

SPONSORSHIP

Irish Woolfest

“The Running of the Sheep”

Sunday, 1 October 2017

The Irish Woolfest invites you to develop an association and successful affiliation, participating in the Irish Woolfest in 2017 and beyond.

With an attendance of more than 10,000, media and PR exposure of more than \$100,000, the Irish Woolfest provides a fantastic opportunity for targeting branding, brand awareness, product placement and most importantly, leveraging opportunities. One of the main advantages of event sponsorship is the ability to reach a large and very diverse audience, and to communicate in a more meaningful way when compared with conventional advertising channels.

Your business/organisation will have the opportunity to utilise a number of tangible and intangible assets including;

- Positive brand association within the community;
- Ability to leverage within a diverse market;
- Opportunity to stand out from the clutter of conventional advertising in the market

The Irish Woolfest Sponsorship Program is an opportunity for businesses to leverage off the festival brand. Benefits include promotion in official festival communications, programming and marketing collateral. The program aims to engage with all events, tourism operators, service providers and businesses operating in conjunction with the festival to ensure a consistent approach in promotion of the Irish Woolfest.

Not only will the benefits extend to the visitors and your business, but you will be contributing to the longevity of the Festival and sustained economic growth of the community and region.

Without financial support and cohesion; events, local providers and services, the Festival experience may become diluted for visitors and the economic benefits diminished. Contribute to the long term growth and sustainability of Festival into the future!

With thanks from the Boorowa Irish Woolfest Committee 2017



The Pot of Gold Sponsor

\$2,200

Sponsorship Rights and Exclusivity

- Sponsor of the Irish Woolfest 2017
- Organisation/Business receives **leading** event naming rights (presented to you by... “)

License and Endorsements

- Use of the Irish Woolfest logo, for your promotion, advertising or other marketing activities upon request.

On Site Activities

- Complimentary stall for promotion of your organisation/business

Signage

- Organisations/Business banner displayed at event
- The opportunity to provide street flag/s in rotation prior/including Irish Woolfest weekend. Costing of flag/s at Organisations/Business expense (\$200 approx each) and provision by the committee regarding design.

Media Profile

- Full page graphically designed advertisement in the Festival programme
- Organisation/Business logo and name on over 9,000 programmes distributed throughout the NSW Visitor Centre Network and areas of Victoria, ACT and Queensland
- Recognition on radio commercials through 2LF/Rocky FM reaching 75,000 people in the region
- Two Facebook posts over 6 months

Information Technology

- Logo and links to website from Irish Woolfest Official website www.irishwoolfest.com.au
- Promotional Advertisement or contest on www.irishwoolfest.com.au

Research

- Access to post event research

Ram Sponsor

\$1,100

Sponsorship Rights and Exclusivity

- Sponsor of the Irish Woolfest 2017
- Organisation/Business receives **single** event naming rights (presented to you by... “)

License and Endorsements

- Use of the Irish Woolfest logo, for your promotion, advertising or other marketing activities upon request.

On Site Activities

- Complimentary stall for promotion of your organisation/business

Signage

- Organisations/Business banner displayed at event

Media Profile

- Organisation/Business logo and name on over 9,000 programmes distributed throughout the NSW Visitor Centre Network and areas of Victoria, ACT and Queensland
- Recognition on radio commercials on 2LF/Rocky FM reaching 75,000 people in the region

Information Technology

- Logo and links to website from Irish Woolfest Official website www.irishwoolfest.com.au

Ewe Sponsor

\$575

Sponsorship Rights and Exclusivity

- Sponsor of the Irish Woolfest 2017
- Organisation/Business **shares** a non conflicting event naming rights (presented to you by... “)

License and Endorsements

- Use of the Irish Woolfest logo, for your promotion, advertising or other marketing activities upon request.

Media Profile

- Organisation/Business logo on over 9,000 programmes distributed throughout the NSW Visitor Centre Network and areas of Victoria, ACT and Queensland
- Recognition on radio commercials on 2LF/Rocky FM reaching 75,000 people in the region

Information Technology

- Logo and links to website from Irish Woolfest Official website www.irishwoolfest.com.au

Shamrock Sponsor

\$285

Sponsorship Rights and Exclusivity

- Sponsor of the Irish Woolfest 2017

Media Profile

- Organisation/Business name on over 9,000 programmes distributed throughout the NSW Visitor Centre Network and areas of Victoria, ACT and Queensland
- Recognition on rotation through radio commercials on 2LF/Rocky FM reaching 75,000 people in the region

Information Technology

- Listed as a sponsor on the Irish Woolfest Official website www.irishwoolfest.com.au

Leprechaun Sponsor

\$120

Sponsorship Rights and Exclusivity

- Sponsor of the Irish Woolfest 2017

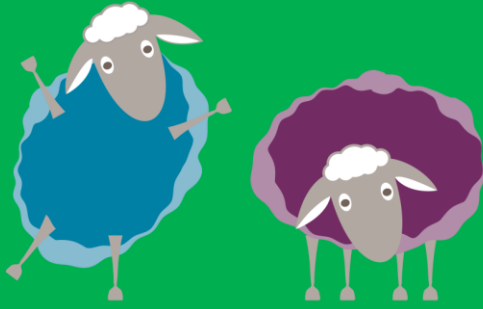
Media Profile

- Organisation/Business name on over 9,000 programmes distributed throughout the NSW Visitor Centre Network and areas of Victoria, ACT and Queensland

Information Technology

- Listed as a sponsor on the Irish Woolfest Official website www.irishwoolfest.com.au





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Organisation name:	
Display name (if different to above):	
Contact Name:	
Telephone:	
Fax:	
Postal Address:	
Email:	
Website/Facebook:	

Please Print clearly as information provided will be located on promotional material.

Please indicate which sponsorship package you would like to be a part of below.

Sponsorship (please circle)	Includes GST
Pot of Gold	\$2,200
Ram	\$1,100
Ewe	\$575
Shamrock	\$285
Leprechaun	\$120

Payment Arrangements (IMPORTANT – please note)

Due to the newly formed Hilltops Council payment arrangements have been reviewed. A **separate individual Tax Invoice** will be sent to sponsors for payment once you have committed to being a 2017 sponsor.

Note: **Applications deadline:** Friday, 23 June 2017. Fill in and return this form to secure your spot.

Logo deadline: Friday, 1 July 2017 Logos to be in EPS format and High resolution image.

Please return this form to secure your spot

Hilltops Tourism and Events – Boorowa Office

Attention Boorowa Irish Woolfest PO Box 94, Boorowa NSW 2586

Enquiries: Janene Hurley T: 02 6385 1330 (Tues/Wed/Thurs) F: 02 6385 1333 E: janene.hurley@hilltops.nsw.gov.au

A sincere thank you from the Irish Woolfest team for your valuable contribution in supporting our event.