



PENOLA
coonawarra
ARTS **2015**
festival
Sponsorship
PROPOSAL

Background

The Penola Coonawarra Arts Festival is organised by the Penola Festival Association Incorporated. During its 24 year history it has grown to become one of Australia's leading regional Arts Festivals. The festival celebrates the literary and arts heritage of Penola, the fine wines of Coonawarra and its premium regional produce.

The Penola Festival Association Inc. is a voluntary, non-profit organisation. Since its inception the Festival has attracted major events and exhibitions that have appealed to a broad audience and have contributed



to our growing profile. By uniting with the Coonawarra Vignerons and incorporating the 'Coonawarra Unearthed' programme into the Penola Coonawarra Arts Festival we have continued to broaden the only arts based festival in the Limestone Coast. We are fortunate to be one of the few festivals in regional Australia that has the potential to generate significant cultural tourism with an easily recognisable wine brand in 'Coonawarra'.



Who attends the Festival?

The Penola Coonawarra Arts Festival attracts a diverse range of visitors to the region with a genuine passion for art, music and learning.

The Festival events are unique and cater to a broad demographic, including the more serious culture buffs, casual spectators, music lovers, and young families.

Visitors come from throughout the Limestone Coast, Western Victoria, Adelaide, Melbourne and further afield.

The stats

The Festival attracts a large share of the VFR market (visiting friends and relatives) plus numerous interstate visitors.

- > Local visitors (including Mount Gambier, Naracoorte) 54.4%
- > South Australian visitors 16.03%
- > Victorian visitors 9.59%
- > NSW visitors 1.37%
- > International visitors 3.15%
- > Other visitors 15.48%

2014

- > Around 17 Live Performances, 29 Exhibitions, 211 workshops
- > Over 3,000 tickets sold

Why support the 2015 Festival?

Supporting the Penola Coonawarra Arts Festival gives you the opportunity to connect with the greater Limestone Coast community, build brand awareness and show your company's support for an important cause: the arts!

Your contribution will help us to secure performers and exhibitors. We have four partnership levels to offer and all contributions are tax deductible.

How you can benefit?

- Increase brand awareness
- Demonstrate your investment in the local community and its youth
- Differentiate your brand from its competitors
- Attend networking opportunities to secure new business and enhance client relationships.



**A DAWNE
CHORUS
2014**

Gold

Contributions

\$5,000 - \$10,000

As a Gold sponsor you will have extensive brand exposure through a number of media channels. You will increase your brand awareness within the Limestone Coast region of South Australia (total population 66,724). You will demonstrate your investment in the local community and its youth. You will also be invited to networking opportunities to secure new business and enhance client relationships.



**CO-OPERA
2013**

Gold: the benefits

Corporate hospitality

You will be invited to the Program Launch Night - a media event where you can build brand awareness and network with local media and other business leaders.

You will be invited to the Festival Opening Night, where we open the Festival and announce the winner of the John Shaw Neilson Acquisitive Art Prize and the Design Prize.

You will receive 4 tickets to attend the Arts Festivals key event, Co Opera's *Così Fan Tutte*.

Community engagement

As the Gold sponsor you will have the opportunity to set up a shelter/booth in the Penola Coonawarra Arts Festival Hub to display your brand and promote yourselves and/or product.

All Penola Coonawarra Arts Festival staff over the duration of the 4 day Festival will wear a branded T-shirt displaying your company logo.

Media

Television: As the Gold sponsor your logo will feature on the Penola Coonawarra Arts Festival television commercial.

Print: As a Gold sponsor your logo will appear on all of the Penola Coonawarra Arts Festival printed material including: programs, posters, invitations, media releases, and formal correspondence.

We will investigate the possibility of a media press release with your business.

Digital: As a Gold sponsor you can have branding, relevant content and links to your own website published on the Penola Coonawarra Arts Festival website and social media pages.

Promotional Possibilities

Gold sponsors will also have the opportunity to supply additional branded material for use during the Festival.

Recognition

Sponsorship Certificate acknowledging your valued contribution.

Festival updates

You will receive an electronic newsletter updating you on developing News and Events for the 2015 Festival.

Our team will work with you personally to identify what your business could achieve through a partnership with the Penola Coonawarra Arts Festival to make sure we deliver the benefits in line with your investment.

Silver

Contributions

\$2,000 - \$4,999

As Silver sponsor you will increase your brand awareness within the Limestone Coast region of South Australia. Your business will have promotional possibilities during the Festival, you will be invited to the Opening Night and the Festival's key event Co-Opera's *Cosi Fan Tutte*.



**YARN
BOMBING**

Silver: the benefits

Corporate hospitality

You will be invited to the Program Launch Night - a media event where you can build brand awareness and network with local media and other business leaders.

You will be invited to the Festival Opening Night, where we open the Festival and announce the winner of the John Shaw Neilson Acquisitive Art Prize and the Design Prize.

You will receive 2 tickets to attend the Arts Festivals gala event, Co Opera's *Così Fan Tutte*.

Media

Print: As a Silver sponsor your logo will appear on all of the Penola Coonawarra Arts Festival printed material including: programs, posters, invitations, media releases, and formal correspondence.

Digital: As a Silver sponsor you can have relevant content and branding published on the Penola Coonawarra Arts Festival website and social media pages.

Promotional Possibilities

Silver sponsors can supply additional branded material for use by staff, volunteers, and participants.

Recognition

Sponsorship Certificate acknowledging your valued contribution.

Festival updates

You will receive an electronic newsletter updating you on developing News and Events for the 2015 Festival.

Our team will work with you personally to identify what your business could achieve through a partnership with the Penola Coonawarra Arts Festival to make sure we deliver the benefits in line with your investment.

Bronze

Contributions
\$500 - \$1,999

As Bronze sponsor you will increase your brand awareness within the Limestone Coast region. You will also get priority booking for all Festival events, and have the opportunity to promote your business during the Festival.



**KELLY
MENNENNETT
2014**

Bronze: the benefits

Corporate hospitality

You will have priority booking for all Arts Festival events.

Media

Print: As a Bronze sponsor your business will be listed on Penola Coonawarra Arts Festival printed material including: programs, invitations, media releases, and formal correspondence.

Digital: As a Bronze sponsor you can have relevant content and branding published on the Penola Coonawarra Arts Festival website and social media pages.

Promotional Possibilities

Bronze sponsors can supply additional branded material for use by staff, volunteers, and participants.

Recognition

Sponsorship Certificate acknowledging your valued contribution.

Festival updates

You will receive an electronic newsletter updating you on developing News and Events for the 2015 Festival.

Our team will work with you personally to identify what your business could achieve through a partnership with the Penola Coonawarra Arts Festival to make sure we deliver the benefits in line with your investment.

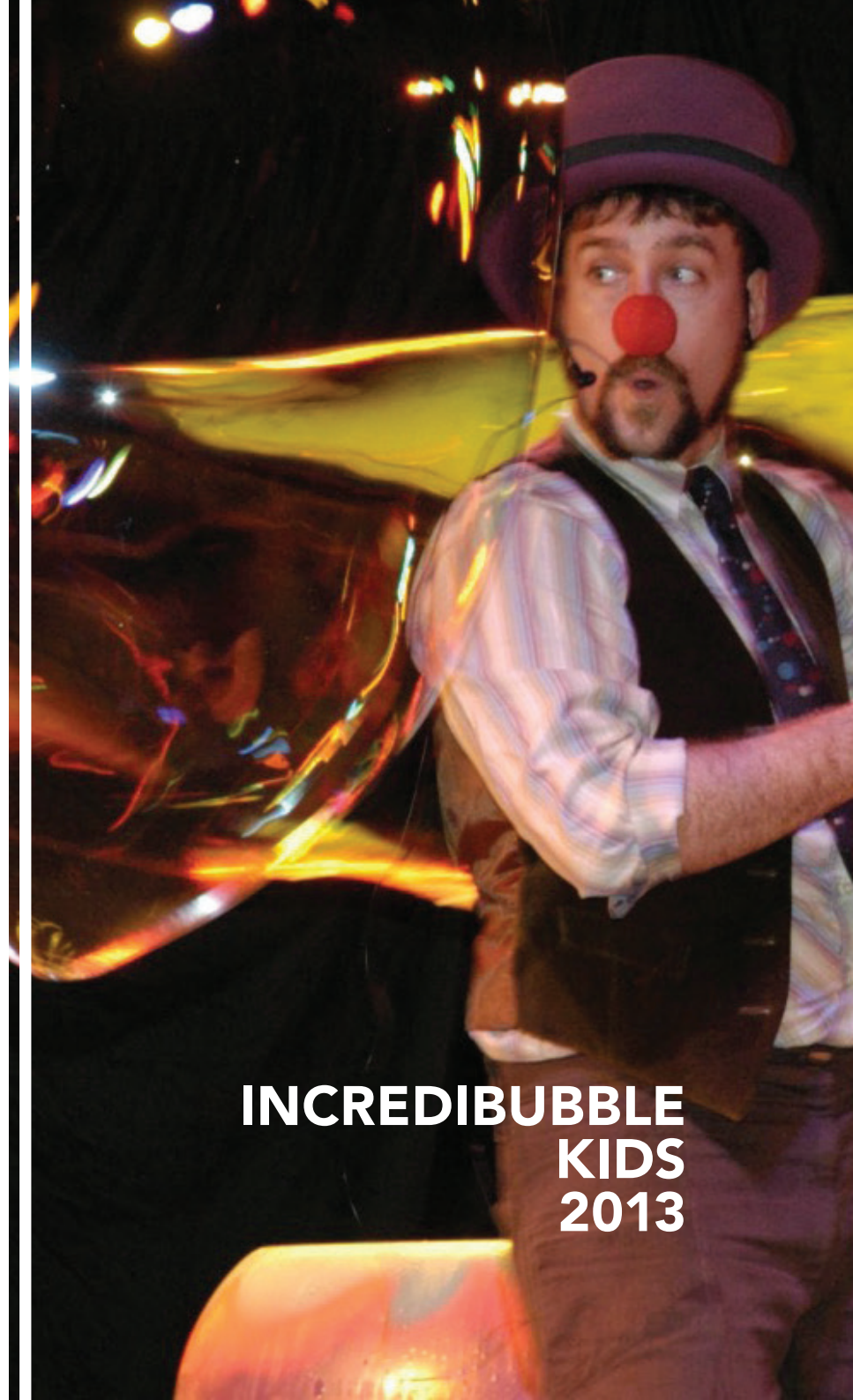
Friends

of the Festival

Contributions \$50 or more

The Friends of the Festival are local businesses, residents and Festival supporters who have decided to financially support the efforts of the Festival committee, the Festival itself and the Penola / Coonawarra community.

Funds raised are used to assist in producing the Festival program and promotion of the event outside of the region. Your contribution will assist us in the expansion and development of arts and culture in country South Australia.



**INCREDIBUBBLE
KIDS
2013**



Friends: the benefits

Hospitality

You will be invited to the Program Launch Night, where you will get a sneak peak of the program before the general public.

If you are unable to attend the opening night we will post you a program.

You will be invited to the Festival Opening Night, where we open the Festival and announce the winner of the John Shaw Neilson Acquisitive Art Prize and the Design Prize.

Newsletter

As a Friend you will receive an electronic newsletter updating you on developing News and Events for the 2015 Festival.

For more information on becoming a Friend of the Festival head to www.artsfestival.com.au

Sponsorship form

Please fill-out the form to confirm your chosen sponsorship package. Completed forms can be posted to Penola Festival Association Inc, PO Box 318, Penola SA 5277 or email Michelle Stehbens, at sponsorship@artsfestival.com.au

Company Name _____

Contact Person _____

Email Address _____

Contact Phone number _____

Address _____

**THANK YOU
FOR SUPPORTING
THE ARTS!**

Thanks for your generous contribution, without it the Arts Festival would cease to continue.

Sponsorship Packages:

GOLD Sponsor
\$5,000 - \$10,000

BRONZE Sponsor
\$500 - \$1,999

SILVER Sponsor
\$2,000 - \$4,999

FRIEND of the Festival
\$50 or more

Payment info:

_____ Please send me an invoice and receipt

_____ I have enclosed a cheque made payable to the Penola Festival Association Incorporated

_____ Please charge my credit card

Card Type: Visa / Master Card

_____ Card Number

_____ Expiration Date

_____ Security Code

Once we receive your sponsorship form, a member of the Festival Committee will contact you to discuss event arrangements, sponsorship benefits and recognition.

\$ _____

Total Sponsorship Cost

Signature

Date

Get in TOUCH

For more information please contact The Penola Coonawarra Arts Festival team.

Email: sponsorship@artsfestival.com.au

Website: www.artsfestival.com.au

Facebook Page: Penola Coonawarra Arts Festival

Hashtag: #PCArts2015

Instagram: @pcartsfestival

Twitter: @pcartsfestival

Return Address:

Penola Festival Association Inc

PO Box 318

Penola SA 5277