



PENOLA  
COONAWARRA  
**ARTS  
FESTIVAL**

## SPONSORSHIP FORM

Complete this form to sponsor the next upcoming Penola Coonawarra Arts Festival, held annually on the third weekend of the month of May. Check [www.artfestival.com.au](http://www.artfestival.com.au) for due date and further information.

### Sponsor's Details – *Getting to know you*

**Sponsor Name**

(for invoice)

**ABN**

**Sponsor name to appear in publicity**

(if different to above)

**Contact Person**

**Phone**

**Address**

**Email**

**Website**

**Facebook**

**Instagram**

### Sponsorship Type – *With our gratitude*

**Festival Partner \$5,000+**

**Gold \$2,500+**

**Silver \$1,000+**

**Bronze \$500+**

**Super Friend \$250+**

**Festival Friend \$50+**

**In-Kind \$Value**

**Sponsorship amount or**

**in-kind description and value** \$

### Event Naming Rights – *You got our ATTENTION* (Festival Partners only)

Program launch

Opening Night

Design Prize

Literary Program

Co-Opera

Shenanigans

Kids Program

Down the Lane

### Approved Wording – *So we can THANK YOU*

**Approved wording** – 25 words maximum – Description of your business or reason for sponsoring the Festival

**Logo** – for Festival Partners, Gold, Silver, Bronze sponsors only

**Advertisement** – Suggested wording for Festival Partners only

### Payment Options – *Your investment*

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](http://www.trybooking.com.au), search for "Penola Coonawarra Arts Festival"

Cheque made payable to "The Penola Festival Association Incorporated", sent to PO Box 318, PENOLA SA 5277

Cash or cheque deposited at the Bendigo Bank Penola Community Branch BSB: 633-000, Acc: 153476825

Our sincere *Thanks* from the Penola Coonawarra Arts Festival

## Sponsorship Arrangement

The Penola Coonawarra Arts Festival is a celebrated event promoted by the not-for-profit organisation The Penola Festival Association Incorporated ABN 22 053 590 901 (the **Arts Festival**), a Federally registered cultural organisation with deductible gift recipient status. The Arts Festival is run purely by volunteers and relies on the financial support of sponsors, 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, fine wine and produce of our region and promote tourism – but as importantly to the organising committee, it is to foster the opportunity for our community, our kids, teenagers, families, adults, the elderly, local organisations and our visitors to participate in the arts for all our well-being, inspiration, personal growth and enjoyment, in our region.

This document together with a completed Sponsorship Form provides the terms and conditions for Sponsors' financial and in-kind support of the Arts Festival, with the Arts Festival's sincere gratitude. The Arts Festival confirms it agrees to accept a Sponsor on the terms of this agreement, by the Arts Festival issuing a tax invoice or receipt for sponsorship to the Sponsor.

## The Sponsor's Agreement

The Sponsor agrees to pay the sponsorship amount or make an in-kind contribution of value it nominates on the Sponsorship Form for use to promote, conduct or sustain the Arts Festival in future years. In return, the Arts Festival agrees to provide that Sponsor a non-exclusive sponsorship with the benefits set out in this agreement, depending on the level of sponsorship nominated. The Sponsor agrees to the terms of this sponsorship agreement by completing the Sponsorship Form or by paying the sponsorship amount or delivering the in-kind services (which-ever is the earlier) to the Arts Festival.

Sponsors who complete or pay or deliver goods or services after the **due date requested by the Arts Festival** may receive the benefits of sponsorship the Arts Festival can reasonably provide for the upcoming Arts Festival or the Sponsor's benefits will be carried over for the following year's Arts Festival. The Arts Festival reserves the rights to alter the benefits for a sponsor, as is reasonable, at its discretion.

## 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 due 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 Name, Social Media Posts and Signage

The name "Penola Coonawarra Arts Festival" belongs to The Penola Festival Association Incorporated and may not be used without the Art Festival's written permission. The Arts Festival may permit a Sponsor to use its name for promotional purposes for the duration of this agreement. 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 contact database.

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

## 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 is 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 any 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.

## Types of Sponsorship

The Arts Festival has deductible gift recipient (DGR) status which means donations to the Arts Festival are tax deductible, if no material gain is received in return. In general terms the Arts Festival will issue a "Deductible Gift Recipient" tax receipt for "Friends of the Festival" and "Super Friends" whose benefits are limited to our very sincere thanks and honoured recognition from the Arts Festival.

For other Sponsorship types, the Sponsor is responsible to determine the tax deductibility of the sponsorship for the benefits received such as marketing and advertising. If a sponsor is not sure if your sponsorship is tax deductible, please obtain independent taxation advice. An invoice or receipt will be issued by the Arts Festival to "Festival Partners", "Gold", "Silver", "Bronze" and "In-Kind" sponsors. The Arts Festival will quote its ABN but is not registered for GST and so no GST will be included. A sponsor may nominate your sponsorship level on the Sponsorship Form.

The Arts Festival reserves the right to determine the value of in-kind sponsorship for the purpose of issuing a receipt or invoice to the Sponsor.

## Benefits of Sponsorship

The benefits of sponsoring the Arts Festival include being acknowledged as a supporter of the Arts Festival. For others, just knowing contributing to the promotion of the arts, 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.

The additional benefits for Sponsors of the Arts Festival, depend on the level of sponsorship paid or delivered by the Sponsor and may include:

<b>Sponsorship Benefits</b>	<b>Festival Partner</b>	<b>Gold Sponsor</b>	<b>Silver Sponsor</b>	<b>Bronze Sponsor</b>	<b>In-Kind Sponsor</b>	<b>Super Friend</b>	<b>Festival Friend</b>
<b>INVESTMENT</b>	<b>\$5,000+</b>	<b>\$2,500+</b>	<b>\$1,000+</b>	<b>\$500+</b>	<b>\$Value</b>	<b>\$250+</b>	<b>\$50+</b>
<b>NAME OF SPONSOR</b> on - thank you publication - website sponsorship page	✓	✓	✓	✓	✓	✓	✓
<b>USE OF NAME</b> - Penola Coonawarra Arts Festival	✓	✓	✓	✓	✓	✗	✗
<b>EVENT NAMING RIGHTS</b>	✓	✗	✗	✗	✗	✗	✗
<b>SPONSOR ADVERTISEMENT</b> - on website	✓	✗	✗	✗	✗	✗	✗
<b>SPONSOR'S LOGO</b> on - homepage of website - thank you publication - website sponsorship page	✓ ✓ ✓	✓ ✓ ✓	✗ ✓ ✓	✗ ✓ ✓	✗ ✗ ✓	✗ ✗ ✗	✗ ✗ ✗
<b>SOCIAL MEDIA</b> posts - exclusive post with logo - collective thank you post	✓ ✓	✓ ✓	✓ ✓	✗ ✓	✗ ✓	✗ ✓	✗ ✓
<b>HONOURED GUESTS</b> - Invitation to selected Festival Events	✓	✓	✓	✓	✓	✓	✓

Following is some further information about the benefits of the different types of sponsorship:

- **Name and thanks to all Sponsors**  
All Sponsors names are included in thanks on the Arts Festival website sponsorship page, and in a printed publication.
- **Use of the Arts Festival name**  
Sponsors (other than Friends of the Festival) are permitted to use the name “**Penola Coonawarra Arts Festival**” for commercial and promotion purposes, to promote your involvement in the Arts Festival.
- **Naming rights for an Arts Festival event**  
Festival Partners may request naming rights for an event conducted by the Arts Festival, offered to the highest bidder. For example, festival event names have included the “The Balnaves Foundation Opening Night”, “Coonawarra Shenanigans” and “Bendigo Bank Kids Program”.
- **The Arts Festival Website**  
All sponsors are acknowledged on the Arts Festival’s website. Festival Partners with an advertisement and your logo on the website homepage. Gold Sponsors with your logo on the website homepage and sponsorship page. Silver, Bronze and In-Kind sponsors with your logo on the website sponsorship page. Super Friends and Festival Friends with your name listed on the website sponsorship page, in thanks.
- **Social Media**  
All sponsors are acknowledged on the Arts Festival’s social media accounts including Facebook and Instagram. Festival Partners with at least two exclusive posts including your logo. Gold sponsors with two exclusive posts with your logo. Silver sponsors with one exclusive post with your logo. Bronze, In-Kind sponsors, Super Friends and Festival Friends with one collective post, in thanks.
- **Honoured Guests**  
All sponsors are invited as honoured guests to selected Arts Festival events including the official Festival Program Launch prior to the Arts Festival weekend. This event provides the first chance to purchase tickets to Arts Festival events before being offered to the public. All sponsors are invited to the John Shaw Neilson Prize Opening Night on the Arts Festival weekend, and sponsors (other than Festival Friends or Super Friends) may be offered free tickets to other festival events.

## 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](mailto:sponsorship@artsfestival.com.au) or by mail at PO Box 318, Penola SA 5277.

## Duration of Sponsorship Agreement

This agreement is for a maximum duration of two years, unless terminated earlier. 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 or deliver in-kind sponsorship 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.

# Past Sponsors... with many thanks!

# A big Thank You to...



## Friends of the Festival



Sue Hodder



Hoggies ESTATE



Lois Hodge



The Border Watch



THE PENNANT



CAFE 43



Katie Spain



MIDWEST TRADER



Michael Fitzpatrick



PYRUS COTTAGE COONAWARRA

