

PARADE • STALLS • MUSIC • ART

SATURDAY
18th June 2016
www.wintermagic.com.au



2016 SPONSORSHIP PROPOSAL

What is Winter Magic?

- The largest community event in Blue Mountains region and 2nd largest in Australia!
- It attracts an attendance of approx. 40,000+ people.
- It involves approx. 1,000 parade participants.
- It enriches, engages and enlightens the community of the Blue Mountains & beyond.
- It showcases the talents, enterprise and natural beauty of the region.
- Held over the weekend of the Winter Solstice (18th June 2016)
- Special highlights for 2016 include: ArtStreet Exhibition, Grand Parade, Fireworks Spectacular, 9 Stages/Performance spaces featuring over 200 performers

Publicity:

Winter Magic is promoted both locally and throughout NSW.

- Radio publicity on ABC702 and BlueFM.
- In 2015 WMF had live television coverage on 3 national stations' news programs.
- Winter Magic Festival website.
- Other web promotions via Blue Mountains City Council, Blue Mountains Lithgow and Oberon Tourism, and various umbrella event websites.
- Extensive social media marketing (facebook/twitter).
- Blue Mountains Gazette – editorial and features in the lead up to the Festival.
- Editorial in the Blue Mountains Echo magazine.
- Promotional materials.

Exposure on the Day:

You are being given the opportunity to present your company to 40,000+ people with potential for:

Signage & banners / Give-a-ways / Promotional characters / Sales / Stage Naming Rights / Parade entries / Official openings / Photo opportunities galore!

Sponsorship Opportunities Available:

CORPORATE +	\$5,000+	<ul style="list-style-type: none"> • Exclusive naming rights to a sponsored area e.g. stage, food court, kids zone • Corporate level package benefits
CORPORATE	\$2,500+	<ul style="list-style-type: none"> • Business reference on printed and online map • Acknowledgement on all (delete all) promotional material • Business pop up or flags available to be displayed at merchandise/information stall • Platinum level package benefits
PLATINUM	\$1,500	<ul style="list-style-type: none"> • Business flyers/cards at merchandise/info stall • Banner logo on top of website pages • Logo acknowledgement in program • Gold level package benefits
GOLD	\$1,000	<ul style="list-style-type: none"> • Logo on website in top button on all pages • Link on website from logo to your own page • Multiple acknowledgements on Festival Facebook Page and Twitter account • Silver level package benefits
SILVER	\$500	<ul style="list-style-type: none"> • Listing acknowledgement in program • Logo on website in bottom button on all pages • Bronze level package benefits
BRONZE	\$250	<ul style="list-style-type: none"> • Invitation to the Winter Magic Thank You Party • Supporters sticker • Business name listed on website sponsor page
FRIEND OF THE FESTIVAL (non-business)	\$50	<ul style="list-style-type: none"> • Thank you on Facebook

Please Contact:

Sponsorship Team

sponsorship@wintermagic.com.au

or via www.wintermagicfestival.com.au