

2018 Sponsorship Opportunities

How do we allocate the dollars raised in sponsorship?

The Festival is about providing an **'Entry free'** event that brings people together from across the region. It is the opportunity to share achievements, commitment and contributions which in turn strengthens community ties and values. Your support allows us to provide a day packed with entertainment, fun and fireworks for over 18,000 people! The Festival is now in its 28th year.....because of your generous support. The following packages allow for naming rights or a general donation, or you can sponsor a particular event on the day and be recognised as the major sponsor of that event.



Platinum

Tulip Festival Naming Rights

- ◆ Full naming rights to the event for a fixed period (1-3 years)
- ◆ Company logo integrated into the event logo for print material and social media
- ◆ Company logo included in print advertising (20,000 programs printed and distributed)
- ◆ Banner displayed in main street for 3 weeks
- ◆ Advertising space in official program
- ◆ Your right to use event logo on your business marketing material
- ◆ Advert in official program
- ◆ Two complimentary tickets to each ticketed event
- ◆ Photographic opportunities at all functions
- ◆ Company marquee at Festival for promotional opportunity
- ◆ A guest MC opportunity to speak at nominated events (Festival, Colour Run)
- ◆ Facebook promotion

\$5,000 (Inc GST)

Gold Sponsorship

- ◆ Your name or Business name on a banner displayed in main street for 3 weeks
- ◆ Company name/logo on official Festival poster distributed state-wide
- ◆ Company name/logo listed in the official program
- ◆ Listed as official sponsor on Tulip Festival website
- ◆ Advertising space in official program
- ◆ Two complimentary tickets to each ticketed event
- ◆ Corporate marquee at the Festival for promotional opportunity
- ◆ Corporate Banner (provided by sponsor) displayed at Festival and other events
- ◆ Facebook promotion

\$1,400 (inc GST)

Silver Sponsorship

- ◆ Your name or Business name on a banner displayed in main street for 3 weeks
- ◆ Company name/logo listed in the official program
- ◆ Listed as official sponsor on Tulip Festival Website
- ◆ One complimentary ticket to each ticketed event
- ◆ Facebook promotion

\$750 (Inc GST)

Fireworks

Naming rights — the grand finale

- ◆ Full naming rights to the event for a fixed period (1-3 years)
- ◆ Company logo integrated into the event logo for print material and social media
- ◆ Company logo included in print advertising (20,000 programs printed and distributed)
- ◆ Banner displayed in main street for 3 weeks
- ◆ Advertising space in official program
- ◆ Your right to use event logo on your business marketing material
- ◆ Advert in official program
- ◆ Two complimentary tickets to each ticketed event
- ◆ Photographic opportunities at all functions
- ◆ Company marquee at Festival for promotional opportunity
- ◆ A guest MC opportunity to speak at nominated events (Festival, Colour Run)
- ◆ Facebook promotion

\$5,000 (Inc GST)

Event Sponsorship

- ◆ Full naming rights to the event for a fixed period (1– 3 years)
- ◆ Your name or Business name on a banner displayed in main street for 3 weeks
- ◆ Company name/logo on official Festival poster distributed state-wide
- ◆ Company name/logo listed in the official program
- ◆ Listed as official sponsor on Tulip Festival website
- ◆ Advertising space in official program
- ◆ Two complimentary tickets to each ticketed event
- ◆ Corporate marquee at the Festival for promotional opportunity
- ◆ Photographic opportunities
- ◆ Corporate Banner (provided by sponsor) displayed at Festival and other events
- ◆ Facebook promotion

\$2,000 (inc GST)

Bronze Sponsorship

- ◆ Your name or Business name on a banner displayed in main street for 3 weeks
- ◆ Company name/logo listed in the official program
- ◆ Listed as official sponsor on Tulip Festival Website
- ◆ Facebook promotion

\$400 (Inc GST)

FRIEND SPONSORSHIP

Company name/logo listed in the official program and listed as official sponsor on Tulip Festival Website

\$250 (Inc GST)

Donation to Raffle

Advertising in our program and with signage on the day as a sponsor, listed as a sponsor on the Bloomin' Tulips Festival Website, if donation is valued at \$400 or more your name or business name on banner displayed in main street for 3 weeks, listed as a sponsor on the Festival website and official program.

Please note: Invoices will not be issued until July 2018!

EVENT SPONSORSHIP

Children's Entertainment" - Be a sponsor for our littlies 'Playgroup' section — **\$500**

Advertising in our program and with signage on the day as the major sponsor of this area, your name or business name on banner displayed in main street for 3 weeks, listed as a sponsor on the Bloomin' Tulips Festival website and official program.

"Colour Fun Run" - A 5km fun run with participants being covered in colour every 500m — **\$500**

Advertising in our program and with signage on the day as the major sponsor of this area, your name or business name on banner displayed in main street for 3 weeks, listed as a sponsor on the Bloomin' Tulips Festival website and official program.

"Bands/Entertainment" - local bands and entertainers — **\$1,000**

Advertising in our program and with signage on the day as the major sponsor of this area, your name or business name on banner displayed in main street for 3 weeks, listed as a sponsor on the Bloomin' Tulips Festival website and official program, one complimentary ticket to each ticketed event.

"Stilt Walkers" - a Polar Bear, an Elephant, life sized Giraffe, Giant Garden Gnomes and Water Droplets have amazed children and adults — **\$1,500**

Advertising in our program and with signage on the day as the major sponsor of the Stilt Walkers, your name or business name on banner displayed in main street for 3 weeks, listed as a sponsor on the Bloomin' Tulips Festival website and official program, two complimentary ticket to each ticketed event and company marquee at Festival for promotion opportunity.