



A festival of this size cannot run without the continued support of the business community. Businesses benefit in the long term from the arrival of over **20,000 visitors** to Young and the Hilltops Region each year during the National Cherry Festival. Your support through financial sponsorship is vital to the continuation of this highly successful community event.

Here's an opportunity to link your business with an iconic regional festival, the National Cherry Festival



DIAMOND SPONSORSHIP

\$8,000

This is a unique opportunity for your business to gain maximum exposure not only for the duration of the event but also from all of the marketing activities undertaken by the committee on behalf of the National Cherry Festival.

- **Naming Rights to the 68th National Cherry Festival:** The 68th National Cherry Festival in association with [your business name] on all promotional material
- Your business will be recognised in radio commercials on 2LF/ROCCY FM reaching around 75,000 people in the region
- Your business name and logo will appear on 10,000 high quality festival programs distributed throughout the region and through the Visitor Centre networks state-wide
- Your business logo will appear on printed promotional material
- Your business logo will be included on the National Cherry Festival website
- Your business will be offered the opportunity to enter as one of the lead floats in the street parade
- Only one available



PLATINUM SPONSORSHIP

\$5,000

- Naming rights to the National Cherry Festival Parade on Saturday 2nd December 2016
- Your business will be recognised in radio commercials on 2LF/ROCCY FM reaching around 75,000 people in the region
- Your business name and logo will appear on 10,000 high quality festival programs distributed throughout the region and through the Visitor Centre networks state-wide
- Your business logo will appear on printed promotional material
- Your business logo will be included on the National Cherry Festival website
- Your business will be offered the opportunity to enter as one of the lead floats in the street parade

GOLD SPONSORSHIP

\$3,750

- Exclusive naming rights to a festival event guaranteed
- Recognition on alternate radio commercials on a rotational basis
- Your business name and logo on 10,000 festival programs distributed throughout the region and through the Visitor Centre network state-wide
- Your business name / logo on all printed promotional material
- Your business name included on National Cherry Festival website



SILVER SPONSORSHIP

\$2,500

- Naming rights to a festival event (if available)
- Your business name in radio and press on a rotational basis
- Your business name and logo on 10,000 Festival programs distributed throughout the region and through the Visitor Centre network state-wide
- Your business name on printed promotional material
- Your business name included on the National Cherry Festival website.

BRONZE SPONSORSHIP

\$1,250

- Naming rights to a festival event (if available)
- Your business name and logo on 10,000 Festival programs distributed throughout the region and through the Visitor Centre network state-wide
- Your business name on printed promotional material
- Your business name to be included on the National Cherry Festival website

SUPPORTER DRAW TICKETS

\$50 ea or 3 for \$100

The winner of the Supporter draw will receive Gold Sponsor benefits valued at \$3,750 (includes GST).

All business owners buying tickets into the draw will receive:

- Supporter tickets are \$50 each or 3 for \$100
- Your business name on 10,000 festival programs distributed throughout the region and through the Visitor Centre network state-wide
- Your business name to be included on the National Cherry Festival website

