



National CHERRY FESTIVAL

FRIDAY 3 - SUNDAY 5
DECEMBER 2021

 Sponsorship
prospectus

Supported by the



BOOROWA HARDEN YOUNG JUGIONG





National CHERRY FESTIVAL

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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 approximately **10,000 - 15,000 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 is an opportunity to **link your business with an iconic regional festival**, the National Cherry Festival.

DIAMOND PARTNER \$8,000 Only one available

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

- Naming Rights to the National Cherry Festival: The National Cherry Festival in association with [your business name] on all promotional material
- Naming rights to the National Cherry Festival Street Parade on Saturday 4 December 2021
- Your business will be recognised in radio commercials on 2LF/ROCCY FM reaching a potential 50,000 people in the region
- Your business name and logo will appear on 14,000 high quality festival programs distributed throughout the region and through a selection of Visitor Information Centres throughout NSW
- 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
- Your business will be offered the opportunity to nominate a representative to judge the street parade & announce the winners following the parade
- Your business will be offered a maximum of two complementary market stall sites on Saturday 4 December 2021

PLATINUM PARTNER \$5,000 Only one available

- Naming rights to the Cherry Blossom Long Lazy Lunch in September 2021
- Six Complementary tickets to the Cherry Blossom Long Lazy Lunch
- Your business will be recognised in radio commercials on 2LF/ROCCY FM reaching a potential 50,000 people in the region
- Your business name and logo will appear on 14,000 high quality festival programs distributed throughout the region and through a selection of Visitor Information Centres throughout NSW
- 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
- Your business will be offered a complementary market stall site on Saturday 4 December 2020





National
**CHERRY
FESTIVAL**

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GOLD SPONSORSHIP \$3,750

- Exclusive naming rights to a festival event guaranteed
- Recognition on alternate radio commercials on a rotational basis
- Your business name included on National Cherry Festival website
- Your business name and logo will appear on 14,000 high quality festival programs distributed throughout the region and through a selection of Visitor Information Centres throughout NSW

SILVER PARTNER \$2,500

- Naming rights to a festival event (if available)
- Your business name in radio and press on a rotational basis
- Your business name included on National Cherry Festival website
- Your business name and logo will appear on 14,000 high quality festival programs distributed throughout the region and through a selection of Visitor Information Centres throughout NSW

BRONZE PARTNER \$1,250

- Naming rights to a festival event (if available)
- Your business name included on National Cherry Festival website
- Your business name and logo will appear on 14,000 high quality festival programs distributed throughout the region and through a selection of Visitor Information Centres throughout NSW

SUPPORTER DRAW TICKETS \$50 each 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 to be included on the National Cherry Festival website
- Your business name and logo will appear on 14,000 high quality festival programs distributed throughout the region and through a selection of Visitor Information Centres throughout NSW



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YES! I am pleased to support the National Cherry Festival in 2021

Business Name

Business Address

Postal Address

Contact Person Phone

Email



DIAMOND PARTNER \$8,000

One Sponsor only. If more than one business applies for the Diamond Sponsorship level, the National Cherry Festival Committee reserves the right to undertake a selection process.

- The National Cherry Festival Event Naming Rights & National Cherry Festival Parade



PLATINUM PARTNER \$5,000

One Sponsor only. If more than one business applies for the Platinum Sponsorship level, the National Cherry Festival Committee reserves the right to undertake a selection process.

- Cherry Blossom Long Lazy Lunch (19th September 2021)



GOLD SPONSORSHIP \$3,750

The naming rights to one festival event below. Please indicate in order of your preference. Naming rights will be awarded on order of receipt of firm offers.

- Fireworks Main Stage Saturday Entertainment



SILVER PARTNER \$2,500

The naming rights to one festival event below. Please indicate in order of your preference. Naming rights will be awarded on order of receipt of firm offers.

- Friday Night Entertainment Sunday Entertainment



BRONZE PARTNER \$1,250

The naming rights to one festival event below. Please indicate in order of your preference. Naming rights will be awarded on order of receipt of firm offers.

- Amusements Markets
 Cherry Pip Spit Massed Bands Spectacular



SUPPORTER TICKETS \$50 each/3 for \$100

You will receive three tickets in the draw for the raffle to win Gold Sponsorship benefits for the National Cherry Festival.

DEADLINE FOR SPONSORSHIP FORMS IS FRIDAY 30th JULY 2021

On behalf of the National Cherry Festival Committee and the community of Young and Hilltops Region, we thank you for your support.

Signed Date

