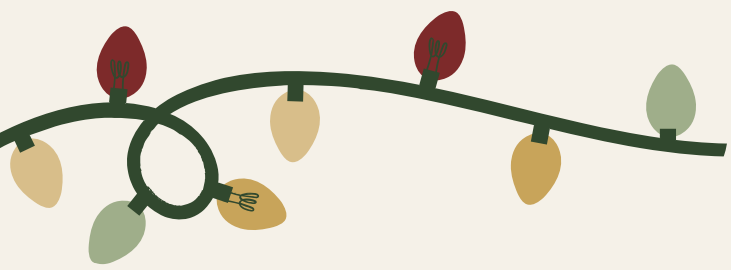


Cowra Christmas Festival



**SPONSORSHIP
PROPOSAL**

SPONSORSHIP PROPOSAL



About the Event

The annual **Cowra Christmas Festival** is one of Cowra's signature events and is an opportunity to celebrate community spirit leading into the festive season and share a great night out with friends and family.

This event attracted over **5,000** attendees last year by incorporating a variety of entertainment, delicious food stalls and of course, Santa!

We have seen the Cowra Christmas Festival grow into an event that attracts locals, encourages visitation from outlying towns as well as offering friends and relatives another reason to visit during the Christmas period.

SPONSORSHIP PROPOSAL

Sponsorship Tiers



Put your business at the heart of Cowra's Christmas celebrations by sponsoring the Cowra Christmas Festival. It's an opportunity to build your business profile, support local shopping and help create a memorable evening for locals and visitors. With a range of sponsorship options available, including naming rights to individual festival sections, there's plenty of ways to get involved. Your support helps bring the festival to life.

Join us in making this year's festival one to remember.

GOLD – \$1,000

SILVER – \$550

BRONZE – \$350

PETTING ZOO

\$950

EAT STREET

\$1500

TAKEN

JUMPING CASTLES

\$2,000

ENTERTAINMENT PARTNER

\$3,500

Sponsorship Tier – GOLD

\$1,000

INCLUSIONS:

Prominent, larger logo placement on key print and digital promotional material.

Three dedicated social media posts promoting your business and festival partnership, plus inclusion in shared sponsor posts.

Complimentary standard market stall space.

Individual recognition in event media releases issued by the organisers.

Individual acknowledgement as a Gold Sponsor during the event.

Sponsorship Tier – SILVER

\$550

INCLUSIONS:

Standard logo placement on key print and digital promotional material.

One dedicated social media post promoting your business and festival partnership, plus inclusion in shared sponsor posts.

Complimentary standard market stall space.

Inclusion in the sponsor listing in event media releases issued by the organisers.

Group acknowledgement of Silver Sponsors during opening and closing speeches.

Sponsorship Tier- BRONZE

\$350

INCLUSIONS:

Business name and logo included in the shared sponsor panel on selected promotional material.

Inclusion in shared sponsor thank-you posts across our social media channels.

Complimentary standard market stall space.

Group acknowledgement of Bronze Sponsors during opening and closing speeches.

Naming Rights Sponsor: **Animal Farm**

\$950

INCLUSIONS:

Exclusive naming rights to the festival's Animal Farm, promoted as the "[Business Name] Animal Farm".

Business name and logo featured in promotional material and social media posts about the Animal Farm.

Prominent business signage at the Animal Farm.

Individual stage acknowledgements recognising your support for this family attraction.

All Gold Sponsor benefits included.

Naming Rights Sponsor: Eat Street

\$1,250

INCLUSIONS:

Exclusive naming rights to the festival's Eat Street, promoted as "[Business Name] Eat Street".

Business name and logo featured in promotional material and social media posts about Eat Street.



Prominent business signage within the Eat Street area.

Individual stage acknowledgements recognising your support for the festival's food hub.

All Gold Sponsor benefits included.

Naming Rights Sponsor: Jumping Castles

\$2,000

INCLUSIONS:

Exclusive naming rights to the festival's Jumping Castle Zone promoted as "[Business Name] Jumping Castle Zone".

Business name and logo on all signage, promotional material and social media for the Jumping Castle Zone.

Private business signage within the Jumping Castle Zone.

Individual stage acknowledgements recognising your support for the festival.

All Gold Sponsor benefits included.



Partner With Us

If you are interested in sponsoring the Christmas Festival or would like more information, reach out to the team at Visit Cowra;

(02) 6342 4333 | events@cowratourism.com.au

Cowra Visitor Information Centre



Follow us on Facebook & Instagram