

TABLELANDS

Maize Festival

• SINCE 1962 •

2020
Sponsorship

Sponsorship Proposal



PARTNER WITH US

The Maize Festival values partnerships that work to improve the lives of people in our community.

We would like to connect and work with partners to not only improve the sustainability Maize Festival but to also understand what businesses and organisations would like to see in the community.

The Maize Festival contributes and works through initiatives such as the Ambassador Program to support local causes. We also provide community events and education around positive wellbeing which we believe is a proactive approach to addressing social need. By supporting through volunteering, financial or in-kind contribution you improve the community and are a collaborator in a stronger future for the Tablelands.

Purpose Framework

01

COMMUNITY

Create a festival for the Tablelands to experience a sense of community, fun and celebration.



02

YOUTH

Foster and invest in our youth and encourage their development and involvement in our community

03

SUSTAINABILITY

Manage the event with the care of the Atherton Tablelands environment at the heart of what we do.



04

PARTNERSHIP

Creating a synergy between all Stakeholders, to bring together the local community.

05

HISTORY

Keep the history book open and continue to write the story of The Maize Festival to celebrate our agriculture links, community spirit & care for the environment.





What are the stats?

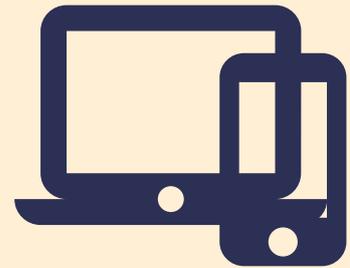


Core Demographics of those attending the Atherton Maize Festival

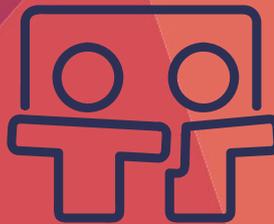


2 months of print media coverage dispersed throughout 70 different communities.
Copy distribution:
Tablelander - 15, 749
The Express - 9, 000
What's On - 4, 000

Publication created by Atherton Maize Festival with 2, 000 copies distributed to local businesses 3 weeks prior to event.



Social Media Coverage with targeted Ad Campaigns reaching 20, 000 families.



Estimated turn out of 4, 000 people to the event, including local families, business owners, and tourists from our local area and further abroad.

Further estimated reach in the lead up to the festival of up to 30, 000 people.

Sponsorship Opportunities

PLATINUM/NAMED SPONSORSHIP

By Negotiation (1 available per Event)

BENEFITS

Pre-Event

- Recognition and acknowledgement as the Main Event Sponsor on ALL promotional material
 - Corflute Signage located around Atherton, with minimum 1 month exposure (pending signup)
 - Flyers to other local business
 - Logo on programs available on night
 - Logo Feature on Facebook page
- Television & Radio naming coverage,
- What's On, The Tablelander, and Mareeba Express print media coverage for approx. 2 months (pending time of agreement)
- Logo on all event collateral
- Company profile, contact and logo in the program (pre-distributed up to 3 weeks prior)
- Logo on all email signatures
- Social Media & Website logo promotion
- Logo printed on committee shirts

Parade Night

- Acknowledgement as the Main Event Sponsor by the Master of Ceremonies
- Opening vehicle/s of parade
- Banner on stage & around Main Street
- Opportunity to have an exhibit/booth at the event
- Promotional products on display
- Address to crowd at opening of parade

Post-Event

- Mention on social media after finalisation of event
- Framed certificate of appreciation to display at your place of business

Sponsorship Opportunities

GOLD SPONSORSHIP

Named sponsor of Eat Street, Kids Wonderland, Ambassador Program (1 per section)
\$5,000

BENEFITS

Pre-Event

- Recognition and acknowledgement on specific sponsorship area promotional material.
- What's On, The Tablelander, and Mareeba Express print media coverage
- Logo on event collateral
- Company Contact and Logo in the program (pre-distributed up to 3 weeks prior)
- Logo on email signatures pertaining to specific area
- Social Media & Website logo promotion
- Logo printed on committee shirts

Parade Night

- Acknowledgement as a gold sponsor for related area by MC.
- Banner advertised at area relating to event
- Opportunity to have an exhibit/booth at the event
- Announcement of winner of sponsored category

Post-Event

- Mention on social media after the finalisation of event
- Framed certificate of appreciation to display at your place of business

SILVER SPONSORSHIP

Unlimited
\$1,000

BENEFITS

Pre-Event

- Social Media Recognition
- Exposure and acknowledgement in pre-distributed publication created by Atherton Maize Festival

Parade Night

- Promotion of your brand by Master of Ceremonies

Post-Event

- Certificate of appreciation to display at your place of business

FRIEND OF THE FESTIVAL

Unlimited
Below \$1,000

BENEFITS

- Social Media Recognition
- Exposure and acknowledgement in pre-distributed publication created by Atherton Maize Festival



Sponsorship Agreement

Thank you for sponsoring the 2020 Maize Festival. We hope to develop partnerships that improve and impact the local community further. Please complete the following details and return it to sponsors@maizefestival.org.au.

Organisation/Business Name:	
ABN:	
Contact Name:	
Contact Phone Number:	
Email:	

SPONSORSHIP LEVEL -

Please circle one of the following -

Platinum - by neg.

Silver - \$1,000

Gold - \$5,000

Friend of the Festival - less than \$1,000

Sponsorship Amount:	
Authorising Signature:	
Name :	

A member of the committee will be in contact with you to discuss payment of sponsorship. If you have any queries please contact Jacqui Webb - 0407078595

*Thanks
for your
support!*