

# FEAST of the SENSES

23—28 March 2017 Innisfail, Tropical Nth Queensland

[www.feastofthesenses.com.au](http://www.feastofthesenses.com.au)



## 2017 Festival Feast of the Senses Sponsorship Opportunities 23 March to 28 March 2017



Photography by members of the Cassowary Coast Camera Club

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**General Sponsorships** are once again available to the business community in 2017 which will provide invaluable and much needed support to the Feast of the Senses. The Feast of the Senses Inc. is a not for profit community organisation that is run by an independent committee of passionate local people who believe in the importance and significance of this event to the community, both economically and socially. Consequently the Festival is reliant of funding, which comes in the form of sponsorships, government funding and ticket sales. All are equally important to the sustainability of the festival.

There are general sponsorships, specific small event sponsorships and advertising opportunities in the Festival program. None in themselves are large investments. They can be taken individually or in combination. Should you be interested in any of these opportunities and would like to discuss them further, please contact Kirsty Densmore, Festival Manager on 0447 703 476 or any committee member.

**Please note:** Only Festival specific sponsorships of \$5,000 and over will receive banner opportunities at the Guinness World Record Banana Split Attempt. This is to ensure that the sponsors of the World Record Attempt all receive maximum exposure for their investment. Therefore general sponsors will not be able to place banners at this event.

### **Major Naming Rights Sponsorships**

**over \$5,000 + GST**

- Naming Rights Sponsorships for specific events within the festival by individual negotiation and contract e.g. International Food Fare
- Will include opportunities at special events held during the festival eg. in 2017 The Guinness World Record Banana Split Attempt. Again these are by individual negotiation

### **Minor Naming Rights Sponsorships**

**\$500 - \$5,000 + GST**

- Naming Rights Sponsorships for minor events within the festival by individual negotiation and contract e.g. Photography competition, Cookery competition,
- Guinness World Record Banana Split Attempt Marketing opportunities are not included in this sponsorship

## Celebrity Chef Sponsorship

**\$3,000 to \$5,000 + GST**

Based on the success of the visit by James Reeson and his crew from WIN TV's Alive and Cooking show, and Carol Selva-Rajah's visit in 2016 we are planning to include at least one celebrity chef visitor to the 2017 Festival. Such a visit would most likely coincide with Market Day where the chef would give one or more cooking demonstrations. There will also be other opportunities for appearances, such as the International Food Fare, dedicated workshops and general public appearances.

We are delighted to announce that Peter Russell-Clarke will once again be in attendance at the 2017 Festival and will be sponsored by Northern Iron and Brass Foundry. As the festival is now over a shorter period Peter and his wife Jan will be with us for the entire long weekend.

We are in negotiations with several chefs from a variety of different regions across Australia. In order to successfully bring celebrated chefs to the Festival we require sufficient funding to cover their expenses and often an appearance fee. This is not something we can cover out of the normal expenses of the Festival, so it requires dedicated sponsorship. It is also why the sponsorship is listed as 'approximate' as it may vary by a few hundred dollars.

There are several advantages in being a celebrity chef sponsor:

- You have access to meet the chef and avail yourself of exclusive photo opportunities
- You receive media coverage in the lead up to the chef's arrival
- You receive media coverage at every event the chef attends
- You have banner opportunities at every event the chef attends as well as other showcase events within the Festival
- You will receive any other benefit that may be presented during the visit of the celebrity chef

This event is an exclusive package offered to a sponsor of a named chef.

**Sponsor will receive (but not limited to):**

- Branding across all official media relating to the celebrity chef (TV, radio, print, electronic)
- Branding across any official merchandising and newsletters involving the celebrity chef
- Quarter page advertisement in the 2017 Festival Program
- Facebook promotion through the Feast of the Senses Facebook page
- Links from the Festival website
- General newsletter promotion – mentioned in every newsletter from signing up – usually four
- 2 tickets to the International Food Fare
- Use of any official Festival photography taken of the celebrity chef during the Festival (copyright remains with the photographer, but use by the sponsor and Feast of the Senses will be negotiated with photographers)
- Banner opportunities at Showcase Events: International Food Fare and Market Day Extravaganza
- Tickets to Market Day Extravaganza as negotiated.

## Minor Naming Rights Sponsorships

### Market Day Stage Naming Rights

**\$1,000 + GST per Stage**

Each stage is available for sponsorship, or multiples can be taken. There are three operational stages at the Market Day Extravaganza, each attracting its own sponsor:

- Canecutter Court – cooking competitions and demonstrations
- Edith Street – general entertainment
- Rankin Street – general and children’s entertainment and competitions

Each stage has an area of covered seating and a full program of events during the Market Day Extravaganza. Each stage is prominent and visible from a reasonable distance away and runs with its own volunteer stage manager.

Each Sponsor receives:

- Naming rights to the relevant stage
- Major Banner display on the relevant stage at the Market Day Extravaganza (but not exclusive)
- Branding across all official media for the 2017 Festival (Print, electronic)
- Acknowledgement in the 2017 Festival Newsletters and Program
- Links from the Festival website and sponsorship acknowledgement
- Discounted Program advertising
- 4 entry tickets to Market Day Extravaganza

### Food Trail Naming Rights

**\$500 + GST per Food Trail**

Each trail is available for sponsorship, or multiples can be taken. The Food Trails are extensively advertised on radio and in social media, thus receiving good coverage for any sponsor. Each Food Trail visits a variety of different farms that are not normally open to the public. This is a wonderful opportunity to engage with farmers and with those also travelling on the Food Trails.

Two sponsorships already in place : Hastings NQ and Trans North Bus and Coach.

Each Sponsor receives:

- Branding across all official media for the 2017 Festival (Print, electronic)
- Branding across any official Event merchandising and newsletters
- Acknowledgement in the 2017 Festival Program
- Links from the Festival website and sponsorship acknowledgement
- Banner opportunities at the Market Day Extravaganza
- One ticket on their chosen Food Trail/s
- 10% discount on any Program advertising

## Competition Naming Rights

**\$500 to \$3,000 + GST**

During the 2017 Festival there will be various competitions run including cookery, photography and some specialist events relevant to the theme and topics of the day. Such an example would be a Banana Eating Competition held on the Rankin Street Stage. Each of these competitions has a Naming Rights sponsorship attached and each is negotiable and generally range from \$500 to \$3,000 depending on the level of exposure and type of competition.

If you are interested in being involved in a competition, or have an idea for a competition that you would like to sponsor, please contact us so we can discuss further and tailor-make an appropriate package accordingly.

## Gold Sponsorship

**\$1,000 + GST**

Each Gold sponsor receives:

- A commemorative gold plaque
- Branding across all official media for the 2017 Festival (TV, print, electronic). This is the only sponsorship under \$5,000 that is branded on the TV commercial.
- Branding across any official Event merchandising and newsletters
- Acknowledgement in the 2017 Festival Program
- Links from the Festival website and sponsorship acknowledgement
- Banner opportunities at the International Food Fare & Market Day Extravaganza
- Ticket discounts to Festival events of their choice to the value of \$100
- Guinness World Record Banana Split Attempt Marketing opportunities are not included in this sponsorship

## Silver Sponsorship

**\$500 + GST**

Each Silver sponsor receives:

- A commemorative silver plaque
- Branding across all official media for the 2017 Festival (Print, electronic)
- Branding across any official Event merchandising and newsletters
- Acknowledgement in the 2017 Festival Program
- Links from the Festival website and sponsorship acknowledgement
- Banner opportunities at the Market Day Extravaganza
- Ticket discounts to Festival events of their choice to the value of \$50
- Guinness World Record Banana Split Attempt Marketing opportunities are not included in this sponsorship

## Bronze Sponsorship

**\$250 + GST**

Each Bronze sponsor receives:

- A commemorative bronze plaque
- Branding across all official media for the 2017 Festival (Print, electronic)
- Branding across any official Event merchandising and newsletters
- Acknowledgement in the 2017 Festival Program
- Links from the Festival website and sponsorship acknowledgement

- Banner opportunities at the Market Day Extravaganza
- Ticket discounts to Festival events of their choice to the value of \$25
- Guinness World Record Banana Split Attempt Marketing opportunities are not included in this sponsorship

## **Program Advertising**

In 2017 we are looking at changing to a different format of program advertising. This will take the form of a newspaper insert and will be of much higher print numbers than the previous full colour A5 glossy program.

Anticipated print numbers will be around 20,000 with distribution in the Innisfail Advocate as well as publications across the Tableland and Cairns regions.

In the event that this is the final choice of program for 2017, News Limited will produce the publication and be the contact for advertising. Costs to advertisers will be less than our previous programs for a larger distribution.

## Sponsorship Expression of Interest Form

Company Name: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ Mob: \_\_\_\_\_

Email: \_\_\_\_\_

### Level of Sponsorship (includes GST):

- |  |   |
|--|---|
| <input type="checkbox"/> Celebrity Chef Sponsor: | <input type="checkbox"/> \$3,300 to 5,500 as negotiated   |
| <input type="checkbox"/> Other Sponsorships:     | <input type="checkbox"/> Please contact me to discuss further   |
| <input type="checkbox"/> Stage Naming Rights:    | Canecutter Stage: <input type="checkbox"/> \$1,100  |
|  | Edith Street Stage: <input type="checkbox"/> \$1,100  |
|  | Rankin Street Stage: <input type="checkbox"/> \$1,100   |
| <input type="checkbox"/> General Sponsorships:   | <input type="checkbox"/> Gold \$1,100 <input type="checkbox"/> Silver \$550 <input type="checkbox"/> Bronze \$275 |
| <input type="checkbox"/> Food Trail Sponsor:     | <input type="checkbox"/> Each \$550   |
| <input type="checkbox"/> Other Involvement:      | Please specify: _____   |

Details for Invoice – if different to above:

Invoice to: \_\_\_\_\_

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

Please return this form:

By email: [manager@feastofthesenses.com.au](mailto:manager@feastofthesenses.com.au)

By Mail: PO Box 1678, Innisfail Q 4860

Or respond by phone to: Kirsty Densmore, Festival Manager on 0447 037 476