



Sponsorship Proposal





Introduction

Big 4 Adventure Whitsunday Reef Festival 21-24 October 2010

The Whitsunday Reef Festival is a celebration of one of nature's most amazing natural wonders, the Great Barrier Reef. The 4 day festival is jam packed with exciting events including fireworks, live music, a street parade, comedy gala, family fun day, markets, competitions, wearable art, sand sculpting, reef education and the famous Frocktails fashion show are just a sample of the events included.

The Festival commenced in 2001 under the auspices of the Whitsunday Chamber of Commerce and was designed to encourage visitation to the area during typically quiet periods. The festival originated with only a small number of volunteers, and has since grown to a full committee of approximately 20 professional and experienced people from both the private and business sectors who volunteer their time to bring this great event to the community.

The Festival is becoming increasingly important to the community as other local calendar events fall by the way side due to the effects of the GFC. It is now the only multi day community event in the area and the only event that supports music, art, local culture and the environment.

The local community is the key to the continued success of the Whitsunday Reef Festival as it is run almost entirely through donations and sponsorship from local industry.

This year is the 10th anniversary of the festival and the committee is working hard to bring new features, great performers and special guests to the program to sustain the festival as the Whitsundays major calendar event.

Attracting in excess of 10,000 locals and visitors to the community the Whitsunday Reef Festival bolsters the local economy and provides an influx of consumers to the area which in turn has a positive effect on all business in the Whitsunday region.

Having successfully secured BIG4 Adventure Whitsunday for a second term, we now seek additional support from the local business community to ensure the ongoing success of the festival. The rewards for sponsoring these events are both immediate and ongoing with sponsors generosity highly regarded within the community. We appreciate times are tough and have some innovative sponsorship opportunities available.





Naming Rights Platinum Sponsor – BIG4 Adventure Whitsunday

Benefits

- Festival naming rights
- Verbal recognition as part of the naming rights festival ie “Company name” Whitsunday Reef Festival 2010
- Advertising recognition including prominent company logo placement
- Public relations recognition including prominent company logo placement
- Priority festival program listing including prominent company logo placement
- Priority Whitsunday Reef Festival website listing including prominent company logo placement
- Banner display in prominent positions at all events
- 3 month payment plan
- Sponsorship support certificate (pre event)
- Marketing collateral highlighting your business supports the Whitsunday Reef Festival
- “I support my community” logo and poster
- Sponsorship support certificate (post event)





Gold Sponsorship

The sponsorship we ask you to consider is \$10,000

We welcome any ideas to tailor sponsorships that best suits you, we are happy to consider any special requests or accommodate your companies needs where possible

Benefits

- Exclusive sponsorship of the Festival Fireworks attracting in excess of 3,000 people
- Verbal recognition as part of the naming rights sponsor
- Advertising recognition including prominent company logo placement, SEA FM/HOT simulcast recognition
- Public relations recognition including prominent company logo placement
- Priority festival program listing including prominent company logo placement
- Priority Whitsunday Reef Festival website listing including prominent company logo placement
- Banner display in prominent positions at all events
- 3 month payment plan (\$3333.33 per month)
- Sponsorship support certificate (pre event)
- Marketing collateral highlighting your business supports the Whitsunday Reef Festival
- "I support my community" logo and poster
- Sponsorship support certificate (post event)





Silver Sponsorship

The sponsorship we ask you to consider is \$5,000

We welcome any ideas to tailor sponsorships that best suits you, we are happy to consider any special requests or accommodate your companies needs where possible

Benefits

- Naming rights to one of the following events
 - Comedy Gala
 - Frocktails – SOLD (Waters Edge Resort & Déjà vu Restaurant)
 - Street Parade – SOLD (Rotary Club of Airlie Beach)
 - Beats on the Beach
 - Family Fun Day
 - Chill in the Park
- Verbal recognition as part of the naming rights of above mentioned event ie “Company name” event
- Advertising recognition including prominent company logo placement
- Public relations recognition including prominent company logo placement
- Priority festival program listing including prominent company logo placement
- Priority Whitsunday Reef Festival website listing including prominent company logo placement
- Banner display in prominent positions at sponsored event
- 3 month payment plan (\$1666.66 per month)
- Sponsorship support certificate (pre event)
- Marketing collateral highlighting your business supports the Whitsunday Reef Festival
- “I support my community” logo and poster
- Sponsorship support certificate (post event)





Bronze Sponsorship

The sponsorship we ask you to consider is \$2,000

We welcome any ideas to tailor sponsorships that best suits you, we are happy to consider any special requests or accommodate your companies needs where possible

Benefits

- Naming rights to one of the following events
 - Movies at the Lagoon
 - Whitsunday Kite Festival
 - Festival of Lights
 - Saturday Night “Official After Party”
 - Sand Sculpting – SOLD (Zest Design)
 - Wearable Art – SOLD (Rotary Club of Airlie Beach)
 - Whitsunday Bareboat Open Day
- Verbal recognition as part of the naming rights of above mentioned event ie “Company name” event
- Advertising recognition including company logo
- Public relations recognition including company logo
- Festival program listing including company logo
- Whitsunday Reef Festival website listing including company logo
- Banner display in prominent positions at sponsored event
- 3 month payment plan (\$666.66 per month)
- Sponsorship support certificate (pre event)
- Marketing collateral highlighting your business supports the Whitsunday Reef Festival
- “I support my community” logo and poster
- Sponsorship support certificate (post event)





Festival Partner

The sponsorship we ask you to consider is \$500

We welcome any ideas to tailor sponsorships that best suits you, we are happy to consider any special requests or accommodate your companies needs where possible

Benefits

- Advertising recognition including company logo
- Public relations recognition including company logo
- Festival program listing including company logo
- Whitsunday Reef Festival website listing including company logo
- 3 month payment plan (\$166.66 per month)
- "I support my community" logo and poster
- Sponsorship support certificate (post event)





Accommodation Festival Partner

The sponsorship we ask you to consider is \$500

We welcome any ideas to tailor sponsorships that best suits you, we are happy to consider any special requests or accommodate your companies needs where possible

Benefits

- Advertising recognition including company logo
- Public relations recognition including company logo
- Festival program preferred accommodation listing including company logo
- Whitsunday Reef Festival accommodation website listing including company logo
- 3 month payment plan (\$166.66 per month)
- "I support my community" logo and poster
- Sponsorship support certificate (post event)





Festival Program including Naming Rights Opportunities

Thursday 21st October 2010

- Starlight Movies at the Lagoon
- Comedy Gala (at Waterline on Shingley)

Friday 22nd October 2010

- Starlight Movies at the Lagoon
- Festival Fireworks
- Frocktails by Déjà vu Restaurant & Waters Edge Resort
- Festival of Lights

Saturday 23rd October 2010

- Zest Design Sand Sculpting Competition
- Rotary Club of Airlie Beach Wearable Art Fashion Parade
- Rotary Club of Airlie Beach Street Parade
- Beats at the Beach Live Music Concert
- Saturday Night “Official After Party”

Sunday 24th October 2010

- Starlight Movies at the Lagoon
- Family Fun Day
- Whitsunday Kite Festival
- Chill in the Park
- Whitsunday Bareboat Open Day





Sponsorship Agreement

Name : _____

Company : _____

Address : _____

Email : _____

Sponsorship Level	Amount	3 Month Payment Plan
Gold Sponsor	\$10,000	YES <input type="checkbox"/> NO <input type="checkbox"/>
Silver Sponsor	\$ 5,000	YES <input type="checkbox"/> NO <input type="checkbox"/>
Bronze Sponsor	\$ 2,000	YES <input type="checkbox"/> NO <input type="checkbox"/>
Festival Partner	\$ 500	YES <input type="checkbox"/> NO <input type="checkbox"/>
Accommodation Partner	\$ 500	YES <input type="checkbox"/> NO <input type="checkbox"/>
Donation / Other (please specific amount)		Not applicable

PLEASE FAX TO: 07 4948 2755

For further inquiries please contact:

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W. www.whitsundayreeffestival.com.au

Previous Years Festivals

