



2019 Feast of the Senses

Sponsorship Packages

28 to 31 March 2019

FEAST of the SENSES

28 - 31
 MARCH 2019
 INNISFAIL
 TROPICAL
 NORTH QLD

- Thurs 28 March • Food Trail
- Fri 29 March • Food Trail
 • Gala Dinner
- Sat 30 March • Innisfail's Got Talent
 • Feast Street
- Sun 31 March • Market Day Extravaganza

Logos: Labatt's Blue, BANANA, Crowe Horwath, RIVERS, BUDGET STORAGE

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Sponsorships Available for 2019

Feast of the Senses Festival Naming Rights

\$40,000 + GST

We would like to offer you the opportunity to become our major partner and become Naming Rights Sponsor of the Feast of the Senses Festival.

This is the first time that we have offered this level of sponsorship. Following on from the 2017 successful World Record, we feel that the Festival is now recognized Queensland wide and any sponsor will receive significant Return on Investment.

The 2019 Festival will be very much built around this partnership and would certainly offer any sponsor major exposure over the four day event, as well as opportunities to be directly involved in the festival in a variety of ways as negotiated.

We have listed below the benefits of this sponsorship, but we are open to any further suggestions that you may have for promotional opportunities within the context of the Feast of the Senses.

Feast of the Senses Naming Rights Sponsor will receive, but not be limited to:

- Naming rights to the Feast of the Senses festival
- **Sponsor** would be acknowledged as the major partner for the festival
- **Sponsor** would automatically become a gold member of the Feast of the Senses
- **Sponsor** logo to be displayed predominantly across all festival collateral material and where suitable, any official media assets
- Major branding across all official media of the festival (TV, radio, print, electronic)
- Major branding across any official festival merchandising of the festival
- Major branding across our webpage and social media pages (Twitter, Facebook)
- Links from the Festival website
- **Sponsor** marquee at Feast Street in a prime spot
- **Sponsor** site on Market Day (with wet weather contingency site if required)
- Full page advertisement in the 2019 Festival Program
- Newsletter promotion
- Banner opportunities at all events
- Negotiated tickets to all events
- Opportunity to speak as part of the Official Opening of the Festival at Feast Street
- Representation on the working committee for the Festival if desired
- Post event Final Report.

Feast Street Naming Rights Sponsorship

\$10,000 + GST

In 2019 we will be introducing a completely new event, named Feast Street, a direct take-off of Brisbane's Eat Street, which is a magical food experience. This event, will be a night time food market held in Canecutter Court, which will be fully closed off and licenced for the event.

We are encouraging some of our usual food vendors as well as restaurants to take part. The aim is for each outlet to offer only 2 or 3 of their signature dishes featuring local produce, in small portion sizes and therefore at a lower than usual cost. \$8 is our preferred top price, with \$10 for seafood. This works well in Brisbane and is extremely popular.

The evening will not only involve food, but as mentioned previously in this document James Blundell, Becci Nethery and the winners of the Innisfail's Got Talent Competition will provide the entertainment. The ticket price is yet to be determined and will depend upon the outcome of a grant application to Festivals Australia.

Significantly – this event is held in the wet season, due to the predominance of tropical fruit at this time. Consequently we will be endeavouring to cover most of Canecutter Court with Hoecker marquees (the large rigid framed marquees). This will allow us to light up the area with fairy lights create a stunning atmosphere.

The final component of the evening will be a Tropical Fruit Cocktail competition open to anyone interested across Queensland

Sponsor will receive, but not be limited to:

- Naming rights to the 2019 Feast Street
- **Sponsor** would automatically become a gold member of the Feast of the Senses
- **Sponsor** logo to be displayed predominantly across all material and where possible, any official media assets relating to Feast Street
- Branding across all official media of Feast Street (TV, radio, print, electronic)
- Branding across any official merchandising involving Feast Street
- Branding across our webpage and social media pages (Twitter, Facebook)
- Links from the Festival website
- **Sponsor** marquee at Feast Street in a prime spot
- Full page advertisement in the 2019 Festival Program
- Newsletter promotion
- Event tickets as negotiated
- Gold membership to the Feast of the Senses
- Social Media promotion relevant to event
- Use of Festival Photography relevant to event
- Certificate of Sponsorship
- Major banner opportunities at Feast Street as well as the Market Day Extravaganza
- Representation on the working committee for the Festival if desired

Innisfail's Got Talent Naming Rights Sponsorship

\$5,000 + GST

As part of the 2019 Feast of the Senses Festival we will be running an Innisfail's Got Talent competition on Saturday afternoon, 30 March in Canecutter Court, Innisfail.

As part of this competition, our headline acts of James Blundell and Becci Nethery will conduct workshops in the three Cassowary Coast high schools. These workshops will involve how to put a performance together, how to engage with an audience and generally how to best present an act.

James and Becci will be the main judges of the Innisfail's Got Talent competition during the afternoon. It is anticipated that there could be up to three categories of competition: Junior Amateur, Open Amateur and Open Professional. The winners of the competition will then be on the evening's entertainment bill alongside James and Becci at Feast Street.

The competition will be open for the public to come and enjoy for a small entry fee, food vendors will be in place and Canecutter Court will run as an alcohol free venue from midday until 5:00pm.

Sponsor will receive, but not be limited to:

- Naming rights to the 2019 Innisfail's Got Talent competition
- **Sponsor** would automatically become a silver member of the Feast of the Senses
- **Sponsor** logo to be displayed predominantly across all material and where possible, any official media assets relating to Innisfail's Got Talent
- Branding across all official media of Innisfail's Got Talent (Radio, print, electronic)
- Branding across any official merchandising involving Innisfail's Got Talent
- Branding across our webpage and social media pages (Twitter, Facebook)
- Links from the Festival website
- Silver membership to the Feast of the Senses
- **Sponsor** marquee in Canecutter Court in a prime spot
- Half page advertisement in the 2019 Festival Program
- Newsletter promotion
- Event tickets as negotiated
- Major banner opportunities across the Festival

Tropical Fruit Cocktail Competition Sponsorship

\$2,000 + GST

As part of the 2019 Feast of the Senses Festival's Feast Street in Canecutter Court on the evening of Saturday 30 March, there will be a competition for the Tropical Fruit Cocktail – alcoholic and non-alcoholic.

The aim of the competition will be to encourage innovative ideas for use of our tropic rare and exotic fruits and how well they combine with other flavours.

A full criteria will be designed for the competition and we would expect entries from right across the region. It will be one of the feature events of Feast Street.

A sponsor representative is encouraged to be part of the judging panel. This could be a very difficult chore and something for only the most courageous of sponsors!

Sponsor will receive, but not be limited to:

- Naming rights to the 2019 Feast of the Senses Tropical Fruit Cocktail Competition
- **Sponsor** would automatically become a bronze member of the Feast of the Senses
- **Sponsor** logo to be displayed predominantly across all material and where possible, any official media assets relating to the Tropical Fruit Cocktail Competition
- Branding across all official media of Tropical Fruit Cocktail Competition (Radio, print, electronic)
- Branding across any official merchandising involving Tropical Fruit Cocktail Competition
- Branding across our webpage and social media pages (Twitter, Facebook)
- Links from the Festival website
- Bronze Membership to Feast of the Senses
- **Sponsor** marquee in Canecutter Court in a prime spot
- Acknowledgement in the 2019 Festival Program
- Newsletter promotion
- Event tickets as negotiated
- Banner opportunities across the Festival

Platinum Sponsorship

\$2,000 + GST

Whilst membership is now available at the Feast of the Senses, sometimes it is appropriate to be involved at a sponsorship level, hence the introduction of the Platinum Sponsorship.

This is for businesses, or individuals, who wish to support this significant community event, without being tied to a Naming Rights Sponsorship or even a membership.

Platinum Sponsors will receive, but not be limited to:

- **Sponsor** would automatically become a silver member of the Feast of the Senses
- **Sponsor** logo to be displayed predominantly across all material and where possible, any official media assets relating to the Feast of the Senses festival
- Branding across all official media of the Feast of the Senses festival (Radio, print, electronic)
- Branding across our webpage and social media pages (Twitter, Facebook)
- Links from the Festival website
- **Sponsor** marquee in Canecutter Court in a prime spot
- Acknowledgement in the 2019 Festival Program
- Newsletter promotion
- Event tickets as negotiated
- Banner opportunities across the Festival

Food Trail Naming Rights

\$750 + 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.

Each Sponsor receives:

- Branding across official media for the 2019 Festival (Print, electronic)
- Branding across any official Event merchandising and newsletters
- Acknowledgement in the 2019 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

Gold Sponsorship:

\$1,200 + GST

- Branding across any official Event merchandising and newsletters
- Acknowledgement in the Festival Program
- Links from the Festival website and sponsorship acknowledgement
- Banner opportunities at the Feast Street & Market Day Extravaganza
- 6 tickets to Market Day Extravaganza
- 20% discount on any other ticketed events
- A certificate of Appreciation

Silver Sponsorship:

\$700 + GST

- 4 tickets to Market Day Extravaganza
- 10% discount on any other ticketed events
- A certificate of Appreciation
- Acknowledgement in the Festival Program
- Links from the Festival website and sponsorship acknowledgement
- Banner opportunities at the Market Day Extravaganza

Bronze Sponsorship:

\$300 + GST

- 4 tickets to Market Day Extravaganza
- A certificate of Appreciation
- Acknowledgement in the Festival Program
- Links from the Festival website and sponsorship acknowledgement
- Banner opportunities at Feast Street

In-Kind Sponsorship

There are often opportunities for businesses to be involved by offering goods or services to the festival rather than a cash sponsorship. These are greatly appreciated and will be recognized in a similar manner to cash sponsors. Each in-kind sponsorship will be negotiated on an individual basis. If you are in a position to assist us, please complete the Expressions of Interest form at the end of this document and we will be in touch.

Program Advertising

In 2018 we will again produce a newspaper insert of high print numbers of a full colour program.

Anticipated print numbers will be up to 20,000 with distribution in the Innisfail Advocate as well as publications across the Tableland and Cairns regions. This is dependent on the number of advertisers. All advertising dollars go to the program, so the more dollars – the more programs.

News Limited will produce the publication and be the contact for advertising. Costs to advertisers will offer extremely well valued advertising.

Membership

In 2018 Feast of the Senses Inc. introduced memberships to replace the Gold, Silver and Bronze sponsorships. This not only offers better value for money, but also encourage individuals and businesses to take an active interest in this significant community event.

Membership is due 1 January each year and must be paid by end of February to be eligible for tickets and discounts as listed below:

Members are eligible, and encouraged, to stand for election to the Management Committee of the Feast of the Senses Inc, thus over time, increasing the corporate profile and footprint of the festival.

Ordinary Membership:

Standard Membership: \$30 + GST per business \$15 per person

- Free ticket to Market Day Extravaganza
- Certificate of membership
- Voting rights at general meetings

Bronze Membership: \$250 + GST

- Voting rights at general meetings
- 4 tickets to Market Day Extravaganza
- A certificate of bronze membership
- Acknowledgement in the Festival Program
- Links from the Festival website and membership acknowledgement
- Banner opportunities at the Australian Food Fare

Silver Member: \$500 + GST

- Voting rights at general meetings
- 4 tickets to Market Day Extravaganza
- 10% discount on any other ticketed events
- A certificate of silver membership
- Acknowledgement in the Festival Program
- Links from the Festival website and membership acknowledgement
- Banner opportunities at the Market Day Extravaganza

Gold Member: \$1,000 + GST

- Voting rights at general meetings
- 6 tickets to Market Day Extravaganza
- 20% discount on any other ticketed events
- A certificate of gold membership
- Branding across any official Event merchandising and newsletters
- Acknowledgement in the Festival Program
- Links from the Festival website and membership acknowledgement
- Banner opportunities at the Australian Food Fare & Market Day Extravaganza

Sponsorship Expression of Interest Form

Company Name: _____

Contact: _____ Position: _____

Address: _____

Phone: _____ Mob: _____

Email: _____

Level of Sponsorship (includes GST):

- 2019 Feast of the Senses : Festival Naming Rights : \$40,000 + GST
- 2019 Feast Street Naming Rights Sponsorship : \$10,000 + GST
- Innisfail's Got Talent Naming Rights Sponsorship : \$5,000 + GST
- Tropical Fruit Cocktail Competition Sponsorship : \$2,000 + GST
- Platinum Sponsorship \$2,000 + GST
- Food Trail Naming Rights : \$750 + GST per Food Trail
- Gold Sponsorship \$1,200 + GST
- Silver Sponsorship \$700 + GST
- Bronze Sponsorship \$300 + GST
- Other : Please nominate so we can discuss further with you:

Level of Membership (when not included in a sponsorship package)

- Standard Membership: \$30 + GST per business \$15 per person
- Bronze Membership: \$250 + GST
- Silver Member: \$500 + GST
- Gold Member: \$1,000 + GST

In-Kind Sponsorship

Please specify: _____

Details for Invoice – if different to above:

Invoice to: _____

Address: _____

Please return this form:

By email: manager@feastofthesenses.com.au

By Mail: PO Box 1678, Innisfail Qld 4860 Or respond by phone to: Kirsty Densmore, Festival Manager on 0413 010 625