

Australian



# Aussitaliano Carnevale

## 14th - 18th May 2008

### Sponsorship Incentives Package

#### INVITATION TO BE INVOLVED

Getting involved with a sponsorship package is a great way for you to raise the profile of your business and to support the most significant cultural event in North Queensland. Here is why:

**Link with Italian culture**—The Australian-Italian Festival is one of Queensland's most dynamic and important cultural festivals. The Festival celebrates the contribution of Italian families to the development of North Queensland and Australia, and is a celebration of Italian food, wine, fashion and culture. Attending crowds are between 22,000 and 25,000 locals and visitors from throughout Australia and Overseas.

**Link with other sponsors**—government organisations, industry leaders and several key businesses are involved with the **Australian-Italian Festival** The Hinchinbrook Shire Council, CSR Sugar, Brown Brothers, Bendigo Bank, Channel Seven, Radio 4TO North Queensland, Coca-Cola and Devietti Holden. Creating associations with other sponsors is an effective method of projecting a positive image to the public.

**Opportunities for future involvement**—all sponsors involved with the Australian-Italian Festival 2008 will be given preferred sponsor status, giving you first option for next year's Festival.

### PLATINUM SPONSOR

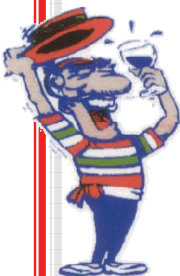
As a **PLATINUM SPONSOR**, you will be entitled to:

#### PRODUCT EXCLUSIVITY & EVENT NAMING RIGHTS

<b>Printed advertising</b>	<b>Logo placement on the Festival programme, in key advertising campaigns Sponsor Board in Piazza, Street Banner Piazza and Festival Kit Bag Promotional Material</b>
<b>Promotional advertising</b>	<b>Complimentary stall site for merchandise display if requested</b>
<b>Signage advertising</b>	<b>Erection of promotional signage at your naming rights event and at the Festival</b>
<b>Audio Visual advertising</b>	<b>Logo shown on large screens during Festival</b>
<b>Vocal advertising</b>	<b>20 x 15 second segments by the MC during Festival</b>
<b>Internet advertising</b>	<b>Include your logo on the Australian-Italian Festival web page</b>
<b>Media-release advertising</b>	<b>Acknowledgement in media releases, which will be widely distributed through various media (regional and local newspapers, radio and television exposure and newsletters)</b>
<b>VIP Privileges</b>	<b>Main stage concert corporate seating and invitation to sponsor's function 4 complimentary tickets—signature event 12 complimentary Festival day passes Pre Event Booking to ticketed events (ticket limit 10) 10% discount off merchandise</b>

**COST OF PLATINUM SPONSORSHIP is \$5,500 (incl gst)**

## Mangiamo, Beviamo e Cantiamo!! Eat, Drink and Celebrate!!



## **GOLD SPONSOR**

As a **GOLD SPONSOR**, you will be entitled to:

### **EVENT NAMING RIGHTS**

Printed advertising	Logo placement in print advertisements- Sponsor Board in Piazza and Festival Kit Bag promotional material
Promotional advertising	Complimentary stall site for merchandise display on request
Signage advertising	Erection of promotional signage at your naming rights event and at the Festival
Audio Visual advertising	Logo shown on large screens during Festival
Vocal advertising	15 x 15 second segments by the MC during Festival
Internet advertising	Acknowledgement on Australian-Italian Festival web site
Media-release advertising	Acknowledgement in media releases, which will be widely distributed through various media (regional and local newspapers, radio and television exposure and newsletters)
VIP Privileges	Main stage concert corporate seating and invitation to sponsor's function 2 complimentary tickets—signature event 10 complimentary day passes Pre Event Booking to ticketed events (ticket limit 10) 10% discount off merchandise

**COST OF GOLD SPONSORSHIP is \$3,300—\$4,999 (gst incl.)**

*Please Note—The Festival committee reserves the right to match event naming rights with sponsorship dollar value*

## **SILVER SPONSOR**

As a **SILVER SPONSOR**, you will be entitled to:

### **EVENT NAMING RIGHTS**

Printed advertising	Logo placement in print advertisements - Sponsor Board in Piazza and Festival Kit Bag promotional material
Signage advertising	Erection of promotional signage at your naming rights event and at the Festival
Audio Visual advertising	Logo shown on large screens during Festival
Vocal advertising	10 x 15 second segments by the MC during Festival
Internet advertising	Acknowledgement on the Australian-Italian Festival web page
Media-release advertising	Limited acknowledgement in media releases (local newspaper, festival program, radio and newsletter)
VIP Privileges	Main Stage concert corporate seating and invitation to sponsor's function 2 Complimentary tickets—signature event 8 complimentary Festival day passes Pre Event Booking to ticketed events (ticket limit 10) 10% discount off merchandise

**COST OF SILVER SPONSORSHIP is \$2,200 (gst incl.)**

*Please Note—The Festival committee reserves the right to match event naming rights with sponsorship dollar value*

## **BRONZE SPONSOR**

As a **BRONZE SPONSOR**, you will be entitled to:

Printed advertising	Listing in selected print advertisement and Festival Kit Bag promotional material
Signage advertising	Erection of promotional signage to be displayed during Festival
Internet advertising	Acknowledgement on the Australian-Italian Festival web page
Media-release advertising	Acknowledgement in media releases (local newspaper, festival program and newsletters)
VIP Privileges	2 complimentary ticket— "La Fantasia" or Bush Poets Breakfast 6 complimentary Festival day passes Pre Event Booking to ticketed events (ticket limit 10) 10% discount off merchandise

**COST OF BRONZE SPONSORSHIP is \$1,100 (gst incl.)**



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## **BUSINESS MEMBERSHIP**

As a **PREMIUM BUSINESS MEMBER**, you will be entitled to:

<b>Advertising</b>	<b>Listing in selected print advertisement(s) Sponsor Board in Piazza Acknowledgement on Festival Program and newsletters Festival Kit Bag promotional material</b>
<b>Festival Privileges</b>	<b>Australian-Italian Festival Acknowledgement Window Certificate Festival Newsletter Australian-Italian Festival Calico Bag 4 complimentary Festival day passes Pre Event Booking to ticketed events (ticket limit 10) 10% discount off merchandise</b>

**COST OF PREMIUM BUSINESS MEMBER IS \$550 (gst incl.)**

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As a **STANDARD BUSINESS MEMBER**, you will be entitled to:

<b>Advertising</b>	<b>Acknowledgement on Festival Program and newsletters Festival Kit Bag promotional material</b>
<b>Festival Privileges</b>	<b>Australian-Italian Festival Acknowledgement Window Certificate Festival Newsletter Australian-Italian Festival Calico Bag 2 complimentary Festival day passes Pre Event Booking to ticketed events (ticket limit 10) 10% discount off merchandise</b>

**COST OF STANDARD BUSINESS MEMBER IS \$220 (gst incl.)**

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## **IN-KIND SUPPORT**

As an **IN-KIND SUPPORTER**, you will be entitled to:

<b>Advertising</b>	<b>Will receive benefits to the value of the appropriate level of sponsorship eg: \$1,000 In-Kind = Bronze Sponsor Package</b>
<b>VIP/Festival Privileges</b>	<b>Will receive benefits to the value of the appropriate level of sponsorship eg: \$1,000 In-Kind = Bronze Sponsor Package</b>

## **IMPORTANT!!!!**

**COST OF IN-KIND SUPPORT MUST BE SUPPORTED WITH DOCUMENTATION  
OTHERWISE IN-KIND WILL BE CLASSED AS A DONATION**



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## **FESTIVAL MEMBERSHIP**

As a **GOLD PASS MEMBER**, you will be entitled to:

### **Festival Privileges**

**Australian-Italian Festival Calico Bag  
Membership Kit (Member Card and Name Badge)  
Festival Newsletters  
Committee Meetings  
Invitation to attend fundraising or special festival functions  
Official Programme  
Pre Event Booking to ticketed events (ticket limit 10)  
10% discount off ticketed events (4 adults)  
10% discount off merchandise  
Free Entry for two adults and up to two (2) children into the Festival  
(Saturday and Sunday)**

**Cost of GOLD PASS MEMBER is \$ 100 (incl gst).**

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As a **FAMILY MEMBER**, you will be entitled to:

### **Festival Privileges**

**Australian-Italian Festival Calico Bag  
Membership Kit (Member Card and Name Badge)  
Festival Newsletters  
Committee Meetings  
Invitation to attend fundraising or special festival functions  
Official Programme  
Pre Event Booking to ticketed events (Ticket Limit 2)  
10% discount off merchandise  
Free Entry for two adults and up to two (2) children into the Festival  
(Saturday and Sunday)**

**Cost of FAMILY MEMBER is \$ 35 (incl gst)**

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As a **INDIVIDUAL MEMBER**, you will be entitled to:

### **Festival Privileges**

**Australian-Italian Festival Calico Bag  
Membership Kit (Member Card and Name Badge)  
Festival Newsletters  
Committee Meetings  
Invitation to attend fundraising or special festival functions  
Official Programme  
Pre Event Booking to ticketed events (Ticket Limit 2)  
Free Entry for one into the Festival (Saturday and Sunday)**

**Cost of INDIVIDUAL MEMBER is \$ 20 (incl gst)**

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