

# FEAST *of the* SENSES



## Sponsorship Proposal

### 2010 Festival

19 to 28 March 2010



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# FEAST *of the* SENSES



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## Introduction

The 8<sup>th</sup> annual Feast of the Senses is rapidly approaching. The 2010 Festival will be held from 19 to 28 March 2010 and is shaping up to be the most exciting ever. The following is from the recently adopted Business Plan for the Feast of the Senses:

## Purpose Statement

The Feast of the Senses Inc. exists to:

- showcase, promote , celebrate, and educate the community and visitors about the Ultratropics through the provision of a festival.

## Value Statement

The Feast of the Senses Inc. values the diversity and uniqueness of the Ultratropics including:

- Its natural beauty,
- The wet tropical climate,
- The unique diverse and exotic fruit, vegetables, flowers, meats and seafood,
- Culture, activity and art and craft inspired by the Ultratropics.

## The Vision

The Feast of the Senses Inc. is a sustainable and effective organisation facilitating a festival that is recognised as a significant contributant to the economic social and environmental fabric of the region.

## The Opportunities for You:

This document outlines the sponsorship packages available. Any package is open to negotiation and your input is valued.

Should you prefer to make a donation to the Festival rather than a sponsorship arrangement, this also would be greatly accepted and appropriately acknowledged.

Please note that all sponsorships will attract 10% GST. Donations are GST free.

On acceptance of a Sponsorship Package, a tax invoice will be issued. Receipts will be issued for donations.

## **Festival Naming Rights**

**\$20,000.00**

This is an exclusive package, with, obviously, only one being offered. This Package to be negotiated, accepted and in place by 30 November 2009.

It is anticipated that up to 10,000 people will be involved in some way or another with this festival. There will be some 10 individual events within the 2010 Festival.

### **The Festival Naming Rights Sponsor will receive:**

- Exclusive Naming Rights to the 2010 Festival of the Feast of the Senses
- Branding across all official media (TV, radio, print, electronic)
- Branding across any official Festival merchandising and newsletters
- Half page advertisement in the Souvenir 2010 Festival Booklet as well as front page branding
- Links from the Festival website
- Banner opportunities at all events where possible (smaller events may not have such opportunities)
- 4 tickets to the Gala Dinner
- 6 tickets to the Wine and Cheese official opening
- 6 complimentary Souvenir 2010 Festival Booklets
- Opportunity to speak at both the Gala Dinner and the Wine and Cheese event
- Free site at Market Day (6m x 6m)
- Samples of all 2010 Festival merchandising

## **Major Event Naming Rights: 3 packages**

### **1. Market Day Extravaganza**

**\$7,500.00**

This is an exclusive package, with, obviously, only one being offered. This Package to be negotiated, accepted and in place by 30 November 2009.

It is anticipated that up to 8,000 people will attend the Market Day Extravaganza

### **The Market Day Extravaganza Sponsor will receive:**

- Naming rights to the Market Day Extravaganza, Sunday 28 March 2010
- Branding across all official media of the Market Day (TV, radio, print, electronic)

- Branding across any official Event merchandising and newsletters
- Quarter page advertisement in the Souvenir 2010 Festival Booklet
- Links from the Festival website
- Banner opportunities at the Market Day
- 4 tickets to the Gala Dinner
- 4 complimentary Souvenir 2010 Festival Booklet
- Opportunity to speak at The Market Day
- Free site at Market Day (6m x 6m)

## 2. Gala Dinner

**\$5,000.00**

This is an exclusive package, with, obviously, only one being offered. This Package to be negotiated, accepted and in place by 30 November 2009.

It is anticipated that 200 people will attend the Gala Dinner

### **The Gala Dinner Sponsor will receive:**

- Naming rights to the Gala Dinner, Friday 26 March 2010
- Branding across all official media of the Gala Dinner (TV, radio, print, electronic)
- Branding across any official Event merchandising and newsletters
- Quarter page advertisement in the Souvenir 2010 Festival Booklet
- Links from the Festival website
- Banner opportunities at the Gala Dinner
- 4 tickets to the Gala Dinner
- 4 complimentary Souvenir 2010 Festival Booklets
- Opportunity to speak at the Gala Dinner

## 3. Wine & Cheese Official Opening

**\$5,000.00**

This is an exclusive package, with, obviously, only one being offered. This Package to be negotiated, accepted and in place by 30 November 2009.

It is anticipated that 150 people will attend the Wine & Cheese event

### **The Wine & Cheese event Sponsor will receive:**

- Naming rights to the Wine & Cheese event, Friday 19 March 2010
- Branding across all official media of the Wine & Cheese event (TV, radio, print, electronic)
- Branding across any official Event merchandising and newsletters

- Quarter page advertisement in the Souvenir 2010 Festival Booklet
- Links from the Festival website
- Banner opportunities at the Wine & Cheese event
- 4 tickets to the Wine & Cheese event
- 4 complementary Souvenir 2010 Festival Booklets
- Opportunity to speak at the Wine & Cheese event

## **Minor Event Naming Rights: Possible 7 Events \$1,000.00 each**

The Planned Minor Events include:

- 1. Photography Competition / Display**
- 2. Art Competition / Display**
- 3. Food Trails**
- 4. Fishing Competition**
- 5. Rowing Regatta**
- 6. Cookery Competition**
- 7. Scarecrow Competition**

These events are still in the planning stages and may be altered, but in principle there will be multiple minor events and there may be additional events to those listed above.

Each event is an exclusive package, with only one being offered.

### **Each Minor Event Sponsor will receive:**

- Naming rights to their specific event
- Branding across all official media of their event (TV, radio, print, electronic)
- Branding across any official Event merchandising and newsletters involving their event
- Quarter page advertisement in the Souvenir 2010 Festival Booklet
- Links from the Festival website
- Banner opportunities at their event
- 2 tickets to the Wine & Cheese event
- 2 complementary Souvenir 2010 Festival Booklets
- Banner opportunities at their events where possible

## Gold Sponsorship

**\$500.00**

There are no limits to the number of Gold Sponsors

It is anticipated that up to 10,000 people will be involved in some way or another with this festival. There will be some 10 individual events within the 2010 Festival.

### Gold Sponsors will receive:

- Some branding across all official media (TV, radio, print, electronic)
- Acknowledgement in any official Festival newsletters
- Sponsorship acknowledgement in the Souvenir 2010 Festival Booklet
- 2 tickets to the Wine and Cheese official opening
- 2 complementary Souvenir 2010 Festival Booklets
- Signage opportunities at Market Day Extravaganza

## Silver Sponsorship

**\$250.00**

There are no limits to the number of Silver Sponsors

It is anticipated that up to 10,000 people will be involved in some way or another with this festival. There will be some 10 individual events within the 2010 Festival.

### Silver Sponsors will receive:

- Acknowledgement in any official Festival newsletters
- Sponsorship acknowledgement in the Souvenir 2010 Festival Booklet
- 2 complementary Souvenir 2010 Festival Booklets
- Signage opportunities at Market Day Extravaganza

## Bronze Sponsorship

**\$100.00**

There are no limits to the number of Bronze Sponsors

It is anticipated that up to 10,000 people will be involved in some way or another with this festival. There will be some 10 individual events within the 2010 Festival.

### Bronze Sponsors will receive:

- Acknowledgement in any official Festival newsletters
- Sponsorship acknowledgement in the Souvenir 2010 Festival Booklet
- 2 complementary Souvenir 2010 Festival Booklets

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## Sponsorship Acceptance Form

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

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

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

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

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

### Level of Sponsorship :

- Festival Naming Rights
- Major Event Naming Rights : Event: \_\_\_\_\_
- Minor Event Naming Rights : Event: \_\_\_\_\_
- Gold Sponsorship
- Silver Sponsorship
- Bronze Sponsorship
- Other Offer : \_\_\_\_\_
- In Kind : Details: \_\_\_\_\_  
\_\_\_\_\_
- Donation : Amount \$ \_\_\_\_\_

Details for Invoice – if different to above:

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

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

Please return this form:

By email: [martinandkirsty1@bigpond.com.au](mailto:martinandkirsty1@bigpond.com.au)

By Mail: PO Box 1678, Innisfail Q 4860

Or Respond by phone to: Kirsty Densmore, 2010 Festival Manager on 4061 6881 or 0413 010 625