

PARTNERSHIP PROPOSAL FOR 75th National Cherry Festival

FRIDAY 5 DECEMBER TO SUNDAY 7 DECEMBER 2025



CREAM OF THE CROP
\$12,000 +GST

EXCLUSIVE NAMING RIGHTS PARTNER

- Naming rights principal partner of the National Cherry Festival Street Parade in 2025.
- Organisation/business receives leading event naming rights to the festival (insert business name) National Cherry Festival in 2025

LICENCE AND ENDORSEMENTS

- Use of the Cherry Festival logo, for your promotion, advertising, or other marketing activities upon request. Naming Rights Partners are permitted to use the name "National Cherry Festival 2025" for commercial and promotion purposes to promote your involvement in the festival.

ON SITE ACTIVITIES

- Complimentary stall for promotion of your business/organisation.
- Participate in the Street Parade.

SIGNAGE

- Organisation/business banner displayed at event.

MEDIA PROFILE

- Full page graphically designed advertisement in the festival program
- Organisation/business logo and name on all programs distributed throughout NSW and ACT.
- Festival program will be available online and downloadable at www.nationalcherryfestival.com.au
- Recognition on radio commercials through 2LF/ RoccY FM reaching over 50,000 people across the region.
- Circulate through to Canberra, Riverina, & Orange ABC live reads.

SOCIAL & ONLINE MEDIA

- Facebook & Instagram recognition posts leading up to the festival.
- Logo and links to the National Cherry Festival website www.nationalcherryfestival.com.au

RESEARCH

- Access to post event research.

THANK YOU, ACKNOWLEDGEMENT

- All partners are acknowledged on the National Cherry Festival website and in all relevant printed publications and in main stage announcements throughout the day.



GOLDEN HARVEST

\$6,000 +GST

FESTIVAL PARTNER

- Naming recognition for National Cherry Festival 2025 for an event or activity
- Organisation/business receives event naming and logo recognition for an event or activity during the festival.

LICENCE AND ENDORSEMENTS

- Use of the Cherry Festival logo, for your promotion advertising, or other marketing activities, upon request. Golden Harvest Partners are permitted to use the name "National Cherry Festival 2025" for commercial and promotion purposes to promote your involvement in the festival.

ON SITE ACTIVITIES

- Complimentary stall for promotion of your organisation/business.
- Participate in the Street Parade.

SIGNAGE

- Organisation/business banner displayed at event.

MEDIA PROFILE

- Half page graphically designed advertisement in the festival program.
- Organisation/Business logo and name on all programs distributed throughout NSW and ACT.
- Festival program will be available online and downloadable at www.nationalcherryfestival.com.au

SOCIAL & ONLINE MEDIA

- Facebook & Instagram posts leading up to the festival.
- Logo and links to the National Cherry Festival website www.nationalcherryfestival.com.au

RESEARCH

- Access to post event research.

THANK YOU, ACKNOWLEDGEMENT

- All partners are acknowledged on the National Cherry Festival website and in all relevant printed publications and in main stage announcements throughout the day.



CHERRY JAM

\$3,000 +GST

FESTIVAL PARTNER

- Partner recognition of the National Cherry Festival 2025 Event and/or Activity.
- Organisation/business receives event logo recognition for the festival.

LICENCE AND ENDORSEMENTS

- Use of the Cherry Festival logo, for your promotion, advertising, or other marketing activities, upon request. Cherry Jam Partners are permitted to use the name "National Cherry Festival 2025" for commercial and promotion purposes to promote your involvement in the festival.

ON SITE ACTIVITIES

- Complimentary stall for promotion of your organisation/business.
- Participate in the Street Parade.

SIGNAGE

- Organisation/business banner displayed at fringe Event and/or Activity Partnered.

MEDIA PROFILE

- Quarter page graphically designed advertisement in the festival program
- Organisation/business logo and name on all printed programs distributed throughout NSW and ACT.
- Festival program will be available online and downloadable at www.nationalcherryfestival.com.au

SOCIAL & ONLINE MEDIA

- Facebook & Instagram posts leading up to the festival.
- Logo and links to website from National Cherry Festival Official website www.nationalcherryfestival.com.au

THANK YOU, ACKNOWLEDGEMENT

- All partners are acknowledged on the National Cherry Festival website and in all relevant printed publications and in main stage announcements throughout the day



CHERRY PIE
\$1,500 +GST



PIECE OF CHERRY PIE
\$500 +GST

FESTIVAL PARTNER

- Partner of the National Cherry Festival 2025.
- Organisation/Business shares a non-conflicting event logo recognition for the festival.

LICENCE AND ENDORSEMENTS

- Use of the National Cherry Festival logo, for your promotion, advertising, or other marketing activities, upon request.

ON SITE ACTIVITIES

- Participate in the Street Parade.

MEDIA PROFILE

- Organisation/Business logo and name on all programs distributed throughout NSW and ACT.
- Festival program will be available online and downloadable at www.nationalcherryfestival.com.au

SOCIAL & ONLINE MEDIA

- Facebook & Instagram post leading up to the festival.
- Logo and links to website from National Cherry Festival Official website www.nationalcherryfestival.com.au
- Advertisement on the National Cherry Festival website www.nationalcherryfestival.com.au

THANK YOU, ACKNOWLEDGEMENT

- All partners are acknowledged on the National Cherry Festival website and in all relevant printed publications.

FESTIVAL PARTNER

- Partner of the National Cherry Festival 2025

ON SITE ACTIVITIES

- Participate in the Street Parade.

MEDIA PROFILE

- Organisation name on all printed programs distributed throughout NSW and ACT.
- Festival program will be available online and downloadable at www.nationalcherryfestival.com.au

SOCIAL & ONLINE MEDIA

- Name recognised on National Cherry Festival Official website www.nationalcherryfestival.com.au

THANK YOU, ACKNOWLEDGEMENT

- All partners are acknowledged on the National Cherry Festival website

SUPPORTERS DRAW

The Winner of the Supporter Draw will receive Cherry Jam Sponsor benefits valued at **\$3,300** (includes GST)

Supporter draw tickets at \$75 each or 3 for \$150

Your business name will be acknowledged on the National Cherry Festival Website.



PARTNERSHIP BOOKING FORM

75th National Cherry Festival

YES! I AM PLEASED TO SUPPORT THE NATIONAL CHERRY FESTIVAL 2025

Business name: _____

Business address: _____

Postal address: _____

Contact person: _____

Email address: _____

Phone number: _____

☐ **Cream of the Crop Partner - \$12,000 + GST**

Naming rights to the National Cherry Festival 2025

☐ **Golden Harvest Partner - \$6,000 + GST**

The naming rights to one festival event below.

Please indicate your preference from 1 - 4. In the event of a double up, a decision will be made by the committee.

☐ Fireworks

☐ Saturday Main Stage Entertainment

☐ Amusements

☐ Market Stalls

☐ **Cherry Jam Partner - \$3,000 +GST**

The naming rights to one festival event below.

Please indicate your preference from 1 - 4. In the event of a double up, a decision will be made by the committee.

☐ Cherry Pip Spit Competition

☐ Massed Bands Spectacular

☐ Sunday Entertainment

☐ Big Breakfast

☐ **Cherry Pie Partner - \$1,500 +GST**

☐ **Piece of Cherry Pie Partner - \$500 +GST**

☐ **Supporter Draw Tickets \$75 each or 3 for \$150**

Please indicate number of tickets required. You will receive tickets in the draw for the raffle to win Gold Sponsorship benefits for the National Cherry Festival.

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 Wednesday 31st July 2025

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