

Griffith *Spring* FEST

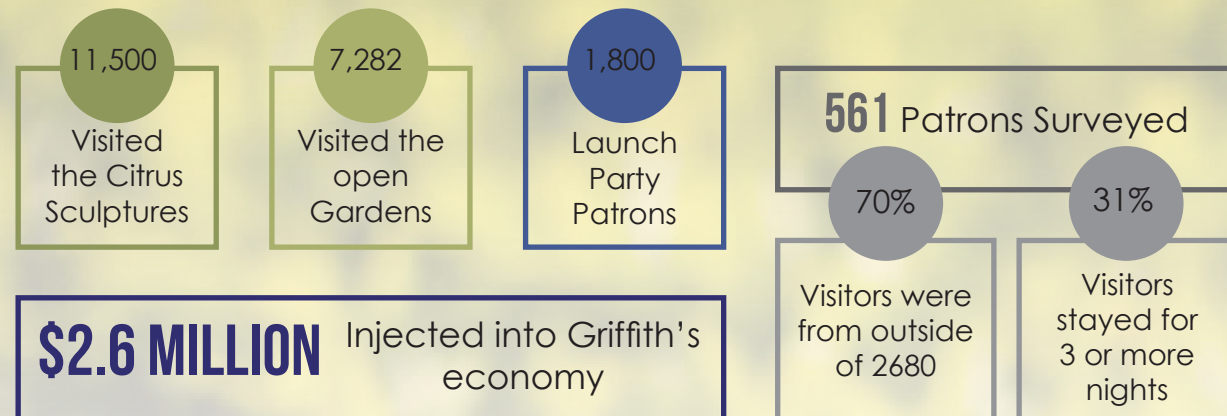
7-20 OCTOBER 2018

SPONSORSHIP PROPOSAL



Our Signature Festival

PRIOR YEAR RESULTS



ADVERTISING AND PROMOTION

Our 2018 advertising and promotion campaign consists of the following activities;

- 8000 printed Spring Fest Programs
- Dedicated new Griffith Spring Fest website griffithspringfest.com.au
- Griffith Spring Fest posters circulated throughout town.
- Full page advertisements in "Out & About" magazine
- Social media video campaign
- Festival media releases
- Social media advertising on Facebook
- Postcard handed out at the Sydney Caravan & Camping Show (April)
- Save the date postcard posted to our festival mailing list

FESTIVAL AMBASSADOR

This year we welcome Jason Hodges as our festival ambassador. Jason is a popular presenter from Better Homes and Gardens along with his co-star Dannii the dog. With over twenty years on channel 7 Jason has a significant fan base. Jason has been in the gardening and landscaping industry for over 25 years and has successfully run his own business in the Northshore of Sydney since 1990.



Our Events

REAL JUICE COMPANY CITRUS SCULPTURES

7-20 October 2018

70 larger than life wacky & unique orange sculptures line Banna Ave for 2 weeks - admired by over 10,000 visitors each year.

GRIFFITH GARDEN FESTIVAL

12-14 October 2018

Visitors are invited to garden talks with Jason Hodges at the many stunning open gardens. Catering offered at most gardens so visitors can relax and stay a while. Visitors can book a ticket on our daily Garden Bus Tours accompanied by like minded garden enthusiasts.

SPRING FEST LAUNCH PARTY

Friday 12 October 2018

A massive street party amongst the orange sculptures celebrating our local food, wine and entertainment for the whole family to enjoy.

WINE & DINE WITH JASON

Saturday 13 October 2018

Guests enjoy a range of local food and wine and a chance to mingle with our festival ambassador.

WORKSHOP IT WITH JASON

Saturday 13 October 2018

Visitors and the community can join in on a free public workshop hosted by Jason Hodges in Griffith City Park.



Sponsorship Levels

ADVERTISEMENT

Advertisement in our Griffith Spring Fest Program only (1/6 of an A5 page)

BRONZE SPONSOR

- Advertisement in the Griffith Spring Fest Program (1/3 of an A5 page)
- The right to have your organisation's logo on our sponsors board at the Spring Fest Launch Party, on display at the Griffith Visitor Information Centre and The Real Juice Company Citrus Sculptures for the duration of the festival
- Logo in the official Festival program
- The right to display your logo and link on the dedicated Spring Fest website **www.griffithspringfest.com.au**
- Social media blasts acknowledging sponsorship partners

RUBY SPONSOR

- All Bronze level benefits
- Exclusive naming rights to the Griffith Garden Festival Daily Bus Tours and your organisation's logo attached to all tour collateral with the opportunity to provide sponsor gift bags to tour patrons

SILVER SPONSOR

- Advertisement in the Griffith Spring Fest Program (2/3 of an A5 page)
- All Bronze level benefits
- An opportunity to place your own company pull-up banner at festival functions

- Two complimentary entry passes to all open gardens
- Exclusive naming rights to the Saturday night function with the festival ambassador and your organisation's logo attached to all function collateral OR sponsor the free community workshop with Jason at Griffith City Park

GOLD SPONSOR

- Advertisement in the Griffith Spring Fest Program (1/2 of an A5 page)
- All Bronze level benefits
- An opportunity to place your own company pull-up banner at festival functions
- Four complimentary entry passes to all open gardens and four tickets to the VIP area at the Spring Fest Launch Party
- Logo on Griffith Spring Fest Social Media Video Advertisement & Griffith Spring Fest Poster
- Two dedicated social media acknowledgments of your organisation on our Visit Griffith and Festival Facebook pages
- Exclusive naming rights to the Griffith Spring Fest Launch Party and your organisation's logo attached to all Launch Party collateral
- Priority positional branding at Spring Fest Launch Party
- The opportunity to have a display showcasing your products/services at the Launch Party
- Merchandising opportunities at the Launch Party



DIAMOND SPONSOR

- Advertisement in the Griffith Spring Fest Program (full A5 page)
- All Bronze level benefits
- An opportunity to place your own company pull-up banner at festival functions
- Six complimentary entry passes to all open gardens and eight tickets to the VIP area at the Spring Fest Launch Party
- Logo on Griffith Spring Fest Social Media Video Advertisement & Griffith Spring Fest Poster
- Four dedicated social media acknowledgments of your organisation on our Visit Griffith and Festival Facebook pages
- Display your organisation's name or logo on all Ambassador-related promotional material including social and print media i.e. Jason Hodges brought to you by "business name".
- The opportunity to have a display showcasing your products/services at the Launch Party



| Sponsorship benefits | In-kind partners | Bronze \$1,500 (+gst) | Ruby - Garden Tour Bus \$2,000 (+gst) | Silver -Function or Workshop Sponsor \$3,000 (+gst) limited to two | Gold - Launch Party Sponsor \$4,500 (+gst) limited to one | Diamond - Ambassador Sponsor \$6,500 (+gst) limited to one |
|---|------------------|-----------------------|---------------------------------------|--|---|--|
| The right to have your organisation's logo on our sponsors board at the Spring Fest Launch Party (1800 guests in 2017) | • | • | • | • | • | • |
| Logo in the official Festival program distributed to consumers, media and travel trade partners throughout Australia (8,000 printed) | • | • | • | • | • | • |
| The right to display your brand logo and link on the dedicated Springfest website | • | • | • | • | • | • |
| The right to have your brand logo on display at the Griffith Visitor Information Centre and The Real Juice Company Citrus Sculptures for the duration of the festival | • | • | • | • | • | • |
| Advertisement in the A5 Event Program | | 1/3 page | 1/3 page | 1/2 page | 2/3 page | Full page |
| Social media blasts acknowledging sponsorship partners | | • | • | • | • | • |
| Exclusive naming rights to the Griffith Garden Festival Daily Bus Tours and your organisation's logo attached to all tour collateral with the opportunity to provide sponsor gift bags to tour patrons | | | • | | | |
| An opportunity to place your own company pull-up banner at festival functions | | | | • | • | • |
| Complimentary entry pass to all open gardens | | | | 2 | 4 | 6 |
| Exclusive naming rights to the Saturday evening function <u>OR</u> sponsor the free community workshop at Griffith City Park with the festival ambassador and your organisation's logo attached to all function/workshop collateral | | | | • | | |

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|--|------------------|-----------------------|---------------------------------------|---|---|--|
| The opportunity to introduce your organisation and officially welcome guests to the exclusive Saturday evening function <u>OR</u> the free community workshop with the festival ambassador at Griffith City Park | | | | • | | |
| Complimentary tickets to the VIP area at the Spring Fest Launch Party | | | | | 4 | 8 |
| Logo on Griffith Spring Fest Social Media Video Advertisement | | | | | • | • |
| Logo on Griffith Spring Fest Poster | | | | | • | • |
| The right to dedicated social media acknowledgments of your organisation on our Visit Griffith and Festival Facebook pages | | | | | 2 | 4 |
| Exclusive naming rights to the Griffith Spring Fest Launch Party and your organisation's logo attached to all Launch Party collateral | | | | | • | |
| Priority positional branding (eg stage) at Festival Launch Party | | | | | • | |
| Merchandising opportunities at the Launch Party (eg supply of branded coffee cups/napkins/balloons etc) | | | | | • | |
| The opportunity to have a display showcasing your products/services at the Launch Party | | | | | • | • |
| Display your organisation's name or logo on all Ambassador-related promotional material including social and print media. ie. Jason Hodges brought to you by "business name". | | | | | | • |



GRIFFITHSPRINGFEST.COM.AU

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**SPONSORSHIP PROPOSAL
GRIFFITH SPRING FEST**

