



Tulip Festival
WYNYARD



**WARATAH
WYNYARD**
COUNCIL

Sponsorship Proposal 2024



A photograph of a crowd at a festival. In the foreground, a woman is being held up in the air by two other women. The crowd is diverse and appears to be enjoying the event. In the background, there are buildings and a clear sky.

Saturday 12th of October 2024



The Event

There's a spectacle in Wynyard each Spring! Thousands of people come together to make merry on the Inglis river bank for the Tulip Festival, original land of the tommigener people.

On the Cape, tulips bloom in colourful rows overlooking Bass Strait. Goldie Street transforms into a foodie heaven, and live music soars from the main stage. Helicopter thrill rides and bus shuttles zip around the Tulip Farm and the coastline.

Free activities for families crank up the joy factor and a flock of artisans and crafts folk enjoy the opportunity to perform and share their original wares from the foreshore market right into Gutteridge Gardens.

Games, rides and rich raffles delight. Friends connect for a meal and dance into the evening and fireworks light up the sky over town.

For over 30 years, the Tulip Festival thrives on the continued ownership of community, sponsors and visitors.

How to Sponsor

01 CHOOSE YOUR TIER OF SPONSORSHIP

There are three tiers of sponsorship. They range from festival friend through to a major sponsor. There is flexibility to tailor your package.

02 SIGN THE CONTRACT

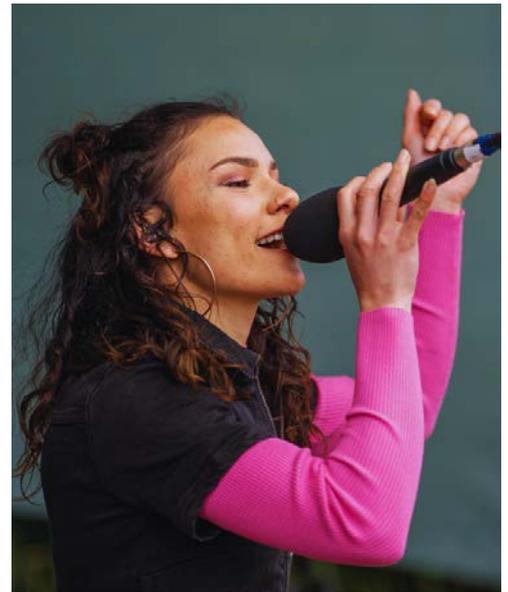
Your Tulip Festival sponsorship contract will outline the terms of the arrangement, including promotional opportunities and benefits.

03 PAY YOUR INVESTMENT

Once you've signed your contract you will receive an invoice from Waratah- Wynyard Council accounts which will indicate your commitment to sponsorship for 2024.

04 RECEIVE SPONSORSHIP BENEFITS

Take on board additional suggestions from the Tulip Festival team to promote your sponsorship beginning right away and enjoy the event coverage through the Spring Loaded month of October and on festival day, October 12, 2024.



COMMUNICATION

CONTACT DETAILS

Call: 6443 8333

Email Lucy Taylor:

ltaylor@warwayn.tas.gov.au

OFFICE HOURS

Mon, Tue, Wed & Thu

8:30 am - 5:00 pm

WEBSITE

www.wynyardtulipfestival.au

SOCIAL MEDIA

Waratah-Wynyard Council





Major Sponsor

The Tulip Festival is more than a festival, it's part of the community's identity. For over 30 years the town has backed the festival and children have grown up with their first thrill ride, gourmet meal or inspired moment in front of a mind- blowing performer! It's a trademark Wynyard experience.

Visitors get a taste of the local flavour of the North West too. It's become a mainstay in the Tasmanian events calendar and contributes to the local economy.

LET'S WORK TOGETHER

WHAT YOU'LL GET:

- ✓ Naming rights to a key component of the festival - eg. Main Stage, Street Food, Wellbeing Zone or Free Family Entertainment Area AND corporate marquee!
- ✓ Name and logo featured on promotional material, including print media and advertising. Media opportunities
- ✓ Generate community goodwill, positive consumer perception and brand visibility!

YOUR INVESTMENT

\$5,000



Festival Hero

When you align your business and brand with something you and your customers care about you do everyone a favour! Whether it's about seeing the youth have a great time or supporting musicians and performing artists. Sponsorship is heroic for keeping events alive!

Festival heroes are in a league of their own, always doing their best to generate community goodwill and connect with the local customer base.

LET'S WORK TOGETHER

WHAT YOU'LL GET:

- ✓ Name and logo published in the Spring Loaded flyer and on print and digital media. Media opportunities.
- ✓ Name and logo featured on the large static photo frames that are installed at select locations at the festival site for selfies.
- ✓ Generate community goodwill, positive consumer perception and brand visibility!

YOUR INVESTMENT

\$2,500



Festival Friend

What's unique about the Tulip Festival is that entry for participants remains FREE! Festival Friends support the accessibility and inclusivity of this community event which has appeal beyond our area! Your friendship is duly noted.

Share your values and create opportunities for the community to connect and have a good time.

LET'S WORK TOGETHER

WHAT YOU'LL GET:

- ✓ Business name and logo promotion on the Tulip Festival Map/ Schedule of Events.
- ✓ Business name and logo featured in social media promotion of the map/schedule of events in the lead up to the festival.
- ✓ Generate community goodwill, positive consumer perception and brand visibility!

YOUR INVESTMENT

\$500

Sponsor Form



Business Name: _____

Key contact: _____

Address: _____

Email: _____

Phone: _____

Level of Sponsorship Major Sponsor Festival Hero
 Festival Friend

Value of Sponsorship: \$ _____

Details: _____

Manager Signature: _____

Event Coordinator/s confirmation: _____

Date: _____