



Australian-Italian Festival

14th, 15th & 16th May 2010

Sponsorship Invitation



What is it?

A 3 day Festival that celebrates and showcases the Italian culture and heritage. It is a celebration of how the Italian migrants contributed and fitted into the Australian way of life in the North Queensland region. There is fun for all the family with excellent entertainment, authentic food and wines, displays, and many activities for everyone to enjoy.

Where is it?

In Ingham – North Queensland. Ingham is a country town on the Bruce Highway in the heart of the North Queensland sugar-cane growing belt. The town of Ingham is situated 1¼ hours north of Townsville and 2½ hours south of Cairns.

When is it?

The Festival is held annually on the 3rd weekend in May each year. The next one will be from 14th to 16th May 2010.

Who does it attract?

Our Festival attracts many visitors who are interested in the history of the Italian culture, who enjoy participating in the many activities while experiencing the festivities. This long running successful event gets visitors from our Region, the rest of Queensland, Interstate and we even attract International visitors each year. We also attract people who come to visit their relatives and coincide their visit with the Festival as well as ex-Inghamites who return for a nostalgic visit.

How can you be involved?

Your organization can be involved by becoming a Sponsor in the following ways: providing financial support; goods and/or services, or a combination of both. Your contribution can be tailor made to suit your business if you choose to work as a partner with the Festival.

What's in it for you?

As a sponsor, your company/business will have the opportunity for brand exposure through naming rights to events (where applicable) TV, Radio and printed media advertising, on large screen at the venue, announcements during the Festival and much more (see attached relevant sponsorship package)

Interested?

Please take the time to read this document to see how our partnership can benefit your business. We will be in touch with you shortly or you can contact the Festival Director on (07) 47765288 or 0419657228 so we can work together to enable the best exposure possible for your business.

PLATINUM SPONSOR - \$5,500 (incl. GST)

EVENT NAMING RIGHTS

We value your Sponsorship and as a Platinum Sponsor you will be entitled to the following privileges:

Company/Business Name and Logo:

- On all correspondence on Festival letterhead
- On Sponsors Boards at the Festival
- On Banner and Signage at the Festival (must be provided by your company/business)
- Acknowledgement on Australian Italian Festival web-site – ½ page on advertising
- Acknowledgement in Media Releases which will be widely distributed through various media eg. TV, Newspapers, Radio
- On Festival Program, Flyers and Brochures
- On Volunteers' shirts
- Advertising on the Big Screen at the Festival
- Advertising by the MC during the Festival

Exclusive advertising at your naming rights event

4 complimentary tickets to the Signature event

12 complimentary day Passes to the Festival at the Showgrounds (one day only)

Complimentary Stall Site for merchandise and company/business display

Invitation to Sponsors Function and Official Opening

Pre-event booking to ticketed events.

GOLD SPONSORSHIP - \$4,000 (incl GST)

EVENT NAMING RIGHTS

We value your sponsorship and a Gold Sponsor you will be entitled to the following privileges:

Company/Business Name and Logo

- On Sponsors Boards at the Festival
- Banner or signage at the Festival (must be provided by your company/business)
- Acknowledgement on the Australian Italian Festival website
- Acknowledgement in Media Releases which will be widely distributed through various media eg. TV, Newspapers, Radio
- In the final program
- On the big screen at the Festival
- Advertising by the MC during the Festival

Exclusive advertising at your naming rights event

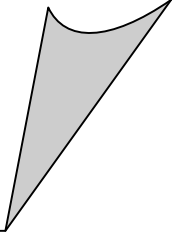
2 complimentary tickets to signature event

10 complimentary day passes (one day only)

Complimentary stall site for merchandise display if requested

Invitation to Sponsors Function and Official Opening

Pre-event booking to ticketed events



SILVER SPONSORSHIP - \$2,500 (Incl GST)

EVENT NAMING RIGHTS

We value your sponsorship and as a Silver Sponsor you will be entitled to the privileges below:-

Company/ Business Logo

- On Sponsors Boards at the Festival
- On a banner at the Festival (must be provided by you company/business)
- Acknowledgement on the Australian Italian Festival website
- On the final program and local newspaper
- On the Big screen during the Festival

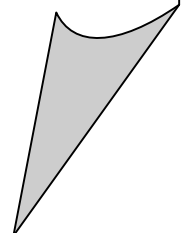
Exclusive advertising at your naming rights event

2 complimentary tickets to a signature event

8 complimentary day passes (one day only)

Invitation to Sponsors Function and Official Opening

Pre-event booking to ticketed events



BRONZE SPONSORSHIP - \$1,500 (incl GST)

We value your sponsorship and as a Bronze Sponsor you will be entitled to the following:

- Company/Business Name on Sponsors Boards at the Festival
- Company/Business name on final program
- Company/Business banner displayed at the Festival (must be provided by your company/business)
- Acknowledgement on the Australian Italian Festival website

2 complimentary tickets to Hair and Fashion Show or the Bush Poets Breakfast

6 complimentary day passes (one day only)

Pre-event booking to ticketed events (limit 10 tickets)

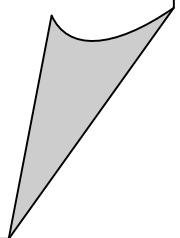
IN-KIND SUPPORT

Your in-kind support of the Festival is greatly appreciated and you will be entitled to:

Receive benefits to the value of the appropriate level of sponsorship eg. \$1,500 in-kind = Bronze sponsor package

IMPORTANT!!!!!!!!!!!!!!

The cost of your in-kind support must be supported with documentation of the value of the support so that we can include you in the correct sponsorship category.



PREMIUM BUSINESS MEMBERSHIP

\$600 (Incl GST)

We appreciate your membership and as a Premium Business Member you will be entitled to:-

- Company/Business Name on Sponsors Boards at the Festival
- Company/Business name on final program
- Acknowledgement on the Australian Italian Festival website

4 complimentary day passes (one day only)

Pre-event booking to ticketed events (limit 10 tickets)

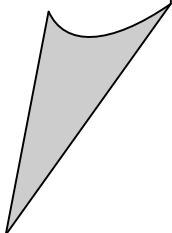
STANDARD BUSINESS MEMBERSHIP

\$300 (Incl GST)

We appreciate your membership and as a standard business member you will be entitled to:

- Company/Business name on Sponsors Boards at the Festival
- Company/Business name on final program
- Acknowledgement on the Australian Italian Festival website

2 complimentary day passes (one day only)



Entertainers	Sponsorship Level	Sponsorship Dollars Required plus GST	✓
Mark Vincent	Platinum Sponsor	\$7000 plus GST	
Formidable	Platinum Sponsor	\$7000 plus GST	
Orchestra Italiana	Platinum Sponsor	\$5500 plus GST	
Tony Pantano	Gold Sponsor	\$4000 plus GST	
Attori	Silver Sponsor	\$3000 plus GST	
Fortunato Isgro	Bronze Sponsor	\$1500 plus GST	

Event	Sponsorship Level	Sponsorship Dollars Required including GST	✓
Hair & Fashion Show	Platinum Sponsor	\$5500 inc GST	
Cooking Demonstrations	Gold Sponsor	\$4000 inc GST	
Fun Run	Silver Sponsor	\$2500 inc GST	
Kids Corner	Silver Sponsor	\$2500 inc GST	
Variety Concert	Silver Sponsor	\$2500 inc GST	
Historical Display	Silver Sponsor	\$2500 inc GST	
Fireworks	Silver Sponsor	\$2500 inc GST	
Olympics	Bronze Sponsor	\$1500 inc GST	
Busking Competition	Bronze Sponsor	\$1500 inc GST	
Bush Breakfast	Bronze Sponsor	\$1500 inc GST	
Bocce Exhibition	Bronze Sponsor	\$1500 inc GST	

Naming rights to a particular event will be determined as early as possible to the most suitable application. To ensure maximum exposure of your business, sponsor agreements need to be finalised as soon as possible.



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2010 Australian-Italian Festival

FAX BACK – 4776 3048

YES Our Business/Organisation would like to sponsor the
 2010 Australian Italian Festival

Please give an indication of which sponsorship level you choose. If you are offering both cash and in-kind please tick two appropriate **boxes**

Level of Sponsorship	Cash	In-Kind
Platinum		
Gold		
Silver		
Bronze		
Premium Business		
Standard Business		

(Please print)

Name of Business: _____

Contact Name: _____

Postal Address: _____

Phone No: _____

Email: _____

Website: _____

Signed: _____ **Date:** _____

Brief details of in-kind support
