



2017 KYOGLE FAIRMOUNT FESTIVAL

Sponsorship Package



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On behalf of the Kyogle Fairymount Festival Committee, we wish to thank all of our 2016 event sponsors. Without our valued sponsors we could not continue this tradition and deliver this fantastic community event.

We were incredibly pleased with the events success and have received very positive feedback, along with overwhelming community support. In 2017 we hope to continue with this momentum and grow the festival to be even bigger and better.

Our aim is to ensure that the 2017 Fairymount Festival caters for and is enjoyed by all of our community. With the support of our sponsors, volunteers and the community, we believe that this Festival will continue to grow and promote further business, tourism and visitors to our town.

As a first step of preparing for the Festival, we have now opened sponsorship packages for 2017. Below we have detailed levels of sponsorship and inclusions. It is our goal to nurture our sponsors and ensure that they are getting maximum exposure and involvement in the Fairymount Festival. As a new Committee, we are open to any suggestions or feedback that you may have on increasing your value for sponsorship.

If you are interested in being a sponsor of the 2017 Festival or have any questions, please contact us at fairymountfestival@gmail.com. If after reading through this information you are ready to confirm sponsorship, you can fill out the sponsorship agreement at the end of this package and return it to the above email address.

Thank you for considering sponsorship of our 2017 Kyogle Fairymount Festival and we hope to hear from you soon.

Regards,

The Kyogle Fairymount Festival Committee.

Levels of sponsorship

- Gold Sponsor \$2500 and above
- Silver Sponsor \$1500 to \$2500
- Bronze Sponsor \$750 to \$1500
- Blue Ribbon Sponsor \$250 to \$750

Gold Sponsorship - \$2500 and above

The **Gold** sponsorship package includes the following:

- 5 complimentary tickets to the Opening Night Dinner
- Display of banners and promotional material at all events.
- Media exposure through paid advertising, social media etc.
- Option to be naming sponsor of an event. A list of events are included at the end of the package and this will be allocated on a first come first served basis and will be mentioned on all advertising.
- Opportunity to give a speech/presentation at the Opening Night Dinner.
- Blurb about your business over the PA at the Saturday event.
- 5 all day ride passes.

Silver Sponsorship - \$1500 to \$2500

The **Silver** sponsorship package includes the following:

- 3 complimentary tickets to the Opening Night Dinner.
- Display of banners at all events.
- Option to be an associate sponsor of an event. This will be allocated on a first come first served basis and will be mentioned on all advertising.
- Blurb about your business over the PA at the Saturday event.
- 2 all day ride passes.

Bronze Sponsorship - \$750 to \$1500

The **Bronze** sponsorship package includes the following:

- 1 complimentary ticket to the Opening Night Dinner.
- Display of banner at selected events.
- Logo on advertising materials.
- 1 all day ride pass.

Blue Ribbon Sponsorship - \$250 to \$750

The **Blue Ribbon** sponsorship package includes the following:

- Logo on advertising materials.
- 1 all day ride pass.

Fairymount Festival Facts

- The Committee is 100% volunteer based and is made up of several Kyogle locals that made the decision to bring the festival back to life in 2016.
- The Festival first started in 1966 and ran for 40 years before the new Committee was formed in 2016.
- The Festival starts on Thursday evening with an Opening Dinner and various events and activities are run over the next two days.
- In 2016 there was over 60 parade entrants.
- Last year it is estimated that over 2,000 people attended all 3 days of the event in total.

Media Platforms

The Kyogle Fairymount Festival events and sponsors will be advertised as both paid advertising and media releases will be sent regularly on the following media platforms:

- The Talking Turkey
- The Express Examiner
- The Northern Star
- Heartland Magazine
- Facebook
- Our website - <https://www.fairymountfestival.com/>
- Programs distributed to Kyogle, Casino and Lismore businesses.
- A professional photographer will be at events taking official photos which will later be displayed on our website and social media and available for sponsors records.

Events Available for Naming Sponsorship (Gold sponsors only)

- Parade
- Opening Night Dinner
- Saturday night time entertainment show
- Busking Competition
- Dress up Competition
- Dunk tank
- Land train for use of all event attendees

As more naming sponsorship opportunities arise we will ensure that gold sponsors are notified and have the option of sponsoring.

Sponsorship Agreement Form

Business Name:

Representative Name:

Phone Number:

I hereby agree to sponsoring the 2017 Kyogle Fairymount Festival as a:

Gold Sponsor Silver Sponsor Bronze Sponsor Blue Ribbon Sponsor
(Select relevant sponsorship level)

By sponsoring the following amount:

\$.....

I will be paying this sponsorship via:

Cash Cheque Bank Deposit

Fairymount Festival Bank Account Details

Account Name: Fairymount Festival

BSB: 062 563

Account Number: 1015 6317

Signed: **Date:**

We thank you for your generous contribution and look forward to enjoying an even better 2017 Kyogle Fairymount Festival with you.

