



Sponsorship

PROSPECTUS

BENALLAFESTIVAL.COM.AU

YOUR OPPORTUNITY TO BE PART OF *The Benalla Festival*

The Benalla Festival is Benalla Rural City's major annual community event offering a diverse program of over 30 events over two weekends in November.

This much loved Benalla Festival in different formats has been running for over 50 years engaging with Benalla Rural City's population of 14,000 residents and beyond.

The Festival is a celebration of Benalla Rural City's lifestyle, its people, country living and community spirit. Events are a collaboration of community efforts that encompass art, music, dance, history, sport, family attractions, exhibitions, markets and much more.

The first weekend of the program is designed to highlight events in our rural communities and events in Benalla over the second weekend. The majority of events are free or low cost.

The iconic Benalla by the Lake event on the second weekend features a vibrant mix of live music, street entertainment, children's activities, street food and fireworks attracting up to 4,000+ attendees.

The involvement of the business community and individuals is critical to the staging of the Festival. Through the support of our sponsors and friends, events within the Festival can be presented at little or no cost to patrons.

The Benalla Festival is run by the community-based Benalla Festival Advisory Committee, with support from Council staff.





Marketing

The Benalla Festival's marketing exposure includes print, radio, website, 20,000 copies of the printed program, social and direct marketing efforts supported by editorial features. The promotional campaign also extends to metropolitan Melbourne as well as regional Victoria and interstate, capturing new and wider audiences for your business.

Opportunities exist for direct engagement with festival patrons through event activations and sponsorship packages that can be tailored to suit the objectives of your business.

Our sponsors are an integral part of the success and sustainability of the festival and this is your opportunity to be part of Benalla and district's much-loved event.



Gold Sponsor

• \$10,000

As a Gold Sponsor you have the opportunity to showcase your company/organisation at the high profile main festival event Benalla by the Lake entertainment.

This popular free featured event features a vibrant mix of live music, street entertainment, children's activities, street food and fireworks. Estimated attendance 4,000+.

Gold Sponsor benefits:

- Opportunity for naming rights by negotiation
- Generate brand awareness to showcase products and services
- Prominent onsite position where you may establish a marquee for your company display at the event to reach, connect and engage with customers and attract new customers
- Prominent signage display at key areas at the venue and on the main stage
- Invitation to VIP area at the Benalla by the Lake entertainment including 6 guest passes.
- MC Acknowledgement of your company/organisation on stage throughout the event
- Promote your business as community-minded
- Your company logo will be included on all promotional materials for the sponsored event, including exposure through the official Benalla Festival website and social media audience
- Logo placement in printed program (level differentiated) 20,000 copies distributed throughout Benalla Rural City and the wider region
- Invitation to Benalla Festival official opening event and sponsor acknowledgment.



Silver Sponsor

• \$5,000

As a Silver Sponsor you have the opportunity to showcase your company/organisation at a nominated event by negotiation or sponsor an existing or new event.

Silver Sponsor benefits:

- Your company logo will be included on all promotional materials for the sponsored event, including exposure through the official Benalla Festival website and social media audience
- Logo placement in printed program (level differentiated) 20,000 copies distributed throughout Benalla Rural City and the wider region
- Promote your business as community-minded
- Generate brand awareness to showcase products and services
- Acknowledgement of your company/organisation throughout your sponsored event
- Opportunity to display company banners and promotional signage at your event
- Invitation to Benalla Festival official opening event and sponsor acknowledgment
- Invitation to VIP area at the Benalla by the Lake entertainment including 4 guest passes
- Display of your logo in a prominent position at the Benalla by the Lake entertainment on sponsor wall with QR coding.

Bronze Sponsor

• \$2,000

As a Bronze Sponsor you will have the opportunity to increase your brand awareness.

Bronze Sponsor benefits:

- Logo placement in printed program (level differentiated) 20,000 copies distributed throughout Benalla Rural City and the wider region
- Promote your business as community-minded
- Generate brand awareness to showcase products and services
- Invitation to Benalla Festival official opening event and sponsor acknowledgment.
- Invitation to the VIP area at the Benalla by the Lake entertainment including 2 guest passes
- Display of your logo in a prominent position at the Benalla by the Lake entertainment on sponsor wall with QR coding.



Friends of the Festival

• \$50+

All sponsors are important to the Benalla Festival.

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 community.

Contributions go towards producing the festival program of events.

Friend of the Festival benefits:

- Acknowledgement on the official Benalla Festival website.
- Acknowledgement through Benalla Festival socials
- Invitation to Benalla Festival official opening event and sponsor acknowledgment.



In-kind Sponsorship

No matter what size the sponsorship might be, all 'in-kind' contributions are most appreciated and will be acknowledged on our official website. The Benalla Festival exists through the generosity and community spirit of sponsors.

SPONSORSHIP FORM

Company/Organisation:

Contact Name:

Position:

Phone:

Mobile:

Email:

Postal Address:

CHOOSE YOUR SPONSORSHIP PACKAGE:

☐ Gold Sponsor - \$10,000

☐ Bronze Sponsor - \$2,000

☐ Silver Sponsor - \$5,000

☐ Friend of the Festival - \$50 or more

☐ In-kind Sponsor: (Type)

Signature:

Date:

PAYMENT OPTIONS

☐ Direct Deposit

Benalla Rural City Council
BSB: 063 505
Account Number: 10167732

☐ Cheque

Cheque made payable to
Benalla Rural City Council

☐ Credit Card

Card type: ☐ Visa ☐ Mastercard

Name on card:

Card number:

Expiry date:

CCV:

PLEASE SUBMIT THIS FORM AND PAYMENT BY 7 AUGUST 2023 TO:

Benalla Festival 2023

Benalla Rural City Council
PO BOX 227
BENALLA VIC 3671

or email: council@benalla.vic.gov.au

THANK
YOU FOR
SUPPORTING
THE BENALLA
FESTIVAL



BENALLAFESTIVAL.COM.AU

For more information contact the Benalla Festival team:

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