike Festival to be held on 19th September 2026.

Do you like riding your Bike?

Come to the Laura trails Bike and Hike Weekend and join in our Trail Rides.
Choose from trails that are difficult, easy, fun or scenic.

Trail or Rail Trails - for People and Partners

Do you like to Hike?

Follow some of our Hiking trails from Laura for a short or long hike.
Choose a short Hike or a Long Hike we'll offer you suggestions to select.

Families and Friends - Long or short - Frolic and Fun

Do you like Historical Walks?

Follow some of the historical walks in and around Laura.
Select a long walk or a short walk.

Historical Walks - Look and Learn

Do you like to ride with your Kids?

Join the students and parents from surrounding Primary School.

Toddlers on Trikes, Parents on Bikes

Do you like to walk your pets?

Grab the leads and a friend, take your pets out for a day.

People and Pets - Lead the Way!

What about a Destination Trail?

Try the Southern Flinders Rail Trail to Stone Hut or Gladstone.


Walk, Ride or Run its up to you!

Bikers and Hikers - Out for the Day.

When you're done - share in the fun!

Presentations:

Food, Music and stories from 4.30pm at the Event headquarters at Laura Sporting Oval

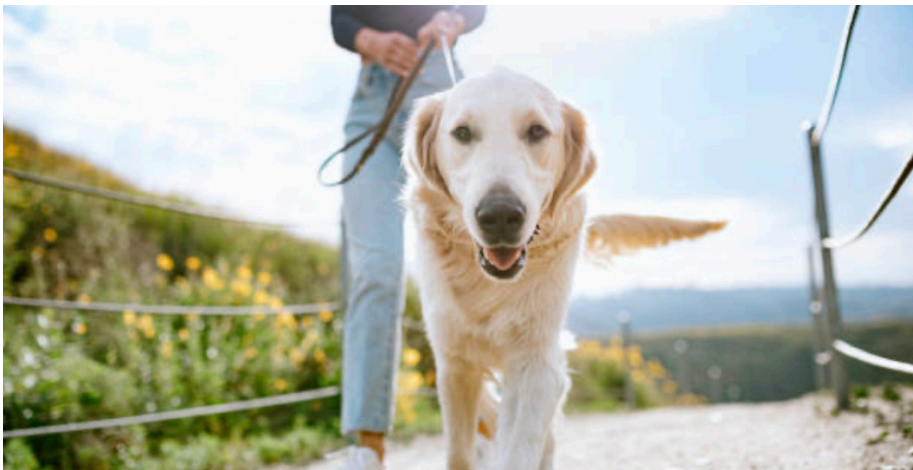
Another exciting event brought to you by
LAURA  **EVENTS INC.**

LAURA TRAILS
BIKE & HIKE
Festival
19 September 2026



*Hiking
with
Family*

*Riding
with
Friends*



*Walking
the Dog*

OVERVIEW



Following 12 months of Research, Community Consultations, Northern Areas Council Deputations and local business feedback.

The Laura Events Committee have established support for the inaugural Laura Trails, Bike and Hike Festival 2026. This event will provide the framework for future events scheduled annually, developing into a two day activity extended over a full weekend. The event will support longevity, targeting the wider community and region at large.

What style of activity can the Laura Events Committee establish that would provide longevity, become an annual event and offer support to the community at large?

The following items form the criteria for the event:

- Target to become an annual event with potential to grow.
- To support the traders in Laura and surrounds, including accommodation, food and hospitality, Historical attractions to the township and other businesses.
- To be conducted over a weekend encouraging visitors to stay over at least one night in the region.
- Capturing the nature and surroundings of Laura the Southern Flinders Ranges and wider region.
- Become a focal event for Laura every September sharing annual status with the Laura Folk Fair, separating the two events by 6 months one in Autumn and one in Spring.

Our research confirms the potential to establish Laura as the Gateway to the Trail Country in the Southern Flinders Region for walking and bike riding trails targeting all ages.

Location: Laura Sporting Reserve

Duration: The Inaugural event will be 1 day, Saturday, 19 September 2026. Laura Events anticipate this event will provide options and present opportunities for improvements to take it to a 2-day event in 2027 and beyond.

Date: Saturday 19 September 2026. This is the beginning of Spring, good weather, not too hot, hopefully no rain, and the countryside looks amazing, helping target family participation as an excellent outdoor activity.



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We are offering sponsorship opportunities that will commence 1st March 2026 and run through to September 2026. This will provide maximum exposure to our sponsors whilst at the same time promoting and marketing the event up to and including Saturday 19 September 2026.

The event will be targeting participants from Adelaide and interstate as well as our regional businesses. The target for the committee is 500 - 1,000 registrations for our first event, with publications on Southern Cross Television commencing in April 2026 helping to market the event.

What will we do with your Sponsorship Support?

For the benefit of Sponsors Laura Events will include reports to sponsors detailing activities promotions, advertising, and marketing tailored to your requirements. At the conclusion of the event, Laura Events will provide a complete analysis including financial. A critique and break up of all activities will be provided to each sponsor, including what activities were the most popular and what activities will require more work.

Laura is well placed to capture a wide range of visitors to our community from as far south as Adelaide and North as Wilmington encompassing regional communities from the Southern Flinders Ranges, Gladstone, Jamestown, Port Pirie, Port Augusta, Kadina and Moonta.

- Company Logo's will be included on our Laura Events website on a page dedicated to sponsors.
- Company logos will be included on all advertising banners, event flyers, and Laura Main Street flags.
- Major Sponsors will have their company logo on the merchandise which will be available for sale. This will include hats, tee shirts, location maps, water bottles and teardrop flags.
- Committee Members and Volunteers will be provided with clearly identifiable shirts and hats.
- Marketing will commence in March with banners on the main entrance to Laura (Possum Park Road) and in the main street of Laura.
- We will be seeking sponsorship from Adelaide companies, Multi-nationals and SA Tourism businesses located in Laura, Crystal Brook, Gladstone, Jamestown and Port Pirie.
- Regular updates will be published in the Laura Standard (bi-monthly) and in surrounding local papers in Crystal Brook, Jamestown and Gladstone.
- All sponsors will be provided with regular updates up to and including the event via email.





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Registrations:

Registrations will commence in March online following the launch of the website. All registered participants will be updated with activities as they unfold on the website.

Sponsorship Level	Target Participants	Sponsorship Contribution
1	Corporations, Government, Utilities, Bike & Sporting Manufacturers	\$3,000
2	Local Businesses, Club, Hotels, Wineries, Supermarkets	\$1,500
3	Local Small Businesses	\$1,000
4	Caterers, Sporting Clubs	\$500
5	Local Residents	\$150
Other	In Kind	Donation

Distribution of Profits:

In our preliminary investigations, it became obvious that some of the trails and rail-trails in our region are lacking in upkeep and maintenance. We have many beautiful trails in our region and some of them are in need of council remediation, including clear signage, GPS co-ordinates, distances, location of toilets and fresh water facilities, graded levels of endurance and reasonable expectations on time to complete the hike or ride.

The Laura Events Committee is committed to donating a major portion of the profits to the Councils in the region, affected by a lack of funding, to help maintain these beautiful trails. This commitment will remain in place until such time as all trails in the Southern Flinders are useable, safe and documented for visitors to our region.



Thank you for the opportunity to present our exciting event.

2026 will be an exciting year not only for our committee and sponsors but for the wider community. The Laura Fair is scheduled for 18th and 19th April 2026. The event will feature new activities offering visitors a more varied and enjoyable experience.

Laura Events will be participating at this event so please visit us on our Stand. You can connect with a member of our committee to discuss your participation. Registrations will be available online at www.lauraevents.au

If you have any questions that have not been addressed, please contact our Committee Secretary.

Mrs Sharon Medlow Smith

Email: info@lauraevents.au **Mobile:** 0411 70 236 **Web:** lauraevents.au



For your convenience we provide the following information in respect of your support.

Laura Events Inc. ABN 91 88 36 48442

Bank SA: BSB 105 016 A/c 036156040

Please provide your email address for an official invoice and receipt. Our Secretary will contact you for your company logo and details for your inclusion in our publicity, electronic notices, and website.

*Our event will promote
healthy living, outdoor
activities and the opportunity
to meet people, enjoy the
region, learn about our town
and history.*

*We look forward to
working with you.*