

SOMEWHERE DOWN THE LACHLAN



Grazing
...a foodie adventure





GRAZING DOWN THE LACHLAN

A foodie adventure... tracking Wiradjuri songlines in the hoofprints of our drovers.

Dhangaandhu | durrugarra wiiradhyri | baayi-galang

Beneath the river gums, alongside a tranquil river ~ the scene is set for what is to be an epic long lunch. [Grazing Down the Lachlan](#) (GDTL) will return to the banks of the Lachlan River in Forbes NSW on **Saturday 17 September 2022**.

Now in its fourth year, the multi-award winning foodie adventure celebrates produce native to the Central West NSW region, prepared by local restaurateurs and caterers.

O Tama Carey of Darlinghurst's hatted Lankin Filling Station is returning as Creative Director for GDTL 2021, serving up a fusion of locally farmed and foraged produce with traditional bush tucker.





SUSTAINABLE GRAZING

What makes this dining experience truly unique is the underlying commitment to delivering a **zero-waste, environmentally responsible event.**

Our guests ('Grazers') are supplied with an event bag made from recycled fabric, which contains an enamel plate, recycled fork, donated drink bottle, event wine glass and lanyard, a menu map, and a napkin made from donated linens.

Grazers are transported by bus out to site (Nine Mile Reserve, 20 kilometres from Forbes), in an effort to minimise our impact on the natural environment.

Once on site, Grazers are [Welcomed to Country](#) and are then free to wander along the 2.5 kilometre bush track between six stations offering delicious food with a matched beverage. To avoid waste, only reusable service items are used.

At the final station, Grazers are encouraged to donate their reusable service items back to Grazing to be used again the following year. It's our small contribution to the [War On Waste!](#)

COVID SAFE

GDTL 2022 has been developed in conjunction with a robust Covid-19 Safe Plan, with additional measures in place to help minimise the spread.



GRAZING IN NUMBERS | 2019

MINIMAL WASTE
Compost = 1.5 bins
Mixed waste = 0.5 bin




900
'Grazers'

\$400,000
injected into the local economy
over the Grazing weekend



\$88k DONATED TO
FORBES ARTS
SOCIETY

18 amazing
sponsors

100
volunteers

3 
industry
accolades



EXPOSURE

Our target market includes adventurous connoisseurs, the environmentally conscious and those wishing to experience a truly unique and memorable event.

In previous years, we've welcomed Grazers from all across the eastern states of Australia. While our Bronze win at the Australian Tourism Awards in 2020 propelled GDTL into the national spotlight, our 2022 strategic marketing campaign will be mindful of Covid-19 restrictions, focusing primarily intrastate.

GDTL has previous been featured by ...



SUPPORTING ARTS & CULTURE LOCALLY

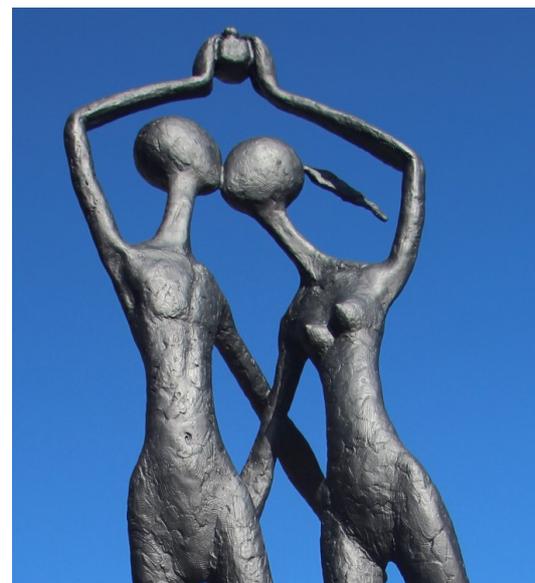
The proceeds of our event support the Forbes Arts Society in the delivery of purposeful art and cultural initiatives and infrastructure.

Forbes Arts Society is dedicated to:

- Growing our Shire's reputation as a vibrant place to live, work, visit and invest.
- Building a shared community identity through arts and culture.
- Fostering an inclusive environment for creative and cultural expression.
- Embracing and promoting new industries to diversify our rural economy and drive visitation.

Your sponsorship will help generate opportunities for locals and visitors to create, share and experience art and culture. Diversification and tourism are essential to regional vitality and your investment will play a vital role in a sustainable future for the Lachlan Valley region.

Funds raised through Grazing Down the Lachlan to-date have facilitated the commissioning of 20 new sculptures to extend the **Sculpture Down the Lachlan** public art trail, the redevelopment of **Gum Swamp reserve**, and the construction of a new **Cultural and Arts Centre**.



SPONSORSHIP OPPORTUNITIES

We are seeking meaningful, ongoing partnerships
with corporations and brands of like mind and shared
interest in developing and promoting a vital rural sector.

Five tiers of sponsorship available:

FRIEND | \$2,500

Friend sponsors will receive

- 2 x complimentary tickets to Grazing Down the Lachlan 2021
- Listing on event website
- Listing on event program
- Logo placement on a food or beverage station signpost
- 1 x social media post – combined bronze sponsor listing

RIVER | \$5,000

River sponsors will receive

- 4 x complimentary tickets to Grazing Down the Lachlan 2021
- Logo on event website
- Listing on event program
- Logo placement on a food or beverage station signpost
- 2 x social media post – 1 pre-event, 1 post-event

TRACK | \$10,000

Track sponsors will receive

- 6 x complimentary tickets to Grazing Down the Lachlan 2021
- Logo on event website
- Listing on event program
- Logo placement on a food or beverage station signpost
- 2 x social media post – 1 pre-event, 1 post-event
- 1 x branded educational totum along the Grazing track

GUM TREE | \$15,000

Gum Tree sponsors will receive

- 8 x complimentary tickets to Grazing Down the Lachlan 2021
- Logo on event website
- Listing on event program
- Logo placement on a food or beverage station signpost
- 2 x social media post – 1 pre-event, 1 post-event
- 2 x branded educational totums along the Grazing track

PARTNER | Major Sponsor

Following the event's sell-out success in its first three years, GDTL and Evolution Mining have chosen to extend their partnership to 2025. The new five-year Partner sponsorship agreement is valued at \$150,000.

"Not only is Grazing a fantastic tourism driver, it also creates opportunities for visitors and locals to learn about the rich cultural heritage of the region as they sample local produce and take in the tranquility and natural beauty of the Lachlan River."

- John Penhall, Evolution Mining's Cowal Gold Operation General Manager

WELCOME ABOARD

Grazing would like to acknowledge our new and returning sponsors for 2022. Interested in becoming a sponsor? We'd love to hear from you.



As the Forbes Arts Society is a registered charity, all donations are fully tax deductible.



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IG @grazingdownthelachlan

FB /Grazing Down The Lachlan

Photography by Denise Yates FIVE HOURS WEST

