

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 16 September 2023**.

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

In 2023, Brendan Sheldrick will inject a fresh perspective on Grazing's six course menu as Creative Director. Originally hailing from Sydney, Brendan cooked for Neil Perry's Rockpool Group for 10 years before making a tree-change to Eugowra. Brendan and his partner Leanne produce small runs of lamb and beef for their premium butcher shop in Forbes, Sheldricks Fine Food. Brendan's paddock to plate, full carcass philosophy aligns seamlessly with Grazing's sustainable ethos.



## **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 the event site 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!



## GRAZING IN NUMBERS | 2022

### MINIMAL WASTE

Compost = 1.3 bins  
Recycling = 3 bins  
Mixed waste = 0.5 bin

100  
volunteers



\$400,000

injected into the local economy  
over the Grazing weekend



750  
'Grazers'



20 amazing  
sponsors

\$30k

DONATED TO  
FORBES ARTS  
SOCIETY



## 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. In 2023 our strategic marketing campaign will target former Grazers, as well as new friends from all across New South Wales and the eastern states of Australia.

*GDTL has previously been featured by ...*

COUNTRYSTYLE



GOURMET  
TRAVELLER



Regional  
LIFESTYLE  
Magazine



HER CANBERRA



## 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 2023
- Listing on event website
- Listing on event program
- Logo placement on a food or beverage station signpost
- 1 x social media post – combined Friend sponsor listing

### **RIVER | \$5,000**

*River sponsors will receive*

- 4 x complimentary tickets to Grazing Down the Lachlan 2023
- 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 2023
- 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

### **GUM TREE | \$15,000**

*Gum Tree sponsors will receive*

- 8 x complimentary tickets to Grazing Down the Lachlan 2023
- 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

**PARTNER | Major Sponsor**

In 2021 GDTL and Evolution Mining extended their partnership to 2025. The 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



**BE PART OF OUR FOODIE ADVENTURE**

Interested in becoming a sponsor for 2023? We'd love to hear from you! Get in touch via [hello@grazingdownthelachlan.com](mailto:hello@grazingdownthelachlan.com)

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





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