

BOOROWA IRISH WOOLFEST

OCTOBER LONG WEEKEND
SUNDAY 4 OCTOBER 2026



BOOROWA IRISH WOOLFEST 2026 PARTNERSHIP PROPOSAL

The Boorowa Irish Woolfest 2025 demonstrated its strong appeal and economic value, attracting an estimated 7,899 to 9,163 attendees over the festival weekend and delivering exceptional reach for partners.

The event achieved significant digital exposure, recording 258,000 views on Facebook and a further 55,000 views on Instagram, highlighting its ability to engage audiences well beyond the Hilltops Region.

Importantly, CommBank data indicates that the total visitor spending across the weekend was approximately \$2.47 million, reinforcing the festival's role as a major driver of economic activity for Boorowa and the wider Hilltops Region.



RAM PARTNER

\$6,000 +GST

CATEGORY NAME RECOGNITION FESTIVAL PARTNER

- Business/organisation receives their name and logo recognition for Boorowa Irish Woolfest 2026.

LOGO LICENSE AND ENDORSEMENTS

- Boorowa Irish Woolfest logo use for all your promotion, advertising and marketing. Ram Partners are permitted to use the name "Community Bank Boorowa Irish Woolfest 2026" for commercial and promotion purposes to promote your involvement in the festival.

MEDIA PROFILE

- Half-page advertisement in the Boorowa Irish Woolfest program.
- Business/organisation logo and name on all printed programs.
- The Boorowa Irish Woolfest program will be available online and downloadable from www.irishwoolfest.com.au.

SOCIAL MEDIA PROFILE

- Increased social media recognition in the months leading up to the Boorowa Irish Woolfest.

ON-SITE ACTIVITIES

- Complimentary stall opportunity for promotion of your organisation/business.
- Opportunity to participate in the Street Parade.

THANK YOU, ACKNOWLEDGEMENT

- On the Boorowa Irish Woolfest website and relevant printed publications.

RAM OPTIONS TO PRESENT THE FOLLOWING:

- Street Parade
- Running of the Sheep
- Main Stage Act
- Colouring In Competition



**EWE
PARTNER**

\$3,000 +GST

CATEGORY NAME RECOGNITION FESTIVAL PARTNER

- Business/organisation receives their name and logo recognition for Boorowa Irish Woolfest 2026.

LOGO LICENSE AND ENDORSEMENTS

- Boorowa Irish Woolfest logo use for all your promotion, advertising and marketing. Ram Partners are permitted to use the name "Community Bank Boorowa Irish Woolfest 2026" for commercial and promotion purposes to promote your involvement in the festival.

MEDIA PROFILE

- Quarter page advertisement in the Boorowa Irish Woolfest program.
- Business/organisation logo and name on all printed programs.
- The Boorowa Irish Woolfest program will be available online and downloadable from www.irishwoolfest.com.au.

SOCIAL MEDIA PROFILE

- Increased social media recognition in the months leading up to the Boorowa Irish Woolfest.

ON-SITE ACTIVITIES

- Complimentary stall opportunity for promotion of your organisation/business.
- Opportunity to participate in the Street Parade.

THANK YOU, ACKNOWLEDGEMENT

- On the Boorowa Irish Woolfest website and relevant printed publications.

EWE PARTNER PRESENTS ONE OF THE FOLLOWING:

- Blessing Of the Fleece
- Children's Entertainment
- Petting Zoo
- Market Stalls



SHAMROCK PARTNER

\$1,500 +GST



FESTIVAL PARTNER

- Partner of the Boorowa Irish Woolfest 2026.

LOGO LICENSE AND ENDORSEMENTS

- Boorowa Irish Woolfest logo for your promotion and advertising.

MEDIA PROFILE

- Business/organisation logo and name on all printed programs.
- The Boorowa Irish Woolfest program will be available online and downloadable from www.irishwoolfest.com.au.

SOCIAL MEDIA PROFILE

- Increased social media recognition in the months leading up to the Boorowa Irish Woolfest.

ONSITE ACTIVITIES

- Complimentary stall opportunity for promotion of your business/ organisation.

THANK YOU, ACKNOWLEDGEMENT

- On the Boorowa Irish Woolfest website and relevant printed publications.



LEPRECHAUN PARTNER

\$300 +GST



FESTIVAL PARTNER

- Partner of the Boorowa Irish Woolfest 2026.

MEDIA PROFILE

- Name is on all printed programs.
- The Boorowa Irish Woolfest program will be available online and downloadable from www.irishwoolfest.com.au.

ONLINE PROFILE

- Business/organisation name on the Boorowa Irish Woolfest website www.irishwoolfest.com.au.

THANK YOU, ACKNOWLEDGEMENT

- On the Boorowa Irish Woolfest website and relevant printed publications.



IRISH WOOLFEST 2026 PARTNERSHIP BOOKING FORM

YES! I AM PLEASED TO SUPPORT THE BOOROWA IRISH WOOLFEST 2026

Business name: _____
Business address: _____
Postal address: _____

Contact person: _____
Email address: _____
Phone number: _____

The Ram Partner - \$6,000 + GST

Each organisation / business receives single main stage highlight event naming recognition for festival.
Please indicate your preference from 1 - 4. In the event of a double up, a decision will be made by the committee.

- | | |
|---|---|
| <input type="checkbox"/> Street Parade | <input type="checkbox"/> Main Stage Act |
| <input type="checkbox"/> Running of the Sheep | <input type="checkbox"/> Colouring In Competition |

Ewe Partner - \$3,000 + GST

Each organisation / business receives category naming recognition for a single festival category.
Please indicate your preference from 1 - 4. In the event of a double up, a decision will be made by the committee.

- | | |
|---|---|
| <input type="checkbox"/> Blessing of the Fleece | <input type="checkbox"/> Children's Entertainment |
| <input type="checkbox"/> Market Stalls | <input type="checkbox"/> Petting Zoo |

Shamrock Partner - \$1,500 + GST

Leprechaun Partner - \$300 + GST

On behalf of the Boorowa Irish Woolfest Committee and the Hilltops Region community, we thank you for your support.

Signed: _____

Date: _____

Please send completed form to: Locked Bag 5, Young, NSW, 2594 P: 1800 628 233 E: events@hilltops.nsw.gov.au

PLEASE NOTE! Deadline for sponsorship form is Tuesday 30 June 2026
These invoices will be processed in the 26/27 financial year