

Apple & Grape Harvest Festival

5th, 6th & 7th March 2010

SPONSORSHIP INVITATION

www.appleandgrape.org



What is it?

A three day, biennial celebration of the Granite Belt Region's produce, wine and tourism industry. Arguably Australia's leading harvest festival, it has a successful reputation of running for over four decades. It brings together the diversity of the population of the region in a magnificent, fun and friendly way.

Where is it?

In Stanthorpe, the centre of the Granite Belt, on the New England Highway: 30 kms north of the New South Wales border, two and a half hours from Brisbane and the Gold Coast, two hours from Lismore and one and a half hours from Toowoomba.

When is it?

Every two years. The next one being Friday 5th, Saturday 6th and Sunday 7th March 2010.

Who does it attract?

Recent research and visitor feedback has revealed that because the festival has something to offer to a diverse range of people it therefore attracts all ages. The majority of visitors come from South East Queensland and Northern New South Wales. The ever increasing popularity of wine tourism and the "get away" country experience has ensured that this long running, famous event consistently attracts crowds estimated to be between 60,000 to 80,000 over the three day period.

How can you be involved?

Your organisation can be involved by becoming a sponsor in the following ways: providing financial support; provide goods and/or services; or a combination of both. Working as partners with the Festival your contribution can be tailor-made to suit your business.

What's in it for you?

As a sponsor, your business will have the opportunity for brand exposure through naming rights to events; TV, radio and printed media advertising; announcements during the Festival; and more (please refer to the Sponsorship Benefits on page 5)

Interested?

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 Sponsorship Consultants so we can begin to discuss the best way to meet your objectives.

**Wendy Shan or Christina Sleep on 0439 060 251 or
email us at sponsors@appleandgrape.org**

Apple & Grape Harvest Festival

5th, 6th & 7th March 2010

SPONSORSHIP INVITATION

www.appleandgrape.org

A snapshot of the Festival.

In 2010 the Apple and Grape Harvest Festival will be in its 44th year, or 22nd Festival.

It has continued to amaze sponsors and visitors alike with its uniqueness and an ability to continually attract new visitors and keep people coming back. Most of this is due to the fun and friendly atmosphere they have, and part of the attraction is that this remains one of the last free festivals in Queensland. There is plenty to see and do and as the event is held biennially, visitors make it a "must do".

Integral to the success of the Festival is the Young Ambassador Programme where young people from the community volunteer to become a Young Ambassador. Their objective is to raise funds for the Festival, to promote the Festival and to embark on a journey of self development.

Each day has a different programme:

Friday kicks the Festival off with Apple Day including sporting events and various apple activities around town. Friday night is the Festival Ball (purchase of tickets required) with the announcement of the winning Young Ambassadors.

Saturday the streets are alive with a variety of entertainment, Street and Market Stalls, Fun Run, the Grand Parade, fireworks and the Wine Fiesta.

Sunday Street and Market Stalls, multicultural entertainment and the Wine Fiesta.

The Festival has continued to change with the times. New and innovative attractions are introduced, enduring attractions remain: Festival organisers recognise that visitors are looking for both familiar and new experiences.

Significant changes have taken place in our region. Just after the 2008 Festival we saw the creation of the Southern Downs Regional Council. The Council has traditionally provided extensive support for the Festival and 2010 is no exception. The Festival showcases, over three days, the diversity of what the region has to offer. The Southern Downs Regional Council in conjunction with Southern Downs and Granite Belt Regional Tourism Inc. and Granite Belt Wine and Tourism Inc. continue to give their support.

Together with the many Apple and Grape Volunteers and support from businesses such as yours the success of the Festival will be assured.

**Wendy Shan or Christina Sleep on 0439 060 251 or
email us at sponsors@appleandgrape.org**

Apple & Grape Harvest Festival

5th, 6th & 7th March 2010

SPONSORSHIP INVITATION

www.appleandgrape.org

A snapshot of the Festival. - cont

All events within the Festival are reviewed during planning to evaluate their popularity and relevance. Planning is currently underway to finalise events for 2010. Their compatibility for sponsorship is also taken into account, to ensure the right sponsor is matched to the right event.

The Festival organisers recognise the challenge to expand all levels and all types of sponsorship to ensure that this event continues to remain financially viable into the future. The Festival has been and will remain a free event - the ongoing support of our sponsors will ensure the Festival remains free.

Event Management

The Apple and Grape Harvest Festival is organised by a Committee of Directors, and assisted by several consultants specialising in particular areas. The Directors are individuals from all walks of life who volunteer their time, experience and expertise to ensure the success of the Festival for the Granite Belt Community.

The Stanthorpe Festival Association Inc. is subject to Government Regulations with annual audits. All monies raised are utilised to run the event. Any surplus after costs may be in part donated back to the community after sufficient is retained to ensure the viability future festivals.

***Wendy Shan or Christina Sleep on 0439 060 251 or
email us at sponsors@appleandgrape.org***

Apple & Grape Harvest Festival

5th, 6th & 7th March 2010

SPONSORSHIP INVITATION

www.appleandgrape.org

Main Events and Sponsorship Levels listed below:

Event	Sponsorship Level	Sponsorship Dollars required
Festival Ball	Platinum	\$15,000 and over plus \$1,500 and over GST
Grand Parade	Platinum	
Wine and Food Fiesta	Gold	\$10,000 - \$14,999 plus \$1,000 - \$1,499 GST
Multicultural Music Fiesta	Gold	
Grape Crush	Silver	\$5,000 - \$9,999 plus \$500 - \$999 GST
Fireworks	Silver	
Decorated Windows	Bronze	\$2,500 - \$4,999 plus \$250 - \$499 GST
Fresh Produce Display & Auction	Bronze	
Apple Day Extravaganza	Bronze	
Sports Day (Golf, Bowls, Croquet)	Bronze	
Movie Night	Bronze	
Mount Marlay Fun Run	Bronze	
Pizza Eating Competition	Bronze	
Youth Entertainment	Bronze	
Massed Pipes and Bands	Bronze	
Parade Seating	Bronze	
Turning on of the Lights	Bronze	

Note 1: all figures given include all in kind and cash sponsorship, or a combination of both.

Note 2: GST is payable on cash sponsorship amounts.

There are other smaller events not mentioned above that require sponsorship. When we contact you regarding this invitation, we will discuss additional options. Traditionally some of these events have been sponsored by the same organisations over a number of years. 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 by middle of September 2009.

Apple & Grape Harvest Festival

5th, 6th & 7th March 2010

SPONSORSHIP INVITATION

www.appleandgrape.org

Sponsorship Benefits	Platinum	Gold	Silver	Bronze	Supporter
Business exposure through:					
Naming rights to event	yes	yes	yes	negotiable	-
TV & radio advertising	yes	yes	yes	-	-
Announcements during Festival	yes	yes	yes	yes	
Event Specific Media Releases	yes	yes	yes	yes	negotiable
Name in pre festival brochure	yes	yes			-
Name in official programme	yes	yes	yes	yes	yes
Logo in official programme	yes	yes	yes	yes	-
Website	yes	yes	yes	yes	yes
Event Specific Banner Display (banner to be supplied by sponsor)	yes	yes	yes	negotiable	-
Logo on Festival Letterhead	yes	yes	-	-	-
Marketing Opportunities:					
Own brand sample bags (Sponsor to supply & distribute)	yes	yes	-	-	-
Stall Space (sponsor to supply own branded tent)	yes	yes	-	-	-
Guest Status:					
Invitation to Pre Ball Cocktail Party	yes (6)	yes (4)	yes (2)	-	-
Festival Ball	Yes (6)	Yes (4)	Yes (2)	Yes (2)	-
Invitation to Stanthorpe Race Day	Yes (6)	Yes (4)	Yes (2)	-	-
Official seating on main dais	Yes	yes	yes	yes	-
Accommodation (3 nights)	Yes (6)	Yes (4)	Yes (2)	-	-

*All sponsors will receive a Certificate of Appreciation denoting their level once the cash/goods/services have been received.

Wendy Shan or Christina Sleep on 0439 060 251 or
email us at sponsors@appleandgrape.org

Apple & Grape Harvest Festival

5th, 6th & 7th March 2010

SPONSORSHIP INVITATION

www.appleandgrape.org

Terms of Business

We welcome those who have decided to become sponsors to our famous Festival. In order for us to get started for mutual benefit we need to make your sponsorship work now. Therefore the following terms apply:

1. Upon agreement of cash sponsorship by both parties a payment of 50% of the agreed amount is required within 30 days of date of invoice.
2. An invoice will be raised for the remaining 50% which is to be paid by 30th November 2009.
3. The total cash sponsorship amount can be paid in a lump sum.
4. GST is payable on cash sponsorship amounts and should be added to amounts designated.
5. Upon acceptance of sponsorship the terms will be summarised and a signed copy given to each party.

Cheques and money orders payable to: *Stanthorpe Festival Association Inc.*

or Electronic payment:
Stanthorpe Festival Association Inc.
National Australia Bank
BSB 084 -927
Account No: 46746-0625

Note: Even if you decline to sponsor at this time we would greatly appreciate your input by completing the attached "Sponsor Response Form" and returning to us in the reply paid envelope.

**Wendy Shan or Christina Sleep on 0439 060 251 or
email us at sponsors@appleandgrape.org**

Apple & Grape Harvest Festival

5th, 6th & 7th March 2010

SPONSORSHIP INVITATION

www.appleandgrape.org



Sponsor Response Form

Once you have completed this form, please return in the addressed envelope provided.

YES Our business/organisation would like to sponsor the 2010 Apple and Grape Harvest Festival.

Please give us 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 \$15,000 and over plus \$1,500 and over GST		
Gold \$10,000 - \$14,999 plus \$1,00 - \$1,499 GST		
Silver \$5,000 - \$9,999 plus \$500 - \$999 GST		
Bronze \$2,500 - \$4,999 plus \$250 - \$499 GST		
Supporter less than \$2,500 Plus \$250 or less GST		

NO Our business/organisation will not be sponsoring the 2010 Apple and Grape Harvest Festival.

Keep us in mind for the next Festival (circle) **YES NO**

Business/Organisation: _____

Contact Person/s: _____

Billing Address: _____

_____ Postcode _____

Phone: _____ Fax _____

Email: _____

Thank you for returning this form.

Stanthorpe Festival Association Inc. PO Box 338, Stanthorpe, Qld 4380