

<b>yarraville arts festival 2010</b>	p.o. box 106	<a href="http://www.yarravillefestival.com.au">www.yarravillefestival.com.au</a>
	yarraville,	sat, feb 13th 2010
	victoria 3013	yarravillefestival@hotmail.com

# Sponsorship Proposal

## Executive Summary

On behalf of the Yarraville Festival, the committee invites you to pursue our sponsorship proposal and formally help us to create Yarraville's biggest party of the year! The Yarraville Festival, now in its impressive 16th year, transforms the local businesses and performers of Yarraville into a highly respected family fun day recognised throughout the state.

Initially the festival was conceived as local celebration of community spirit and has grown into a highly anticipated calendar event that draws a crowd of over 25,000 people each year. The recent addition of poetry readings, art displays and craft markets have added to the diverse cultural attraction of the festival.

The Yarraville Festival is seeking corporate sponsorship to underwrite the 2010 budget, to create the memorable and highly enjoyable day out for the family. The YAF committee is manned solely by a volunteer board of directors and event volunteers who each contribute countless hours over the 12 months to bring the festival together each and every year. But it is only with sponsorship of all levels that the festival really takes shape.

The YAF is an integral part of the community and arts calendar. It provides a unique experience and method of reaching new and current clients, perhaps even to meet your neighbours, experience the diversity of our immensely talented performance artists and our other predominant local business owners. Feast on the culinary delights and witness the fusion of cultures in a village unlike any other.

Whether young or old, the Yarraville Arts Festival caters to all people that appreciate the magic, spirit and charm of the arts and community culture that manifests itself locally.

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## Sponsorship Opportunities

By choosing to support our festival, your business and/or brand are given a distinct form of promotion highly respected by the citizens of Yarraville. Home to a large diversity of different cultures, this form of promotion and exposure is unparalleled and enables a community to come together to celebrate what makes them unique.

Sponsors are sought on five levels.

- Platinum/Official Partner      \$5,000+
- Gold      \$3,000
- Silver      \$2,000
- Bronze /In Kind      \$1,000

### In-kind Sponsorship

The Yarraville Festival Committee welcomes any in-kind sponsorship or gift including donation of prizes for competitions and are gratefully accepted.

All sponsors and donors will receive a Certificate of Recognition.

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**PLATINUM SPONSORSHIP**

**\$5,000.00+**

Recognition:

- Naming rights to a chosen 'Individual event' (see below)
- signage at the sponsored event (signage to be provided by Platinum Sponsor)
- The right to use the Yarraville Festival 2010 logo on promotional material to convey the sponsors community involvement.
- Full page in official festival program dedicated to the individual event with a message from the sponsor if supplied and approved by the Festival Committee.
- Acknowledgment and Hot Link on the official Yarraville Festival website.
- Acknowledgment in media and press releases dispersed by the festival committee (although it cannot be guaranteed which details will ultimately be published).
- Considerable potential for point of sale, promotional stall or distribution of promotional material within the festival precinct. These materials are to be provided by the sponsor and approved by the Festival Committee.
- Logo inclusion on approved festival sponsorship promotional material.

**GOLD SPONSORSHIP**

**\$3,000**

Recognition:

- Naming rights to a listed individual event. (see below)
- Prominent signage at the sponsored event (signage to be provided by Gold Sponsor)
- The right to use the Yarraville arts festival 2010 logo on promotional material to convey the sponsors community involvement
- Full page in official festival program dedicated to the individual event with a message from the sponsor if supplied and approved by the festival committee.
- Acknowledgment and Hot Link on the official Yarraville Festival website.
- Acknowledgment in media and press releases dispersed by the festival committee (although it cannot be guaranteed which details will ultimately be published).
- Considerable potential for point of sale, promotional stall or distribution of promotional material within the festival precinct. These materials are to be provided by the sponsor and approved by the Festival Committee.
- Logo inclusion on approved festival sponsorship promotional material.

**SILVER SPONSORSHIP**

**\$2,000**

Recognition:

- The right to use the Yarraville Festival 2010 logo on promotional material to convey the sponsors community involvement once approved by the Festival Committee.
- Half page in official festival program dedicated to the 'Silver Event' with a message from the sponsor if supplied and approved by the festival committee.
- Acknowledgment on the official Yarraville Festival website.
- Acknowledgment in media and press releases dispersed by the Festival Committee (although it cannot be guaranteed which details will ultimately be published).
- Potential for point of sale or distribution of promotional material within the festival precinct. These materials are to be provided by the sponsor and approved by the Festival Committee.
- Your logo to be displayed on approved festival sponsorship promotional material.

**BRONZE SPONSORSHIP**

**\$1,000**

Recognition:

- Acknowledgment on the official Yarraville Festival website
- Acknowledgment in media and press releases dispersed by the festival committee.
- Your name to be displayed on approved festival sponsorship promotional material.

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### Platinum&Gold Packages

When selecting a Platinum, Gold and Silver Sponsorship package the following individual events are available for naming rights\*

#### Platinum & Gold 'Individual Events'

- The Red Stage
- The Blue Stage – Contemporary Music
- The Orange Stage - Community
- The Green Stage - Kids Entertainment
- The Yellow Stage – Jazz & Blues
- The Kids Kingdom

#### Silver 'Individual Events'

- The Roving Entertainment Program
- Canterbury Street Arts Precinct
- Anderson & Ballarat Street Market Stalls
- Poetry Reading

\* Event naming rights are selected based on discretionary basis and are subject to the approval of the Committee.

Additional recognition may be granted, subject to negotiations and committee approval, applicable to all levels.

### In-kind Sponsorship

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## contacts

**Scott Reinemann**

[scott@bossmanmedia.com.au](mailto:scott@bossmanmedia.com.au)

**Charlie Kopa**

Yarraville Arts Festival President

0411 748 565

[yarravillefestival@hotmail.com](mailto:yarravillefestival@hotmail.com)

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**Saturday, 13th February 2010  
Sponsorship Confirmation**

Contact Information

Please indicate the details for all sponsorship enquiries and invoicing requirements.

Company Name: .....

Mailing Address.....

Suburb: .....Postcode: .....

Phone: (Bus) ..... (Mob): .....

Contact person: ..... Position: .....

Email: .....

Sponsorship

I/We would like to support the 2010 yarraville arts festival with the following sponsorship package;

- |                              |         |                          |
|------------------------------|---------|--------------------------|
| Platinum Sponsor .....       | \$5,000 | <input type="checkbox"/> |
| Gold Sponsor .....           | \$3000  | <input type="checkbox"/> |
| Silver Sponsor .....         | \$2000  | <input type="checkbox"/> |
| Bronze Sponsor .....         | \$1000  | <input type="checkbox"/> |
| In-kind donation/other ..... |         | <input type="checkbox"/> |

Payment Details

Please supply me/my company with a Tax Invoice for \$ .....

Please make cheque payable to Yarraville Festival Inc. (please post to P.O Box 106 Yarraville, VIC 3013) or please direct deposit funds to the following account:

Account Name: Yarraville Festival Inc.  
Bank: Commonwealth Bank      BSB: 06 3181      Account Number: 1010 9410

Date of Payment: ..... Reference #: .....

Thank-you for your support of the 2010 yarraville arts festival, we will be in touch shortly to confirm receipt of this document and discuss the sponsorship requirements.

Please send this form to **yarraville arts festival committee** via email [yarravillefestival@hotmail.com](mailto:yarravillefestival@hotmail.com) or fax to 03 9687 8944