



Penola/ Coonawarra ARTS Festival 14 - 17 MAY 2020

Sponsor's Details – please complete – *We want to know you*

Sponsor Name	ABN
Contact Person	Phone
Address	
Email	Website
Facebook	Instagram

Sponsorship Types – please tick and nominate amount – *With our gratitude*

- Festival Partner \$5,000+ Gold \$2,500+ Silver \$1,000+ Bronze \$501+
- In-Kind \$501+ Corporate Friend \$250+ Festival Friend \$50+



Sponsorship amount \$
or in-kind description
and value

Event Naming Rights – Festival Partners only – to the highest bidder – *You got our ATTENTION*

- Program Launch (9 April 2020) The Logo Design Prize Co-opera (Thursday) Literary Program
- The Arts Trail Kids Program (Sunday) Down the Lane (Sunday)

Business description or Reason for sponsoring the Festival – please complete – *To thank you*

Approved wording -
25 words maximum

-  **Logo** – for use as per the Sponsorship agreement
-  **Advertisement for Festival Partners** only – for use as per the Sponsorship agreement

Payment Options – *The Bang!*

- Bank Transfer to Penola Festival Association Incorporated, Bendigo Bank BSB: 633-000, Acc: 153476825
- Credit card, PayPal and Google Pay via www.trybooking.com.au, search for “Penola Coonawarra Arts Festival”
- Cheque made payable to “Penola Festival Association Incorporated”, sent to PO Box 318, PENOLA SA 5277

Sincere *Thanks* from the Penola Coonawarra Arts Festival

Sponsorship applications received before 28 February 2020 will be acknowledged in the official printed program of the Arts Festival, later sponsors on our website and social media.

Sponsorship Agreement

The Penola Coonawarra Arts Festival will be held this year Thursday 14 to Sunday 17 May 2020. It is a celebrated event promoted by the not-for-profit organisation The Penola Festival Association Incorporated ABN 22 053 590 901 (**Arts Festival**), a Federally registered cultural organisation. The Arts Festival is run purely by volunteers and relies on the financial contributions of our sponsors and our community and visitors that join in the celebration of the arts and our region. The purpose of the Arts Festival is to promote an appreciation of the arts, its creators, producers of our region and tourism – but as importantly, to foster the opportunity for our community for our kids, adults, families, the elderly, local organisations and our visitors to participate in the arts for all our well-being, growth and enjoyment.

The Sponsor agrees to pay a sponsorship amount or make an in-kind contribution of value for use to promote, conduct or sustain the Arts Festival. The Arts Festival agrees to provide the Sponsor a non-exclusive sponsorship with the benefits set out in this agreement facilitated by the Arts Festival's volunteers, confirmed by issuing a tax invoice or receipt for the sponsorship amount to the Sponsor.

The Sponsor must register as a sponsor before the **28 February 2020** to be included in the official printed program for the Arts Festival and later payment sponsors will receive the other benefits of sponsorship the Arts Festival can reasonably provide with its volunteer resources available. The Arts Festival reserves the rights to alter the benefits for a sponsor, as is reasonable, at its discretion.

Sponsors are the First In!

Please join us as Honoured Guests at the following official Arts Festival events:

Thursday 9 April 2020, 5pm, Royal Oak, Penola – Festival Program Launch – First opportunity to book tickets before released to the public

Thursday 14 May 2020, 5pm, Penola High School – John Shaw Nielson Prize Opening Night and Design Prize, Local Artists' Prize, Packers' Prize

Thursday 14 to Sunday 17 May 2020, Penola Coonawarra Arts Festival – Book online www.artsfestival.com.au from April 2020

Use of Sponsor's Logo and Name

The Sponsor agrees to provide the Arts Festival with its logo, in the form requested by the Arts Festival by the date requested by the Arts Festival. The Arts Festival agrees to only use the Sponsor's logo or name for the purposes of this agreement. The Sponsor warrants that it has the full power and authority to provide its logo and name and indemnifies the Arts Festival against any claims, actions, liabilities, losses, demands, suits, proceedings, damages, expenses or costs arising out of or in respect of the proper use by the Arts Festival of the Sponsor's logo or name including but not limited to any claims in respect of any infringement of any third party intellectual property rights.

Use of Art Festival's Logo, Name, Social Media Posts and Signage

The name "Penola Coonawarra Arts Festival" is a registered business name and may not be used without the Art Festival's written permission. The Arts Festival permits an accepted Sponsor to use its name or logo for promotional purposes until 31 December 2020. The Arts Festival does not accept any responsibility or any claims, actions, liabilities, losses, demands, suits, proceedings, damages, expenses or costs arising out of or in respect of the use of the Arts Festival's logo or name, and in any case, in any amount in excess of the sponsorship amount.

The Arts Festival encourages the Sponsor to repost or forward the Arts Festival's social media and website posts about the Sponsor's involvement in the Arts Festival, to the Sponsor's own social media accounts and database.

Any reusable signage provided to the Sponsor by the Arts Festival shall be returned to the Arts Festival.

Approved Wording and Advertisement

The Arts Festival agrees to use the approved wording or advertisement provided by the Sponsor without substantive change, provided the approved wording is accepted by the Arts Festival and within the stipulated maximum word limit. The Arts Festival will make reasonable attempts to incorporate a change to a Sponsor's approved wording or Advertisement requested by a Sponsor in writing, however the Arts Festival accepts no responsibility for and the Sponsor indemnifies the Art Festival against any claims, actions, liabilities, losses, demands, suits, proceedings, damages, cost or expense from use of the approved wording or advertisement provided by the Sponsor.

If the Sponsor does not provide approved wording or advertisement copy by the due date or within the word limit requested, the Sponsor consents to the Arts Festival use of the Sponsor's name and logo with wording or an advertisement designed by the Arts Festival for the purposes of this agreement.

Consent to Communications from the Arts Festival

The Sponsor consents to the Arts Festival contacting the Sponsor in relation to this agreement and for the purposes of promoting the Arts Festival by any method for which details have been provided by the Sponsor, including electronic communications. The Arts Festival agrees not to share the Sponsor's contact details with any other person or organisation, other than for the purposes of this agreement. The Sponsor may unsubscribe from communications by contacting the Arts Festival at sponsorship@artsfestival.com.au or by mail at PO Box 318, Penola SA 5277.

Duration of Sponsorship Agreement

This agreement ends on 31 December 2020. Each party agrees to act at all times in a manner which is consistent with the good name, goodwill and reputation of the parties and agrees not to take any action which may damage the other party's name or logo in connection with this agreement. Either party may terminate this agreement if either party brings the other into disrepute. The Arts Festival may terminate this Agreement on written notice to the Sponsor, if the Sponsor fails to pay the sponsorship amount to the Arts Festival in accordance with the payment terms included in the invoice issued by the Arts Festival. On termination of this agreement for any reason, the Sponsor will not be entitled to any refund of the sponsorship amount.

Nothing in this agreement creates any relationship of employment, agency or partnership. This agreement contains the entire agreement and may only be varied in writing. This agreement is governed by the law of South Australia. A waiver of an obligation by a party is not a waiver of any other obligation under this agreement

Benefits of Sponsorship

The benefits of sponsoring the Arts Festival include being acknowledged as a financial contributor to bring our festival to life! And for others, just knowing you are contributing to the promotion of the arts and our region and the enjoyment of so many people, is a buzz. The Arts Festival is very important to much of the Penola-Coonawarra community, bringing into our community many opportunities to learn and enjoy experiences in the arts, for the kids, adults, families, the elderly, local organisations and our visitors to the region. Additionally, the benefits for Sponsors offered by the Arts Festival are:

Sponsorship Benefits	Festival Partner	Gold Sponsor	Silver Sponsor	Bronze Sponsor	In-Kind Sponsor	Corporate Friend	Festival Friend
FINANCIAL INVESTMENT Sponsors who register by 28 February 2020 will be acknowledged in the official printed program for the Arts Festival and late payment sponsors will receive the other benefits of sponsorship the Arts Festival can reasonably provide.	\$5,000+	\$2,500+	\$1,000+	\$501+	\$501+	\$250+	\$50+
FESTIVAL NAME, LOGO AND SIGNAGE Sponsors (other than Festival Friends) are permitted to use the Arts Festival registered name, logo, signage and promotional materials provided by the Arts Festival for commercial purposes. We ask any reusable flags or signage is returned to the Arts Festival for use in future years.	✓	✓	✓	✓	✓	✓	✗
FESTIVAL EVENT NAMING RIGHTS Festival Partners are offered naming rights for an event conducted by the Arts Festival (for the highest bidder) including the Program Launch, the Opening Night, the Design Prize, Co-opera, Shenanigans, the Arts Trail, the Literary Program, the Kids Program, Down the Lane.	✓	✗	✗	✗	✗	✗	✗
OFFICIAL PRINTED FESTIVAL PROGRAM Sponsors registered before 28 February 2020 are acknowledged in the official printed festival program: Festival Partners with an advertisement – Gold, Silver and Bronze Sponsors with your logo –In-Kind, Corporate Friends and Festival Friends with your name listed, in thanks.	✓ Advertisement	✓ Logo	✓ Logo	✓ Logo	✓ Name	✓ Name	✓ Name
WEBSITE Sponsors are acknowledged on the Arts Festival's website: Festival Partners with an advertisement – Gold, Silver, Bronze, In-Kind sponsors with your logo – Corporate Friends and Festival Friends with your name listed, in thanks.	✓ Advertisement	✓ Logo	✓ Logo	✓ Logo	✓ Logo	✓ Name	✓ Name
SOCIAL MEDIA Sponsors are acknowledged on the Arts Festival's social media accounts including Facebook and Instagram: Festival Partners with at least two posts – Gold sponsors with two posts – Silver sponsors with one post – Bronze, In-Kind sponsors, Corporate Friends and Festival Friends with one collective post, in thanks.	✓ 2+ posts	✓ 2 posts	✓ 1 post	✓ 1 collective post	✓ 1 collective post	✓ 1 collective post	✓ 1 collective post
HONOURED GUESTS Sponsors are invited as honoured guests to official Arts Festival events including the official Festival Program Launch (with the first chance to purchase tickets to Arts Festival events before being offered to the public) and the John Shaw Neilson Prize Opening Night at the Arts Festival.	✓	✓	✓	✓	✓	✓	✓
THE ART TRAIL Sponsors (other than Festival Friends) receive free tickets or a discount for The Art Trail that includes entry to all events organised by the Arts Festival and other selected third-party's registered festival events.	✓ Tickets	✓ Tickets	✓ Tickets	✓ Discount	✓ Discount	✓ Discount	✗

Our 2019 Sponsors... with many thanks!

A big Thank You to...

Festival Partners



Gold Sponsor



Friends of the Festival

Silver Sponsors



WESTON EARTHMOVERS

City of Mount Gambier



Sue Hodder



In Kind Silver Sponsors



COONAWARRA UNITS

Hoggies ESTATE WINE



Lois Lodge



In Kind Sponsors



The Border Watch



THE PENNANT



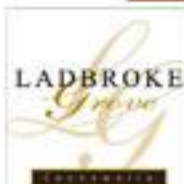
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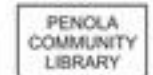
Katie Spain



MIDWEST TRADER



Michael Fitzpatrick



PYRUS COTTAGE COONAWARRA

