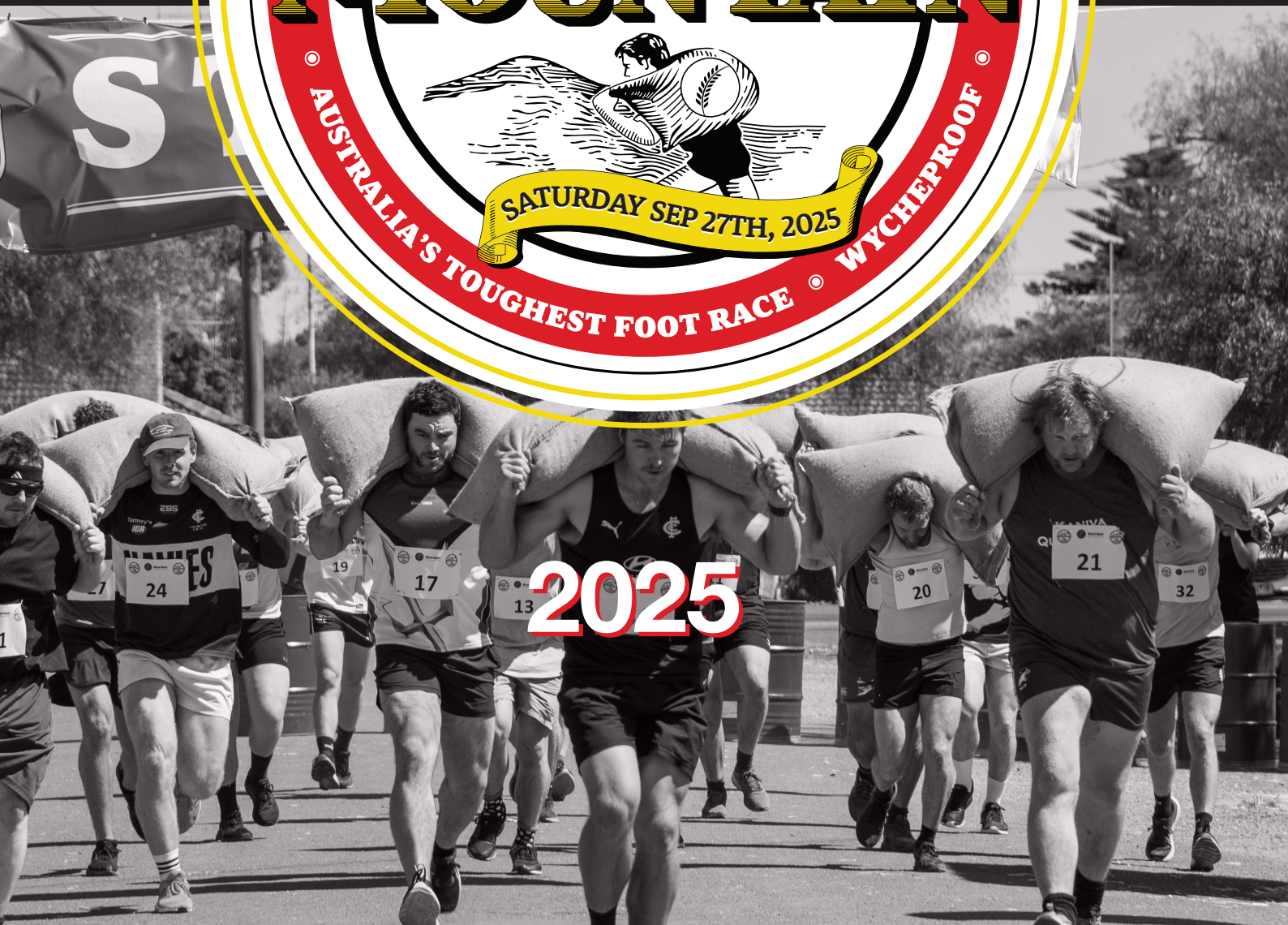


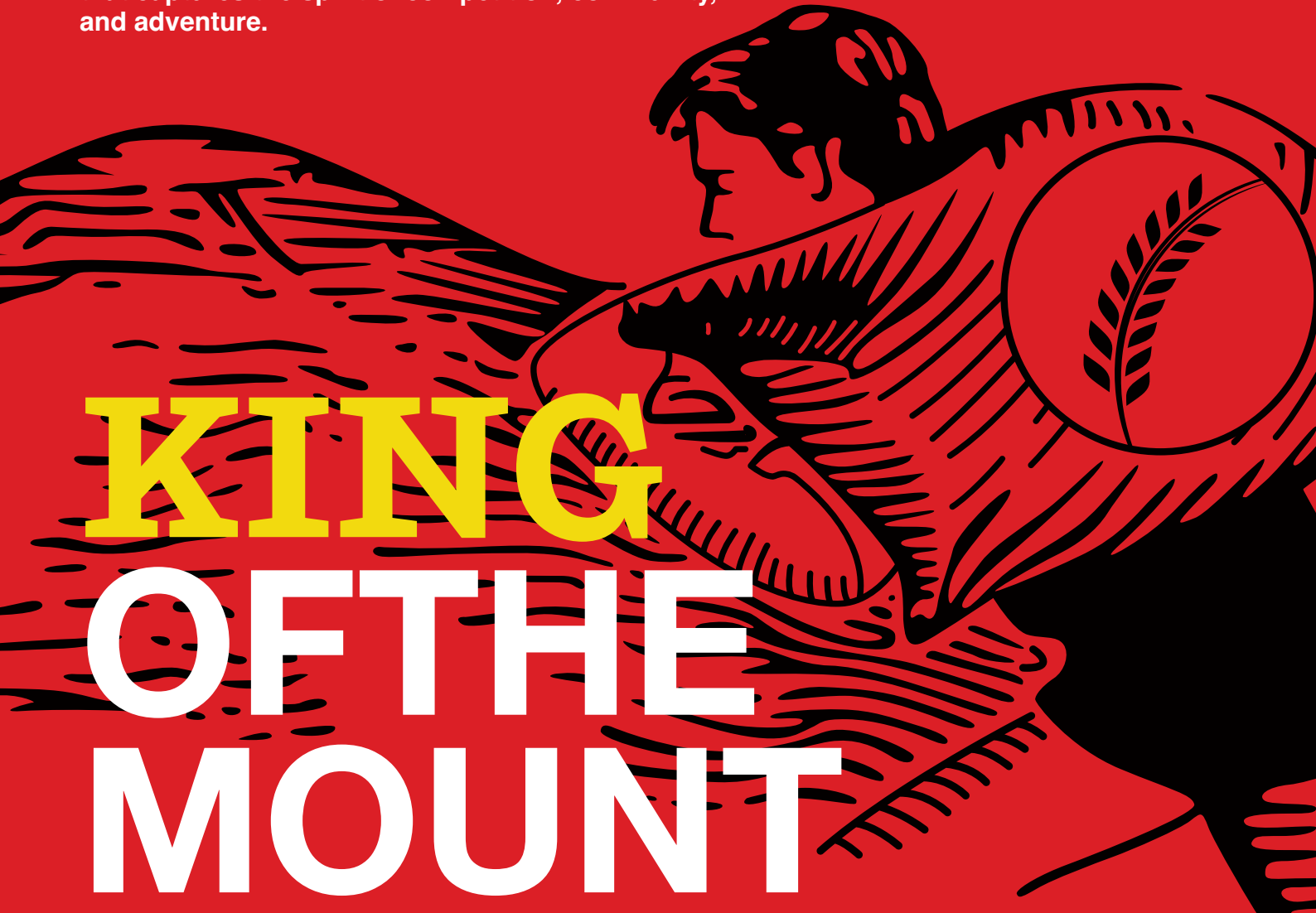
SPONSORSHIP OPPORTUNITIES



The Riordan “King of the Mountain” is a legendary - and uniquely Aussie - footrace held on Mount Wycheproof, officially the world’s smallest mountain at just 42 m above the Mallee plain. The event began in 1978 as a local fundraiser and community spectacle with contestants carrying 60kg of wheat for 1km uphill and quickly grew into a national attraction, drawing 8,000 spectators and competitors from across Australia.

The event laid dormant for 35 years since 1988, before Wycheproof Narraport FNHC brought the event back to the community in 2023. In 2025 Wycheproof Narraport FNHC merged with Nullawil FNC to form the Calder United Lions Football, Netball & Hockey Club.

The Riordan King of the Mountain Event offers an incredible opportunity for sponsors to align themselves with a dynamic and high energy event that captures the spirit of competition, community, and adventure.



KING OF THE MOUNT .COM.AU

ABOUT THE EVENT

Riordan's King of the Mountain is a one-of-a-kind, unique event; a tiny "mountain" turned into a Herculean gauntlet, where strength, grit, and local spirit collide. It brings together history, spectacle, athleticism, and community in a way you literally must see (and feel the burn) to believe! Competitors tackle the 1km track from Wycheproof Centenary Park to the Summit of Mount Wycheproof with 60kg wheat bag on their shoulders. The race is a true test of endurance, skill, and determination.

This community celebration – meets - adrenaline fest has multiple races to suit all levels and caters for the whole family, including wheelbarrow relays and children's events.



10 RACES

- KING OF THE MOUNT (60KG)
- QUEEN OF THE MOUNT (20KG)
- GIRLS 1KM MOUNTAIN DASH
- BOYS 1KM MOUNTAIN DASH
- JUNIOR KOTM
- JUNIOR QOTM
- MEN'S WHEELBARROW RELAY (60KG)
- WOMEN'S WHEELBARROW RELAY (20KG)
- WYCHEPROOF 5KM MOUNTAIN LOOP
- WYCHEPROOF 5KM SUMMIT DASH – JUNIOR

WHY SPONSOR KING OF THE MOUNTAIN?

COMMUNITY ENGAGEMENT

By supporting the King of the Mountain, sponsors become an integral part of a vibrant community event. Engage with the local community by hosting interactive booths, giveaways, and product demonstrations. Connect with athletes, spectators, and volunteers to build meaningful relationships and demonstrate your commitment to the community.

BRAND EXPOSURE

The King of the Mountain offers extensive brand exposure both on-site and through various media channels. Sponsors will have their logos prominently displayed on event signage and race bibs. Additionally, you gain exposure through event promotion across digital platforms, and any local news / tv programming that covers the event, providing an excellent opportunity for sponsors to reach a wide audience.

TARGETED MARKETING

The event attracts a diverse audience of athletes, fitness enthusiasts, families, tourists and locals. Last year the event had more than 1200 attendees, with almost 200 participating in the races. Sponsors can target their marketing efforts to reach the varied demographic through various promotional channels, including social media, and event programs in a relaxed, fun environment.



POSITIVE BRAND ASSOCIATION

Align your brand with the King of the Mountain's core values of perseverance, adventure, and community spirit. This association creates a positive brand image and enhances brand loyalty among participants and spectators alike. Sponsorship shows you're invested in the community's well-being and cultural identity, promoting your commitment to giving back and supporting regional vitality and tourism.

BONUS

It's Fun and Inspiring! Your team can get involved - whether participating, volunteering, or attending - making it a great internal morale booster too.

SPONSORSHIP OPPORTUNITIES



	Title Partner	Picnic Partner	Beverage Partner	Premium Partner	Event Partner
Naming rights to KOTM event	✓				
Naming rights to Picnic event		✓			
Business name & logo into KOTM event logo	✓				
Logo on race bib & wheat bib	✓				
Prominent signage on the start & finish line	✓	✓	✓		
Signage across race course	✓	✓	✓	✓	✓
Logo on participation certificates	✓	✓	✓	✓	✓
Race day announcements	✓	✓	✓	✓	
Logo on all print materials	✓	✓	✓	✓	✓
Logo on event banner	✓	✓	✓	✓	✓
Logo inclusion on pre-event running program	✓	✓	✓	✓	
Acknowledgement of sponsorship on all online media - KOTM website	✓	✓	✓	✓	✓
Dedicated social media post on KOTM channels	4	3	2	2	1
Tickets to Picnic event	10	8	6	4	2
Food & Beverage Pack	10	8	6	4	2



CONTACT US

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