

2016 Platinum Sponsorship

Winner of 2015 Win TV Cradle Coast Regional Tourism Award – Festivals & Events



2016 SPONSORSHIP PACKAGE
\$5,000 (GST Inc)

- **NAMING RIGHTS**
Sponsor for Tulip Festival

- **PROMOTIONAL ADVERTISING**
Named as Major Sponsor in all advertising articles including: The Advocate, Travelways, Discover Tasmania editorials, and Burnie Shines program, Mercury and the Examiner. Includes assorted Travel magazines, regional articles and publications. Approximately 60 adverts over a 10 day period. Radio advertising with Radio FM

With in-kind and Sponsorship monies, \$12,000 was spent on marketing in 2016 on print, radio, magazines

- **COMPANY NAME ON BANNER**
Displayed in Goldie Street, Wynyard during 3 week period leading up to Festival

- **COMPANY NAME ON MAJOR FESTIVAL ADVERTISING POSTER**
Displayed statewide in all Tasmanian Visitor Centers plus local businesses within Wynyard, Burnie and Somerset regions

- **COMPANY NAME AND LOGO**
Printed on all Festival stationery - letterheads, advertising material, Event program (26,000 printed and distributed via Advocate)

- **ADVERT PLACEMENT IN OFFICIAL PROGRAM**
We will provide space in our official Program for an advert promoting your business (set size)

- **CORPORATE BANNER DISPLAYED AT MAJOR EVENTS** *Festival, Cocktail Party and all other major events.*

- **WEB SITE ADVERTISEMENT AND LINK**
Tulip Festival Website advertising

- **TWO COMPLIMENTARY TICKETS**
To each ticketed event - Cocktail Party – free entry in Colour Run

- **PHOTOGRAPHIC OPPORTUNITIES**
At all Functions

- **COMPANY BOOTH**
Space at Festival for promotional opportunity

- **A GUEST MC**
Opportunity to speak at a nominated event (i.e. Cocktail Party, Festival, Colour Run)

- **BANNER DISPLAYED WITHIN YOUR WORKPLACE**
For non-Festival months-optional

Platinum sponsorship is available for a period of one, two or three years