

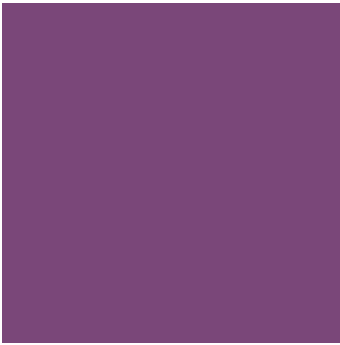
# Eltham Jazz, Food and Wine Festival



## Sponsorship Proposal 2020







# About the Festival

The Eltham Jazz Food and Wine Festival is a world-class event, and was recently recognised as one of the top 20 Jazz Festival in the WORLD.

From humble beginnings with only five bands playing on a single day, the Festival has grown into a two-day event with over 30 bands playing on three stages across the town centre.

The Festival is held annually, and is keenly anticipated by locals and visitors alike. We typically expect around 10,000 attendees over the weekend.

Attendance is free and the Festival is run as a not-for-profit event by a committed group of volunteers under the umbrella of the Eltham Chamber of Commerce.

Funding also comes from the Nillumbik Shire Council, our partners and local traders.

The Festival is positioned perfectly at the gateway to the Yarra Valley's wine region, and in addition to great entertainment, the festival offers award-winning local wines, local eats, and plenty of fun activities for children.

There is great accessibility by bus and train, plus ample parking in the town.

# Benefits to your business

With a large number of people attending this festival, both local and from further afield, it offers your business the opportunity to:

- boost your brand awareness
  - develop goodwill in the local community through showing your support of this well-loved not-for-profit event
  - stimulate sales
  - change / reinforce brand image
  - increase brand equity
  - raise brand profile
  - motivate employees
  - network with other partners and businesses during the festival
  - benefit from cost-effective advertising through multiple channels, including promotion by MCs during the festival and your logo on our programs advertisements and website
- increase your sense of community involvement by supporting a festival that has provided opportunities for local schools, businesses and community groups and artists for over 21 years
  - have direct communication with your business market:
    - live event exposure to approximately 15,000 people over the weekend
    - online exposure through the website and Facebook page ([www.elthamjazz.com.au](http://www.elthamjazz.com.au) and [facebook.com/elthamjazz](https://facebook.com/elthamjazz)).



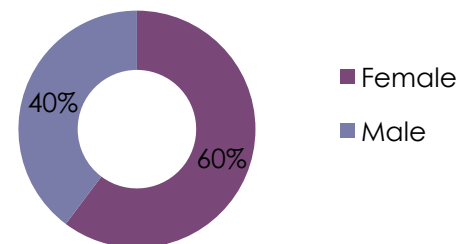
# + Our attendees



We expect around 15 000 attendees over the weekend, and we had over 12,000 visitors to our website ([www.elthamjazz.com.au](http://www.elthamjazz.com.au)) over the past 12 months.

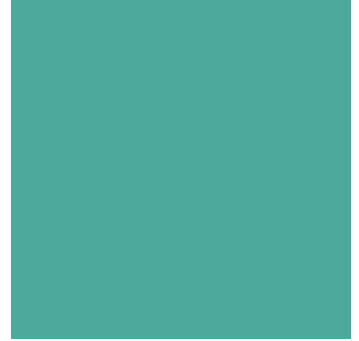
The majority of our attendees are over 30 years old and we have a fairly even split between genders which were taken from our website analytics data from the year.

**Gender of website users**



## Facebook

As at 31 May 2019, we have 2 174 followers on Facebook ([www.facebook.com/elthamjazz/](http://www.facebook.com/elthamjazz/)). However, we expect that our reach will greatly increase over the next 12 months, as demonstrated by the trend in the graph below of followers over the past year.



# How we will use the funding

As entrance to the festival is free, all costs need to be recovered through funding, partnerships and in-kind agreements.

The partnership monies you provide will pay for:

- musicians
- lighting
- seating
- promotion
- program design and printing
- activities for the children
- security
- shelter.

## PLATINUM PARTNERS 2019



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## STAGE PARTNERS 2019



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## GOLD PARTNERS 2019



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## SILVER PARTNERS 2019



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## BRONZE PARTNERS 2019







## Promotion

Since its inception, the Eltham Jazz, Food & Wine Festival has generated a good deal of media interest that has grown exponentially over the years.

## Deadline

To secure the placement of your logo on the program, please complete and return the Partnership Agreement Form by 21st October 2019.

## Contact us

If you have any questions, please contact:

**Mike Young**

**0417 599 677**

**[info@elthamjazz.com.au](mailto:info@elthamjazz.com.au)**



# Partnership opportunities

**We would love to have you come on board as a partner for the 2020 festival and we offer a range of partnership packages to suit. We are also more than happy to tailor a package for you to meet your requirements.**

## **Stage Partners:    Main stage: \$7,000\*    Stage two: \$6,000\*    Stage three: \$2,500\***

- Exclusive naming rights to nominated stage
- Extensive branding and messaging opportunities available on [elthamjazz.com.au](http://elthamjazz.com.au)
- Your logo and stage name on:
  - 10,000 programs and fliers
  - ads in the local Leader Community newspaper and accompanying articles
  - posters in traders' windows and on signage for the Festival
  - the partners' board at each stage
- Your own exhibition space/tent at the Festival (you can provide your own branded tent or we can set one up for you)
- Promotion of your business on 10 occasions by our MC's during the Festival across every stage
- Display of your company banner at the Festival and on the designated stage
- Other tailored opportunities as negotiated to ensure maximum exposure of your business
- Right to use the term 'Stage Partner of the Eltham Jazz, Food & Wine Festival', and the Festival's logo
- Certificate of appreciation

## **Gold Partner: \$2,000\***

- Your own exhibition space/tent at the Festival (you can provide your own branded tent or we can set one up for you)
- Display of your logo/banner at the Festival
- Your logo on:
  - [elthamjazz.com.au](http://elthamjazz.com.au) with a link to your website
  - 10,000 programs and fliers
  - the partners' board at each stage
- Sponsorship of a program item at the Festival
- Promotion of your business on 6 occasions by our MC's during the Festival across every stage
- Other tailored opportunities as negotiated to ensure maximum exposure of your business
- Right to use the term 'Gold Partner of the Eltham Jazz, Food & Wine Festival', and the Festival's logo
- Certificate of appreciation



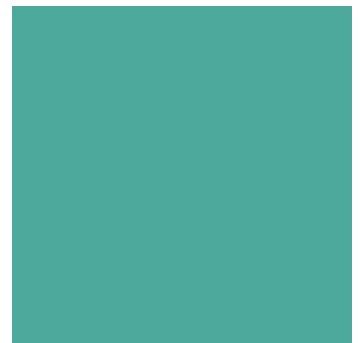
## Silver Partners: \$1,000\*

- Your logo on:
  - elthamjazz.com.au with a link to your website
  - 10,000 programs and fliers
  - the partners' board at each stage
- Display of your logo/banner at the Festival
- Promotion of your business on four occasions by our MC's during the Festival across every stage
- Other tailored opportunities as negotiated to ensure maximum exposure of your business
- Right to use the term 'Silver Partner of the Eltham Jazz, Food & Wine Festival', and the Festival's logo
- Certificate of appreciation

## Bronze Partner: \$500\*

- Your logo on:
  - elthamjazz.com.au with a link to your website
  - the partners' board at each stage
- Promotion of your business on two occasions by our MC's during the Festival across every stage
- Right to use the term 'Bronze Partner of the Eltham Jazz, Food & Wine Festival', and the Festival's logo
- Certificate of appreciation

\*All prices are exclusive of GST



# Eltham Chamber of Commerce & Industry Partnership Agreement Form

I, \_\_\_\_\_ (insert name of representative) of  
\_\_\_\_\_ (insert company name)

Support the following package:

Stage Partner      Main Stage      Second stage      Third Stage

Gold Partner (\$2,000 + GST)

Silver Partner (\$1,000 + GST)

Bronze Partner (\$500 + GST)

Upon signing this agreement, I agree to provide the abovementioned monetary support for the Eltham Jazz, Food & Wine Festival 2020.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_

Please post the completed form to: **Eltham Jazz, Food & Wine Festival, PO Box 3023, Eltham VIC 3095**, or email: [elthamjazz@gmail.com](mailto:elthamjazz@gmail.com)

If you have any questions, please contact:

**Mike Young**

**0417 599 677**

**[info@elthamjazz.com.au](mailto:info@elthamjazz.com.au)**