



2019 EVENT PARTNER TOOLKIT



TASTEBUNDABERG.COM.AU
[#TASTEBUNDABERGFEASTIVAL](https://www.instagram.com/tastebundabergfestival)

THE EVENT

TASTE BUNDABERG FESTIVAL

Taste Bundaberg Festival is a coming together of our passionate culinary community. Held over four tasty weekends, it's a showcase of authentic Bundabergian food and drink experiences- from the farmer, distiller, brewer, grazier and fisherman; to the restaurateur, food stall, café and caterer; through to the table.

It's time to serve up a hearty helping of world-class deliciousness and distinct flavours found nowhere else. Bundappétit!

HOW THE FESTIVAL WORKS

Taste Bundaberg Festival is facilitated by [Bundaberg Tourism](#) and supported by Bundaberg Regional Council.

A true collaboration between local farmers, the tourism industry, Bundaberg Regional Council, the Bundaberg Chamber of Commerce and a passionate culinary industry, Taste Bundaberg Festival is a

HOW WE WORK TOGETHER

Bundaberg Tourism

As the organiser of the event, Bundaberg Tourism curates the program and conducts the marketing and ticket sales.

Event Partners

The operational aspects of the individual events are undertaken by our Event Partners. The commission paid on ticket sales to contributes to festival marketing campaign.

WHERE TO BUY YOUR TICKETS

ONLINE

www.tastebundaberg.com.au

ON THE PHONE

07 4153 8888

IN PERSON

Bundaberg, Childers & Gin Gin
Visitor Information Centres

DRIVING VISITATION

Last year the Winterfeast saw nearly 20,000 visitors across 10 days in July, with approximately 18.5% from out of the region. With more events across a broader timeframe for Taste Bundaberg Festival, we're expecting to see significant growth on those numbers. That's well over 20,000 opportunities to reach new customers!

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THE TIMING

SIGNATURE EVENT LAUNCH

Wednesday 20 March

FULL PROGRAM LAUNCH

Monday 1 April

MARKETING CAMPAIGN ACTIVITY

Monday 1 April - Thursday 15 August

MAY EVENT

Friday 3 May - Monday 6 May

Maximising the travel opportunities of the long weekend, the May festival will focus on the rich heritage of the whole region, with events around the Bundaberg and Childers CBDs and encouraging increased length of stay.

JULY EVENT

Friday 5 July - Sunday 7 July

With the Confraternity Cup and QISSN Netball events expected to deliver 5,000 people to Bundaberg from 30 June - 5 July, a festival delivering family-friendly culinary experiences will be designed to leverage the opportunities within this peak season. The ever popular Bundy Flavours and Farmers Markets will be a drawcard.

JUNE EVENT

Friday 7 June - Sunday 9 June

The June festival will focus on the coastline and Southern Great Barrier Reef, with events on and around the water. World Gin Day will also be a highlight.

AUGUST EVENT

Friday 16 August - Sunday 18 August

Bundaberg is laying claim to World Rum Day! This weekend will put the spotlight on all things drink related coming from the Bundaberg region. From our icons to our artisans, from Bargara to Childers, the region will shine for its award-winning burgeoning drinks industry.

POST EVENT ACTIVITY

Monday 19 August - Sunday 1 September

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MARKETING

THE FESTIVAL MARKETING CAMPAIGN

We have got some seriously exciting marketing activity happening! Targetting the key markets of South East Queensland and the 400km drive market, we will be rolling out an integrated campaign of digital and traditional advertising and PR. Here is a taste of what we're working on:

Website

- All tickets available for sale on the dedicated microsite www.tastebundaberg.com.au within the regional tourism website
- Event details plus destination information to assist in planning and promoting an increased length of stay

Social Media

- Ad campaign to target markets (Bundaberg region, SEQ and 400km drive market)
- Sharing of blog content
- Stories campaign on both channels

Content Creation

- Creation of images, blogs and promotional videos

Billboards & Signage

- Bruce Highway signage campaign
- Airport activation

Print Advertising

- News Mail advertising to target local markets

Digital Advertising

Email Campaign

- Tailored communication direct to our engaged culinary fans

Local Activation

- Posters and collateral
- Random Acts of Tastiness

Marketing Activity	MARCH				APRIL					MAY				JUNE				JULY				AUGUST			
	4	11	18	25	1	8	15	22	29	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19
Program Launch																									
Signature Events																									
Full Program																									
Social Media																									
FB Ad Campaign																									
Blogs																									
Content Creation																									
FB/IG Stories																									
Launch Video																									
Promo Videos																									
Recap Videos																									
Signage																									
Billboards																									
Airport Activation																									
Collateral																									
Posters & Flyers																									
Advertising/Promotion																									
NewsExtend																									
APN Newsmail																									
Random Acts Of Tastiness																									
EDM																									
Launch Competition																									
EDMs																									
Event Activity																									
Photography																									
Videography																									
Surveying																									

Marketing Activity subject to change without notice at discretion of Bundaberg Tourism

MARKETING

MAXIMISING THE MARKETING CAMPAIGN

Undoubtedly, the events that are the most successful are that ones that don't just rely on the Festival to market them. We encourage you to leverage your own fans, whether on social media or on your website, as well as those who walk through your doors each day. These people are already committed fans of your amazing businesses and products and will be the best advocates for your Taste Bundaberg Festival event.

The next pages have lots of tips and hints to help you maximise the marketing campaign. And remember, the Bundaberg Tourism marketing team are always on hand to help you out!

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Call us on 07 4153 8888

Promoting Your Event Within Your Business

You and your people are your best promotional asset! Make sure they understand and can communicate the following information:

1. All about your event
 - Times and dates
 - What the tickets do and don't include
 - The event's point of difference
 - Where people can go to book tickets
2. All about Taste Bundaberg Festival
 - The dates of the four festival weekends
 - Any events they are particularly excited about that they can share with your customers
3. All about our region
 - Major tourist attractions and how to get there
 - That we produce 25% of Australia's fresh produce
 - That Bundaberg is the gateway to the Southern Great Barrier Reef

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Shop Window Posters

A4 posters will be made available prior to the Festival. Place this poster on your business windows to get the town talking and visitors engaged.

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MARKETING

MAXIMISING THE MARKETING CAMPAIGN

Talking About Taste Bundaberg Festival

Want to talk about Taste Bundaberg Festival but stuck for words? That's okay - try this!

Held over four tasty weekends, Taste Bundaberg Festival is an invitation to roll up your sleeves, get your hands dirty, pile plates high and leave glasses empty. Come, take a seat at the great Bundaberg feast.

Download Taste Bundaberg Assets

We have put together a [Google Drive folder of assets](#) for you to use, such as logos, email footers and social media banners. We will continue to upload assets to this folder as they come available so please use them in your promotions!

Email Footers

Add the Taste Bundaberg Festival email footer below your email signature to promote the Festival and show your support!

Don't forget to hyperlink www.tastebundaberg.com.au.

Logos

Logos are available for use in your own promotions. Make sure you read the [Style Guide](#) for tips on correct logo use.

Images

Any images we provide for use must acknowledge Bundaberg Tourism and the photographer, regardless of where you use them.

Program

The full program will be available prior to the Festival as a digital download.

MARKETING

MAXIMISING THE MARKETING CAMPAIGN

Social Media

Social media is an amazing way to stay connected with your fans and to engage new customers in an interactive manner.

Before Your Event

Get your customers excited and involved!

- Use the Taste Bundaberg Festival headers, logos and collateral to keep the event in the forefront of people's minds
- Promote your event to your followers and link them through to the Taste Bundaberg Festival website so they can book
- Promote the whole of the festival and the region - think about what else they can do that will complement your event
- Share our blogs and itineraries from www.bundabergregion.org/stories to encourage them to stay longer and experience more

During Your Event

Share the magic you are creating!

- Use Stories on Instagram and Facebook
- Go live on Facebook and show off your event
- Ask people to tag @TasteBundabergFestival and your own social channels when posting on social media

Useful Handles & Hashtags

Want to talk to Taste Bundaberg Festival directly on social media? Want us to see what you're doing? Use our handles!

@TasteBundabergFestival
@VisitBundaberg

Across the Festival Weekends

- Let your followers know of any special offers you'll have during the Festival weekends
- Post a welcome message and let people know how they can find you
- Share any images or videos you really like off @TasteBundabergFestival to show people how much fun we're having!

After Your Event and the Festival

- Thank everyone for coming
- Share any images you really like off @TasteBundabergFestival to show people how much fun we had and encourage them to come back soon

Want to talk to everyone? Use the hashtags below to join the wider conversation and show everyone what you're doing!

#tastebundaberg #visitbundaberg
#southerngreatbarrierreef
#thisisqueensland

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