



SPONSORSHIP PROPOSAL

To become a Festival Partner of the Gundaroo Music Festival 2018-2020



USING MUSIC TO BRING
PEOPLE *together*



Gundaroo Music Festival 2019

Name:
Business:
Address:

Date:
Email:

Dear

The 2019 Gundaroo Music Festival (GMF) will this year be held on Saturday 26 October 2019, and we wish to thank you for your interest in the festival, and invite you to be become a Festival Partner.

The Gundaroo Music Festival was established in 2013 – a tribute to Scott Windsor – a much loved Gundaroo local, with a desire to create a music event for the village – that would showcase local talent. Sadly, Scott died of MND and so a fundraising element for those dealing with MND takes centre stage – giving purpose to the festival which captures the essence of all Scott wanted it to become and ensures an enduring legacy to the community and contribution to finding a cure for MND.

Over the six years the festival has been successfully run – \$150,000 has been raised for MND -thanks to the support of our generous sponsors and supporters. This year we want to make sure the festival also reflects all that Gundaroo has to offer, showcasing our village, local businesses and the importance of our community.

The three goals of the 2019 event are to:

- Create a festival with increasing patronage which attracts people of all ages from the region; and
- Deliver a professionally staged, diverse music event which gives opportunities to emerging artists.
- Raise money and awareness for MND;

We aim to achieve these goals by ensuring that:

- Community and Sponsors feel 'ownership' of the festival
- A diverse range of music for all ages
- Ensure there is something for everyone to do, for all ages
- Rebranding of the music festival– through education and awareness raising and creating media 'opportunities'.
- Share the 'experience' of the festival
- Entice people from the region who may never have been before: ie by targeting of families in the Gungahlin region who many not have experienced the festival
- Create a festival weekend – which delivers benefits for local businesses
- Give experience and exposure to up and coming musicians
- Increase the diversity and variety of stall holders and food options on the day.

Festival Partner Proposal

The GMF Committee would once again like to extend the opportunity for **xxxxxxx** to sponsor the Gundaroo Music Festival and become a Festival Partner.

Event Details	Date	Sponsorship Type / per annum	Value
GMF 2018	Saturday 13 October 2018	<i>[Delete as appropriate]</i> Platinum (\$10,000) Gold sponsorship (\$5,000) 12 off VIP passes Silver sponsorship (\$2,500) 8 off VIP passes Bronze sponsorship (1,000) 4 off VIP passes Itemised sponsorship opportunities available – <u>Rates by negotiation</u> <ul style="list-style-type: none"> • VIP Marquee • Campground Sponsor • Headline Act Sponsor • Staging Partner 	\$
GMF 2019	Second Saturday October 2019	<i>[Delete as appropriate]</i> Platinum (\$10,000) Gold sponsorship (\$5,000) Silver sponsorship (\$2,500) Bronze sponsorship (1,000) Itemised sponsorship opportunities available – <u>Rates by negotiation</u> <ul style="list-style-type: none"> • VIP Marquee • Campground Sponsor • Headline Act Sponsor • Staging Partner 	\$
GMF 2020	Second Saturday October 2020	<i>[Delete as appropriate]</i> Platinum (\$10,000) Gold sponsorship (\$5,000) Silver sponsorship (\$2,500) Bronze sponsorship (1,000) Itemised sponsorship opportunities available – <u>Rates by negotiation</u> <ul style="list-style-type: none"> • VIP Marquee • Campground Sponsor • Headline Act Sponsor • Staging Partner 	\$
		Total	\$ _____

Adina Cirson



Sponsorship and Marketing Manager
Gundaroo Music Festival

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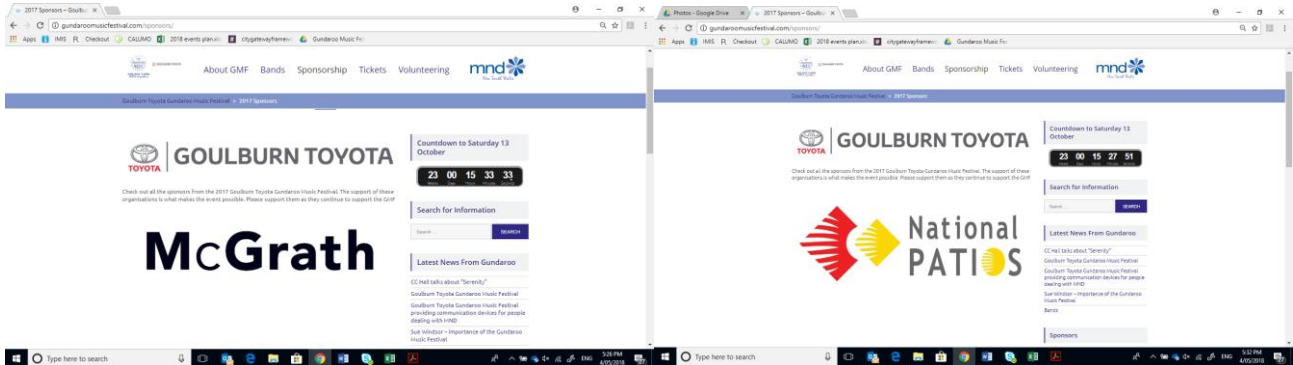
SPONSORSHIP INCLUSIONS & BENEFITS

Please see the table below for a list of benefits and inclusions in your sponsorship package:

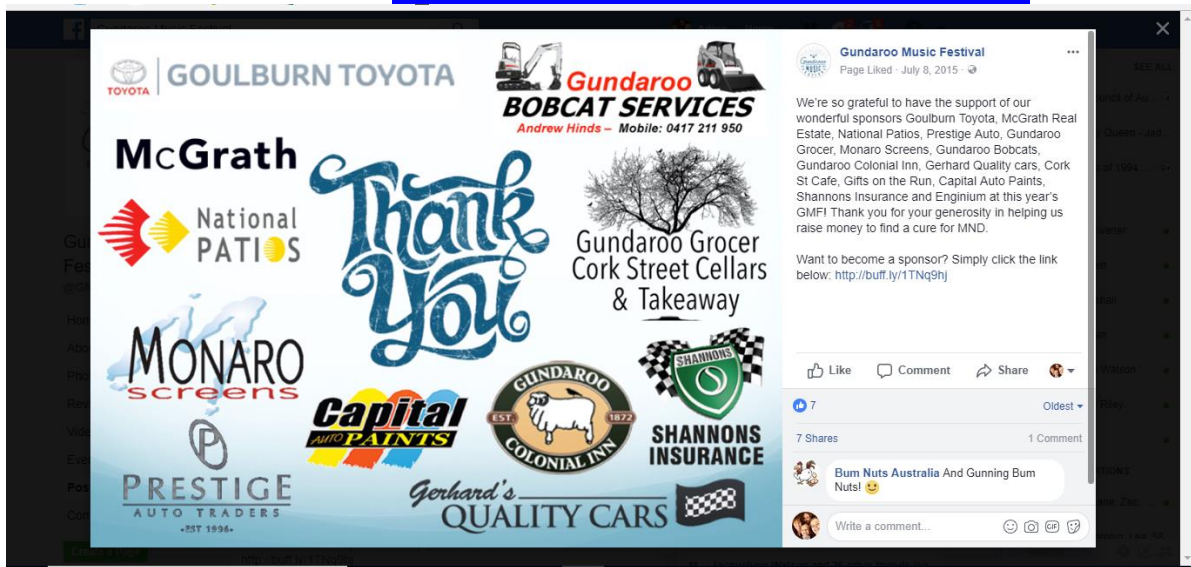
BENEFIT	DESCRIPTION
VIP Benefits	<p>Tickets* to the VIP Marquee which includes access to the VIP tent for your guests and;</p> <ul style="list-style-type: none"> • Entry to the Festival from 10am -10pm • Lunch, Dinner and all beverages • Seating in the Marquee for you and your guests • Access to talent for the event • <p><i>*number of tickets dependent on sponsorship level</i></p>
Logo & signage exposure	<ul style="list-style-type: none"> • Naming rights for Platinum sponsorship • Recognition of Partnership and Incorporation of logo in all marketing and advertising material within the Canberra region • Digital marketing inclusions: Social media with a targeted reach, email marketing to Festival Members • Premium sign placement at each event. • Logo will be displayed during the events slide show. • Festival Partner logo on email banner for all organising committee members • Development of Graphics for your business to use in your own marketing collateral and communications. (ie Proud to be a GMF 2019 Platinum Festival Partner)
Brand Promotion	<ul style="list-style-type: none"> • Promotion of your sponsorship is included on the GMF Website • Acknowledgement of your company's sponsorship will be made at the event • Opportunity to provide a sponsor address to the audience (up to two minutes). • Opportunity to display video advertising. • Opportunity to provide promotional material, giveaways and/or offer a lucky door prize to attendees at the event. • Mention of our key sponsors at media opportunities, all media releases • Opportunity to offer deals and promotional specials to ticket holders and members of the GMF over the weekend events.
Post event Promotion	<ul style="list-style-type: none"> • Photos of the event will be uploaded to the GMF Website and social media pages • First right of refusal for future sponsorship opportunities

How we promote your support and your brand

Example Website www.gundaroomusicfestival.com



Social Media <https://www.facebook.com/GMF4MND/>



Signage at event



Getting the most from your sponsorship

Business/Individual name:

Sponsorship package:

Phone numbers:

Email:

Business website:

Business Facebook, Twitter, other social media:

Address:

Please describe any promotional material you would like to provide to help us promote your business:

INVESTMENT & AGREEMENT

This agreement is between:

Gundaroo Music Festival
67 Cork Street
Gundaroo NSW 2620

AND

XXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX
Contact: XXXXXXXXXXXXXXX

XXXXXX agrees to a fee of \$_____ for sponsorship of the Gundaroo Music Festival 2018-2020.

XXXXXX agree to sponsor the Gundaroo Music Festival as per the terms and entitlements stated as follows:

- Payment will be invoiced in one instalment per annum (over 3 years) on 1 July of the year due. Payment is expected to be made by the due date in the year payable.
- The Gundaroo Music Festival Committee reserves the right to postpone or cancel an event or change venue as deemed necessary. In the circumstance that an event is not held, agreement will be met with the sponsor on a suitable alternative or refund of relevant proportion of fees as determined by Gundaroo Music Festival.
- Gundaroo Music Festival Committee reserves the right to waive first right of refusal should accounts for sponsorship remain substantially overdue.
- Gundaroo Music Festival Committee is fully responsible for organising and running of the event.
- Sponsors should make themselves fully aware of other sponsorship arrangements which play a role within the event and which may change from time to time.

Signed in Agreement (by Authorised Representative)

XXXXXX
Signed
XXXXXXXXXXXX
Position.....
Date

Gundaroo Music Festival Committee
Signed
Adina Cirson
Sponsorship and Marketing Manager
Date