



# 2017 BENALLA FESTIVAL

## Sponsorship Prospectus



[www.benallafestival.com](http://www.benallafestival.com)



# BENALLA FESTIVAL

## BENALLA FESTIVAL OVERVIEW

The 2017 Benalla Festival, from 4 - 12 November, will feature a diverse program of fun and creativity with street entertainment, music, theatre, art, food and wine, dance exhibitions, fireworks and much more.

There are events that attract children, events that attract adults, events that attract families, events that attract special interest groups.

The annual Benalla Festival is run by the community-based Benalla Festival Advisory Committee, with support from Council staff.

Local businesses sponsor the event and Benalla Rural City Council is the major funding body.

Benalla Rural City Council sees community events as a major component in building our economy and helping our business community to thrive.

### 2017 THEME

The theme for this year's Festival is *Good Vibrations*.

A celebration of music and dance in Benalla.



# BENALLA FESTIVAL

FESTIVAL PARTNER: by negotiation



## PARTNER

We are seeking a major partner for a term of three years for the high profile Saturday by the Lake entertainment event. The 2017 event will be held on Saturday 11 November.

This popular featured event is a major highlight of the Festival Program and includes a variety of family entertainment, headline and covers live music and a spectacular fireworks display.

As a Festival Partner your company will enjoy these benefits:

- **Exclusive Naming Rights for the Saturday by the Lake Entertainment event.**
- A prominent on site position where you may establish a marquee for your company display at the foreshore event.
- Your company logo will be included on all promotional materials for the sponsored event, including the official Benalla Festival website and major signage.
- Opportunity to become a member on the Benalla Festival Advisory Committee.
- Acknowledgement at media and other launch and in all media releases.
- Your company logo will be highlighted within the Benalla Festival Program – 14,000 copies will be distributed throughout Benalla and the north east region.

- Full page advertisement in the Benalla Festival Program.
- Print media and other advertising opportunities.
- Opportunity to display company banners and promotional signage at events.
- Stage branding of your company logo.
- Acknowledgement from stage by MC.



Benalla Festival 4 - 12 November 2017

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# BENALLA FESTIVAL

**GOLD FESTIVAL SPONSOR: by negotiation**



## GOLD FESTIVAL SPONSOR

As a Gold Festival Sponsor your company will enjoy these benefits:

- Your company logo will be included on all promotional materials for the sponsored event, including the official Benalla Festival website and major signage.
- Opportunity to become a member on the Benalla Festival Advisory Committee.
- Acknowledgement at media launch and in all media releases
- Your company logo will be highlighted within the Benalla Festival Program – 14,000 copies will be distributed throughout Benalla and the north east region.
- Full page advertisement in the Benalla Festival Program.
- Print media and other advertising opportunities.
- Opportunity to display company banners and promotional signage at events.
- A prominent on site position at the Lake Foreshore Entertainment event where you may establish a marquee for your company display.



# BENALLA FESTIVAL

**SILVER EVENT SPONSOR: \$5,000**

**BRONZE EVENT SPONSOR: \$2,000**

## SILVER EVENT SPONSOR

As a Silver Event Sponsor you have the opportunity to showcase your company/organisation at your own event or sponsor an existing event (naming rights for an existing event by negotiation) and you will enjoy:

- Your company logo will be included on all promotional materials for the sponsored event, including the official Benalla Festival website.
- Your name and the event will be highlighted within the Benalla Festival Program – 14,000 copies distributed throughout Benalla and the north east region
- ¼ page advertisement in the Benalla Festival program
- Opportunity to display company/organisation banners and promotional materials at your sponsored event
- Acknowledgement of your company/organisation throughout your sponsored event

## BRONZE EVENT SPONSOR

- Your name and the event will be highlighted within the Benalla Festival Program – 14,000 copies distributed throughout Benalla and the north east region
- After three years of continuous sponsorship, an opportunity exists for exclusive naming rights to the event.

- Acknowledgement of your company/organisation through the Benalla Festival's website.
- Opportunity to display company/organisation banners and promotional materials at your sponsored event



# BENALLA FESTIVAL

BECOME A FRIEND OF THE FESTIVAL



## BECOME A FRIEND OF THE BENALLA FESTIVAL

All sponsors are important to the Benalla Festival.

There is no prescribed amount to be a Friend of the Benalla Festival. Any amount you are able to contribute will go towards ensuring a great Festival. Below are suggested contribution levels:

\$100    \$200    \$500    \$1000

There are many sponsors, particularly local small business operation with owners who live in and benefit from our vibrant community.

As a Friend of the Festival you will enjoy:

- Acknowledgement in the Benalla Festival Program – 14,000 copy distribution
- Acknowledgement on the official Benalla Festival website

## TYPES OF SPONSORSHIP

Sponsorship both cash or in-kind.

No matter what size the sponsorship might be, all 'in-kind' contributions are most appreciated and will be acknowledged in the Benalla Festival program and on our official website. The Benalla Festival exists through the generosity and community spirit of sponsors.



# BENALLA FESTIVAL

## SPONSORSHIP EXPRESSION OF INTEREST



### SPONSORSHIP EXPRESSION OF INTEREST

Company/Organisation: \_\_\_\_\_

Contact name: \_\_\_\_\_ Position: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

*We are interested in supporting:*

Event name: \_\_\_\_\_

Overall program of events

*With sponsorship of:*

**Partner** Amount: \_\_\_\_\_  **Major Sponsor** Amount: \_\_\_\_\_  **Silver Sponsor** Amount: \_\_\_\_\_  **Bronze Sponsor** Amount: \_\_\_\_\_

**Friend of the Festival** Amount: \_\_\_\_\_ (suggested contribution levels \$100 \$200 \$500 \$1000)

**In Kind Sponsorship** Type: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**This form along with payment can be completed by 31 July 2017 and returned to:**

Benalla Festival 2016  
Benalla Rural City Council  
PO Box 227  
Benalla VIC 3671

**Payment Options:**


Direct Deposit  
Benalla Rural City Council  
BSB: 063 505  
Account Number: 10167732

By Cheque  
Cheque made payable to  
Benalla Rural City Council

*Please note sponsorship does not include production cost of artwork and signage.*

**Benalla Festival 4 - 12 November 2017**

**[www.benallafestival.com](http://www.benallafestival.com)**



For more information on these opportunities, or to be involved in this iconic community event, please contact

**Sharon Zimmermann**, Events Coordinator  
Benalla Rural City Council  
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Email: [Sharon.zimmermann@benalla.vic.gov.au](mailto:Sharon.zimmermann@benalla.vic.gov.au)

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