

7TH BORDER COLLIE NATIONAL



SOUTH AUSTRALIA 2027

BROADCAST AND MEDIA PARTNERSHIP PROSPECTUS

Creating the most comprehensive digital coverage of a Border Collie National ever presented in Australia.



BCCSA.org.au/national

Introduction

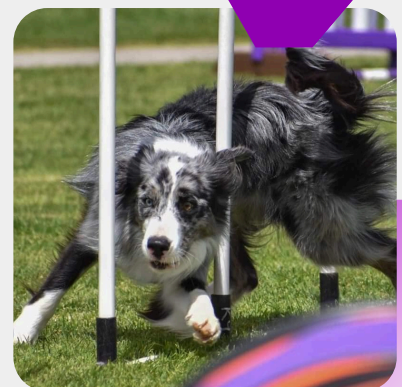
The 2027 Border Collie National will bring together Border Collie enthusiasts, competitors, breeders and spectators from across Australia for four days of competition, celebration and community. As the premier event on the Australian Border Collie calendar, the National showcases the versatility of the breed across a diverse range of disciplines including Conformation, Herding, Agility, Jumping, Games, Obedience, Rally, Scent Work, SprintDog, Dances With Dogs and Trick Dog.

The 2027 National aims to deliver the most comprehensive digital coverage of a Border Collie National ever presented in Australia.

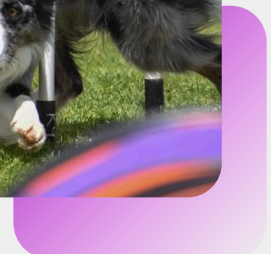
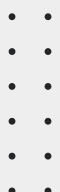
Through professional livestreaming, replay access, daily highlight packages and extensive digital content, our goal is to ensure that every competitor, every discipline and every achievement can be shared with audiences both on-site and around the world. From drone footage capturing the spectacle of Herding to simultaneous coverage across multiple venues, we are committed to showcasing the full National experience rather than focusing on a single aspect of the event.

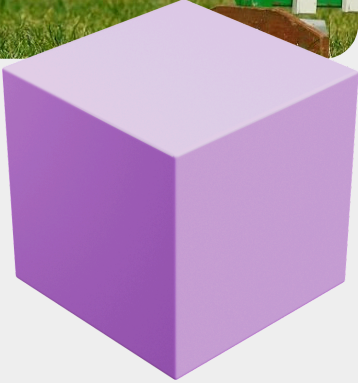
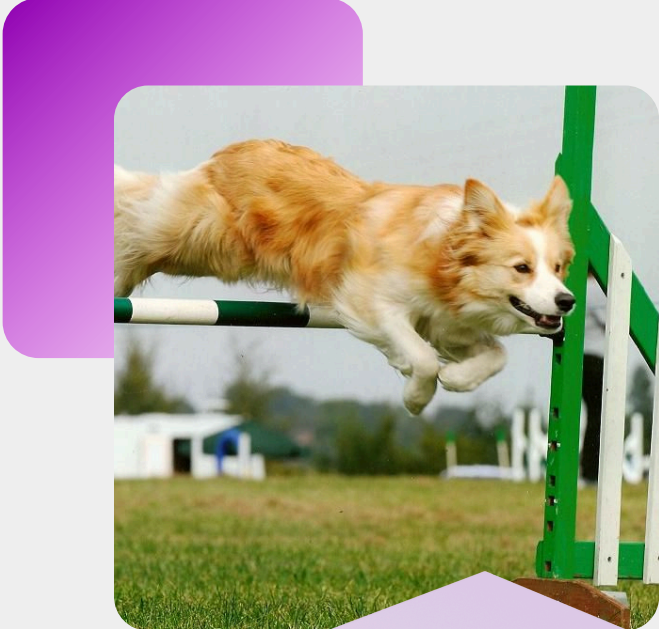


This coverage presents a unique opportunity for partners to connect with a highly engaged national audience while helping preserve and promote one of Australia's most iconic working breeds and canine sporting events. It also provides a platform to showcase South Australia, the Barossa Valley and the surrounding region to visitors and viewers nationwide, highlighting the people, businesses, experiences and landscapes that make our state a premier destination.



Together, we can create a lasting legacy for competitors, spectators, sponsors and the wider Border Collie community while setting a new benchmark for future Nationals.





About the Border Collie National

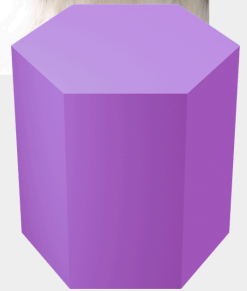
Held every three years, the Border Collie National is the premier event celebrating the Border Collie breed in Australia. Hosted by a different state each year, the National attracts competitors, breeders, owners and enthusiasts from across the country to showcase the versatility, intelligence and working ability of one of Australia's most respected breeds.



The 2027 Border Collie National, hosted by the Border Collie Club of South Australia, will feature competition across a wide range of disciplines including Conformation, Herding, Agility, Jumping, Games, Obedience, Rally, Scent Work, SprintDog, Dances With Dogs and Trick Dog. Over four days, competitors and spectators will come together to celebrate excellence in breeding, training and performance while fostering connections within the Border Collie community.

More than a competition, the National is an opportunity to showcase the unique capabilities of the Border Collie, recognise achievements across all areas of the breed, and bring together a passionate community from every corner of Australia.



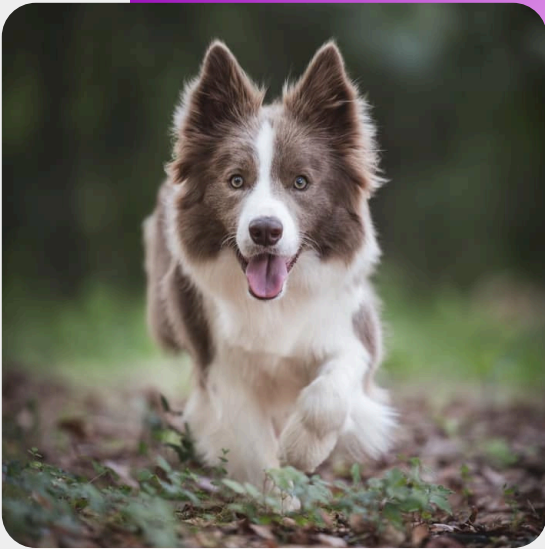


Why Broadcast The National?

The Border Collie National is a celebration of excellence, dedication and achievement, bringing together competitors and supporters from across Australia. While hundreds of people will attend in person, many more are unable to travel due to distance, work, family commitments or other obligations.

Broadcasting the National allows competitors, breeders, owners and enthusiasts to remain connected to the event regardless of location, while ensuring every discipline and every competitor has the opportunity to be seen and celebrated. It provides unprecedented access to the National experience, preserves memorable moments for future generations, and creates a lasting digital legacy for one of Australia's most significant canine events.

Beyond the Border Collie community, professional broadcast coverage offers an opportunity to promote dog sports, showcase the versatility of the breed, and highlight South Australia as a destination for major events, tourism and regional experiences. Through livestreaming, replay access and highlight content, the 2027 Border Collie National will reach audiences far beyond the event grounds, extending its impact well beyond the four days of competition.



The Broadcast Vision

The Border Collie Club of South Australia is committed to delivering a broadcast experience that reflects the scale, diversity and significance of the 2027 Border Collie National. Our vision is to provide comprehensive coverage across all disciplines, ensuring competitors, supporters and spectators can experience the event regardless of their location throughout the world.



Live Coverage

Professional multi-camera livestream coverage will capture competition across all National disciplines, providing viewers with access to the action as it happens. Our goal is to ensure every competitor and every discipline receives meaningful coverage, showcasing the full versatility of the Border Collie breed throughout the four-day event.

Replay Access

Recognising that many competitors and supporters are unable to watch every event live, full replay access will allow viewers to revisit performances, celebrate achievements and relive key moments long after the event has concluded. This also creates a valuable archive of the National for future generations.

Daily Highlights

Professionally produced highlight packages will showcase the most memorable moments from each day of competition. These condensed broadcasts will provide an engaging summary of the event while helping to promote the National, its competitors and its partners to a wider audience.

Enhanced Coverage

The broadcast vision extends beyond traditional ring-side filming. Through multiple camera angles, professional production and the potential inclusion of aerial drone footage, particularly for Herding events, viewers will experience aspects of the National that are often difficult to appreciate from the sidelines alone.

Digital Distribution

Coverage will be supported by a range of digital platforms, including livestreaming, replay services, social media content and highlight productions. Opportunities will also be explored to distribute selected content through broader streaming and sports media channels, extending the reach of the National beyond the immediate Border Collie community.

Creating A Lasting Legacy

More than simply recording an event, the broadcast project aims to create a lasting digital legacy for the Border Collie National. By preserving performances, achievements and stories from across all disciplines, we hope to showcase the breed, inspire future competitors and establish a new benchmark for canine event coverage in Australia.



Audience & Reach

The Border Collie National attracts a highly engaged audience of competitors, breeders, owners, trainers, officials and enthusiasts from across Australia. Through both in-person attendance and digital broadcast coverage, the 2027 National will provide partners with the opportunity to connect with a passionate community united by their shared interest in one of Australia's most versatile and respected breeds.

Event Audience

As the premier Border Collie event in Australia, the National attracts participants and spectators from every state and territory. Competitors often travel significant distances to attend, bringing with them family members, supporters and fellow enthusiasts who contribute to the event's vibrant atmosphere both on and off the competition grounds.

Digital Audience

The broadcast project will extend the reach of the National far beyond those able to attend in person. Livestream access, replay services and digital content will allow breeders, owners, competitors and supporters to follow the event from anywhere in Australia and around the world.

This audience includes:

- Border Collie owners and enthusiasts
- Breeders and kennel operators
- Competitors and handlers
- Dog sport participants across multiple disciplines
- Families and supporters unable to attend in person
- Prospective owners researching the breed and its capabilities



Audience & Reach cont.

Long Term Exposure

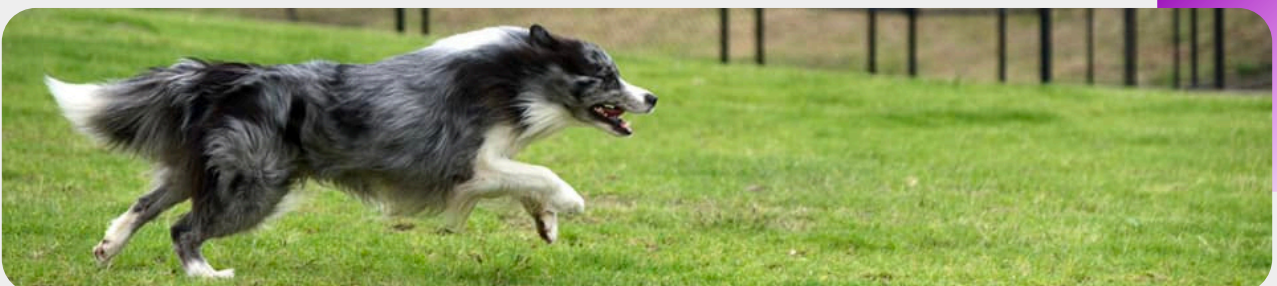
Unlike traditional event sponsorship, broadcast content continues to deliver value long after the event has concluded. Replay access, highlight packages, social media content and archived footage create ongoing opportunities for partner visibility and audience engagement well beyond the four days of competition.

A Highly Engaged Community

The Border Collie community is characterised by strong participation, long-term involvement and a genuine passion for the breed. Viewers are not simply casual spectators; they are active participants, supporters and decision-makers who invest significant time and resources into their dogs, their sport and their community.

Growing the Reach of the National

Through professional broadcast coverage, digital distribution and promotional content, the 2027 Border Collie National aims to reach audiences beyond the traditional dog sport community. By showcasing the versatility, intelligence and athleticism of the Border Collie across a diverse range of disciplines, the National has the potential to introduce new audiences to both the breed and the many activities in which it excels.





AUDIENCE SNAPSHOT

2027 BORDER COLLIE NATIONAL | SOUTH AUSTRALIA

Australia's Premier Border Collie Event



500+

COMPETITORS EXPECTED



700+

DOGS ENTERED ACROSS ALL DISCIPLINES



8

STATES & TERRITORIES REPRESENTED



10+

DISCIPLINES SHOWCASED



4

DAYS OF COMPETITION



40+

HOURS OF BROADCAST COVERAGE



WHO WE REACH

ON-SITE AUDIENCE

- Competitors & Handlers
- Breeders & Owners
- Judges & Officials
- Families & Supporters
- Spectators & Visitors

ONLINE AUDIENCE

- Border Collie Enthusiasts
- Interstate Competitors
- International Viewers
- Dog Sport Communities
- Prospective Owners
- Industry Professionals



BROADCAST FEATURES

- Multi-Camera Production
- Simultaneous Discipline Coverage
- Drone Footage (including Herding)
- Livestream Access
- Replay Library
- Daily Highlight Packages
- Social Media Content
- Long-Term Digital Archive



WHY IT MATTERS



A HIGHLY ENGAGED AUDIENCE

The Border Collie community is characterised by strong participation, long-term involvement and significant investment in training, competition, breeding and responsible ownership.



LONG-TERM EXPOSURE

Unlike traditional event sponsorship, broadcast content continues to generate visibility through replay access, highlight packages, social media content and archived footage long after the event concludes.



SHOWCASING SOUTH AUSTRALIA

The 2027 National provides an opportunity to showcase South Australia, the Barossa Valley and surrounding regions to a national audience through both event attendance and digital broadcast coverage.



More than an event.
**A LEGACY FOR THE BREED,
 THE SPORT AND THE COMMUNITY.**



NATIONAL REACH

Connecting audiences across Australia and around the world.



PASSIONATE COMMUNITY

A loyal, supportive and highly engaged audience.



VALUABLE EXPOSURE

Meaningful brand visibility before, during and long after the event.



PROUDLY SOUTH AUSTRALIAN

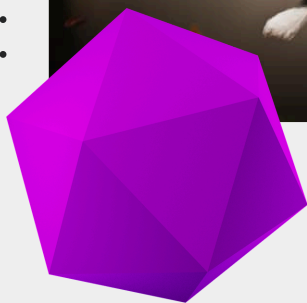
Supporting regional communities and celebrating South Australia on a national stage.



BE PART OF SOMETHING EXTRAORDINARY. |



BE PART OF THE 2027 NATIONAL.

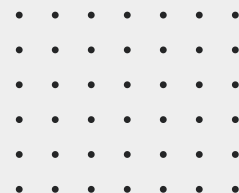


Broadcast Production Partner

To deliver the scale and quality of coverage envisioned for the 2027 Border Collie National, the Border Collie Club of South Australia is exploring a partnership with **Spacequake Sports**, an experienced South Australian sports broadcasting and production company.

Spacequake Sports has an established reputation for delivering professional multi-camera coverage across a wide range of sporting events throughout Australia. Their experience includes live broadcasting, replay services, highlight production, commentary integration, aerial footage and digital content creation, providing the expertise required to capture the full National experience across multiple venues and disciplines.

The proposed broadcast model aims to move beyond traditional event livestreaming by providing comprehensive coverage of all National disciplines, ensuring competitors, supporters and spectators can experience the event regardless of location. Through a combination of live coverage, replay access, daily highlights and digital content, the project seeks to create a lasting legacy for the Border Collie community while showcasing the versatility of the breed to a wider audience.



Broadcast Production cont.



Key elements being explored include:

- Multi-camera coverage across multiple competition areas
- Simultaneous coverage of National disciplines
- Professional livestream production and replay services
- Daily highlight packages and promotional content
- Aerial drone footage, particularly for Herding events
- Digital content suitable for social media and broader distribution
- Long-term archival preservation of National performances and achievements

By partnering with an experienced broadcast provider, the Border Collie Club of South Australia aims to establish a new benchmark for canine event coverage in Australia and deliver the most comprehensive digital coverage of a Border Collie National ever presented.

Why Professional Production Matters

Professional broadcast coverage ensures every competitor, sponsor and discipline is presented in a manner that reflects the prestige of the Border Collie National, while maximising audience engagement and long-term content value.



2027 BORDER COLLIE NATIONAL BROADCAST PARTNERSHIP OPPORTUNITIES

Showcasing the breed. Supporting the community. Celebrating South Australia.

Partner with the 7th Border Collie National and be part of the most comprehensive digital coverage ever presented in Australia. Reach a passionate, engaged and loyal audience across Australia and beyond through live streaming, replays and digital content.



1. BROADCAST NAMING RIGHTS PARTNER

INVESTMENT: \$10,000 | AVAILABILITY: 1 AVAILABLE



The premier partnership opportunity for the 2027 Border Collie National Broadcast.

Includes naming rights to the broadcast project and recognition across livestreams, replay content, highlights, website and social media promotion.

- ✔ Naming rights to the entire broadcast
- ✔ Logo on all livestreams, replays and highlights
- ✔ Inclusion in opening and closing broadcast graphics
- ✔ Premium website and social media recognition
- ✔ Priority sponsor mentions throughout coverage
- ✔ Category exclusivity

2. DISCIPLINE BROADCAST PARTNERS

Support coverage of a specific National discipline and connect directly with competitors, spectators and enthusiasts.

DISCIPLINE	DESCRIPTION	INVESTMENT	AVAILABILITY
Conformation	Judging the structure, movement and overall soundness of Border Collies to the breed standard.	\$3,000	1 Available
Herding	Showcasing the natural ability of Border Collies to control and move livestock with precision.	\$2,500	1 Available
Agility	A test of speed, accuracy and teamwork as dogs navigate a challenging obstacle course.	\$2,000	1 Available
Jumping	Dogs compete over a course of jumps for speed and accuracy.	\$2,000	1 Available
Games	Fun, fast-paced games that highlight enthusiasm, skills and the bond between dog and handler.	\$2,000	1 Available
Obedience	Demonstrating precision, training and teamwork through a series of exercises.	\$2,000	1 Available
Rally	A sequence of stations where dog and handler work together through signs and commands.	\$2,000	1 Available
Scent Work	Dogs use their scenting ability to locate and identify target odours.	\$2,000	1 Available
SprintDog	High-speed sprints over a straight course – all about speed!	\$2,000	1 Available
Trick Dog	Showcasing creativity, training and the amazing tricks Border Collies can do.	\$2,000	1 Available
Dances With Dogs	A performance of freestyle movement and obstacles to music.	\$1,500	1 Available

All discipline partners receive recognition through:

- Broadcast coverage of your discipline
- Replay content
- Event media
- Website promotion
- Social media channels relevant to your discipline

3. TAILORED PARTNERSHIP OPPORTUNITIES

We recognise that every organisation has unique objectives. Custom partnership opportunities are available for businesses seeking to align their brand with the 2027 Border Collie National through unique experiences, products, services or promotional activities.

EXAMPLES INCLUDE:

- Signature Product Partner
- Regional Business Partner
- Technology Partner
- Vehicle Partner
- Accommodation Partner
- Industry Supplier Partner
- Community Partner
- Event Experience Partner



WHY PARTNER WITH THE BROADCAST?

- Multi-camera coverage across all National disciplines
- Professional livestream production
- Replay access and archived content
- Daily highlights and digital media
- National audience reach
- Opportunity to support the most comprehensive digital coverage of a Border Collie National ever presented in Australia

Showcasing the breed. Supporting the community. Celebrating South Australia.

7TH BORDER COLLIE NATIONAL
South Australia 2027
THE BREED. THE SPORT. THE COMMUNITY.





Partnership Opportunities

The 2027 Border Collie National Broadcast Project offers a unique opportunity for businesses, organisations and industry partners to become part of a landmark initiative within the Australian canine community.

Through livestreaming, replay services, daily highlights and digital content, partners will have the opportunity to connect with a highly engaged national audience while supporting the delivery of the most comprehensive digital coverage of a Border Collie National ever presented in Australia.

Unlike traditional event sponsorship, broadcast partnerships provide ongoing exposure throughout the event and beyond. Content created during the National will continue to generate visibility through replay access, highlight packages, social media content and archived footage, delivering value long after the final presentations have concluded.

Partnership opportunities have been designed to suit organisations of all sizes, from major national brands seeking naming rights exposure to regional businesses, tourism operators, wineries and industry suppliers looking to connect with a targeted and passionate audience.



Partnership Opportunities cont.

Opportunities Include:

Broadcast Naming Rights Partner

The premier partnership opportunity for the National's digital coverage. This exclusive partnership provides prominent branding and recognition throughout the broadcast program, associated promotional material and digital content produced before, during and after the event.

Discipline Broadcast Partners

Partners may choose to align their brand with a specific discipline, allowing them to connect directly with competitors and audiences who share an interest in a particular aspect of the Border Collie breed. Opportunities may include Conformation, Herding, Agility, Jumping, Games, Obedience, Rally, Scent Work, SprintDog, Dances With Dogs and Trick Dog.

Tailored Partnership Opportunities

We recognise that every organisation has unique objectives. Custom partnership packages can be developed to align with specific marketing, products, tourism, community engagement or brand awareness goals.



Existing Sponsor Integration

The Border Collie Club of South Australia greatly values the support of the organisations, businesses and individuals who have already committed to supporting the 2027 Border Collie National through our sponsorship program.



As part of our commitment to maximising sponsor value, existing Platinum and Gold Sponsors will receive recognition and inclusion throughout the National's broadcast and digital media coverage in accordance with their sponsorship agreements. This may include logo placement, sponsor acknowledgements, promotional integration and exposure through livestream, replay and highlight content.

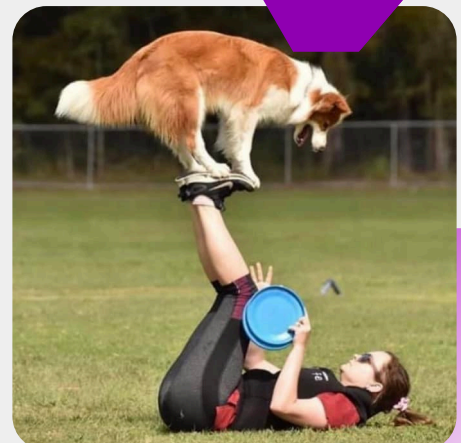
The broadcast project is designed to enhance the value delivered to our existing partners by extending their visibility beyond the event grounds and into homes, businesses and communities across Australia and beyond. Through livestreaming, replay services, social media content and digital distribution, sponsors have the opportunity to reach audiences throughout the event and long after competition has concluded.



Additional broadcast partnership opportunities outlined within this prospectus are intended to complement, rather than replace, existing sponsorship arrangements. These opportunities provide enhanced media integration, premium broadcast exposure and specialised content partnerships for organisations seeking a greater presence within the National's digital coverage.



The Border Collie Club of South Australia remains committed to ensuring that all sponsorship and media partnerships work together to deliver maximum value, strengthen long-term relationships and contribute to the success of the 2027 Border Collie National.





Indicative Broadcast Schedule



The 2027 Border Collie National aims to deliver comprehensive coverage across all disciplines conducted throughout the National. While the final event timetable is subject to confirmation, broadcast coverage is expected to include the following:

Thursday 7th October 2027

Herding Trials & Tests
Obedience Trial
Rally Trial
Opening Ceremony

Friday 8th October 2027

Conformation – Sweepstakes & Property Classes
Scent Work Trials – Containers & Interiors *
Trick Dog Test
Dances With Dogs Competition

Saturday 9th October 2027

Conformation – Dog Classes
Agility Trial
Jumping Trial
Games Trial

Sunday 10th October 2027

Conformation – Bitch Classes & General Specials
SprintDog Trial
Scent Work Trials – Exteriors & Vehicles *

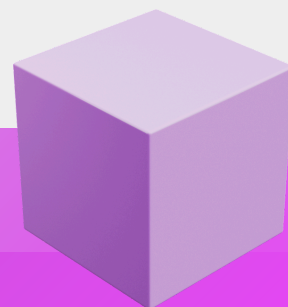
* = Delayed Stream at Completion of Trial

Coverage Commitment

In addition to livestream coverage, daily highlight productions, promotional content and broadcast feature packages will be developed throughout the National. While the selection and duration of content included within these productions may vary, the project aims to showcase the diversity of the Border Collie and provide representation across the disciplines conducted during the event.

This approach will ensure every discipline receives dedicated broadcast coverage while also contributing to a broader event narrative that celebrates the versatility, athleticism and capability of the Border Collie.

Final production schedules, content selections and distribution arrangements will be confirmed closer to the event.





DISCOVER SOUTH AUSTRALIA

More than an event. A destination to remember.

The 2027 Border Collie National brings hundreds of competitors, families and supporters from across Australia to experience our state.

From world-class wine regions and fresh local produce to warm hospitality and stunning landscapes, South Australia has so much to see, taste and explore.

A REGIONAL SHOWCASE. A TOURISM OPPORTUNITY.

The Border Collie National is more than a canine event—it's a celebration of South Australia's people, places and experiences. Join us in showcasing our region to a national and international audience.



VISITORS FROM ACROSS AUSTRALIA

Hundreds of competitors, families and supporters travelling to our region



BOOSTING LOCAL ECONOMY

Accommodation, dining, retail, attractions and services all benefit



DESTINATION EXPOSURE

Broadcast to a national and international audience through digital coverage



LASTING IMPACT

Showcasing South Australia and driving future visitation to our wonderful regions



STRONGER TOGETHER

Creating connections between visitors, businesses and our local community

OUR REGION



BAROSSA VALLEY

World-renowned wineries, rich heritage, award-winning food and wine experiences set among beautiful vineyards.

GAWLER

A vibrant regional hub with heritage charm, local markets, cafes and a welcoming community.

ADELAIDE HILLS

Scenic landscapes, boutique wineries, fresh produce and unforgettable country experiences.

EXPERIENCES & BUSINESSES TO DISCOVER



WINERIES

Exceptional wines, award-winning cellar doors and unforgettable pours.



CELLAR DOORS

Boutique cellar doors offering unique tastings and personal experiences.



LOCAL PRODUCE

Fresh, regional produce from passionate local producers and artisans.



ACCOMMODATION

From luxury retreats to country stays, there's something for everyone.



ATTRACTIONS

Explore stunning landscapes, heritage sites and local attractions.



EAT & DRINK

Restaurants, cafes and venues showcasing the best of our region.

See it. Taste it. Experience it.

We look forward to welcoming you to South Australia.



**MORE THAN AN EVENT.
A LEGACY FOR THE BREED,
THE SPORT AND THE COMMUNITY.**



**7TH BORDER COLLIE NATIONAL
SOUTH AUSTRALIA 2027**

**BE PART OF SOMETHING EXTRAORDINARY.
*Partner with us for a lasting legacy.***

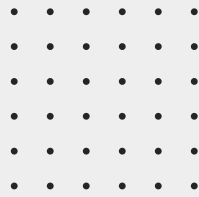


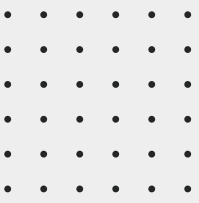
BCCSA.org.au/national



Showcasing South Australia

The 2027 Border Collie National presents a unique opportunity to showcase South Australia to a highly engaged national audience. With competitors, officials, spectators and supporters travelling from across Australia, the event will generate significant visitation to the region while highlighting the experiences, businesses and communities that make South Australia such a desirable destination.



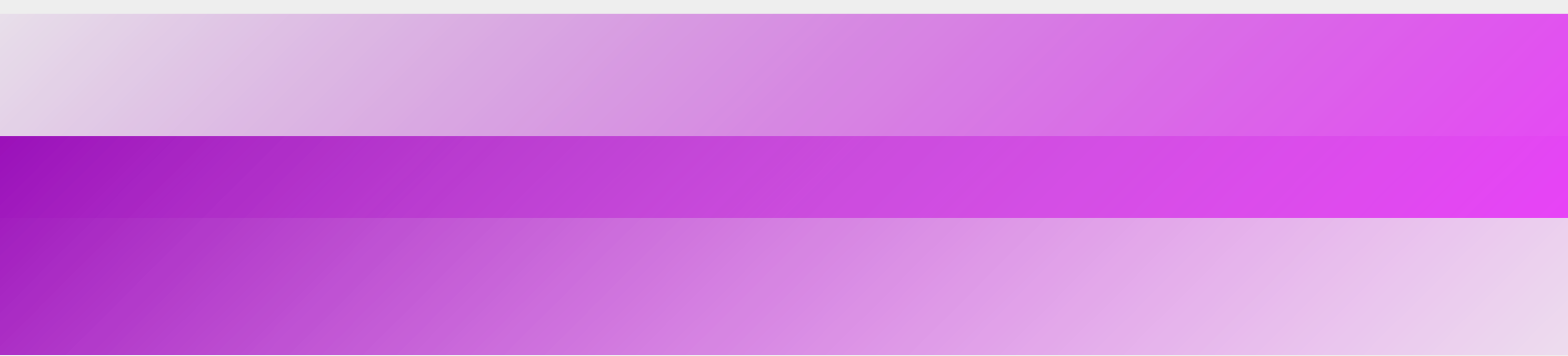
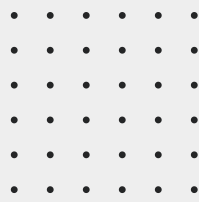


Located on the doorstep of the world-renowned Barossa Valley, the National offers an opportunity to connect visitors with some of the state's most celebrated attractions, including award-winning wineries, local produce, hospitality venues, accommodation providers and tourism experiences. Many attendees will spend several days in the region, creating opportunities for extended stays and increased visitor expenditure throughout the event period.

Through professional broadcast coverage, livestreaming, replay services, highlight productions and social media content, the reach of the National extends well beyond those attending in person. This provides a valuable platform for regional businesses, tourism operators and destination partners to showcase South Australia to audiences across Australia and internationally.



The Border Collie National is more than a canine event—it is an opportunity to celebrate South Australia's people, places and experiences while creating meaningful connections between visitors, local businesses and the wider community. By partnering with the National, organisations can play a role in promoting regional tourism, supporting community engagement and showcasing the very best our state has to offer.



WHAT YOUR SUPPORT

SUPPORT

Makes Possible

Your partnership directly powers the 2027 Border Collie National Broadcast — delivering the most comprehensive digital coverage of a Border Collie National ever presented in Australia.



YOU HELP US. WE SHOWCASE THEM.

YOUR SUPPORT MAKES THE FOLLOWING POSSIBLE



PROFESSIONAL BROADCAST PRODUCTION



Multi-camera coverage, professional livestream production and experienced technical crews to deliver high-quality broadcast across all disciplines.



FULL LIVESTREAM COVERAGE OF EVERY DISCIPLINE



Every discipline will be livestreamed in full, allowing competitors, families and supporters anywhere in the world to watch every run, test and performance.



REPLAY ACCESS AND DIGITAL ARCHIVE



All livestreams will be available on-demand, creating a lasting digital archive so no moment is missed and memories can be revisited.



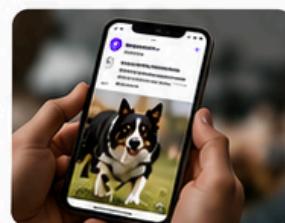
DAILY HIGHLIGHTS AND FEATURE CONTENT



Professionally produced daily highlights, show packages and feature stories showcasing the best of the National across all disciplines.



WIDER PROMOTION AND AUDIENCE REACH



Content distributed across social media, the event website and partner channels to reach a national and international audience.



SHOWCASING THE VERSATILITY OF THE BORDER COLLIE



Celebrating the incredible ability, intelligence and versatility of the Border Collie through every sporting, working and conformation discipline.



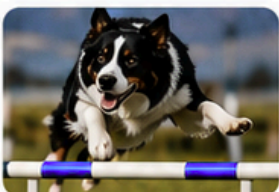
SUPPORTING COMPETITORS AND THE COMMUNITY



Providing a platform for competitors, volunteers and clubs to be seen, recognised and celebrated on a national stage.



DRIVING LONG-TERM VALUE FOR THE SPORT



Building a high-quality digital library and promotional content that strengthens the sport and inspires future generations.



DELIVERING VALUE FOR OUR BROADCAST PARTNERS



Ensuring partners receive meaningful exposure through livestream coverage, replays, highlights and event promotion.



PROMOTING SOUTH AUSTRALIA TO THE WORLD



Showcasing South Australia, its regions and community spirit to a national and global audience.



Together, we bring the National to life.

Your support helps deliver unforgettable moments, connects our community and shares the story of the Border Collie National with the world.



THE BREED. THE SPORT. THE COMMUNITY.
Thank you for being part of the journey.



Your support today creates a legacy that will be remembered for years to come.

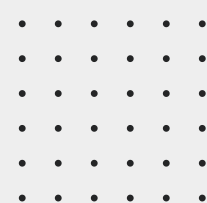


Join Us in Making History

Through professional livestreaming, replay access, daily highlights and digital content, this project will ensure competitors, supporters and enthusiasts can experience the National wherever they are in the world, while creating a lasting legacy for future generations.


By partnering with the Border Collie Club of South Australia, you are not simply supporting an event—you are helping preserve achievements, celebrate excellence and share the story of the Border Collie with a national audience.



We invite you to join us as we bring the 7th Border Collie National to life and create something truly memorable for competitors, spectators and supporters alike.



To discuss broadcast partnership opportunities or to tailor a package that aligns with your organisation's objectives, please contact:

 BCCSAsponsorship@gmail.com

 BCCSA.org.au/national

  @BCnationalsaustralia