



1st SNOWY MOUNTAINS OF MUSIC FESTIVAL

Australia's coolest festival - Sponsorship Package Chart

ABOUT THE FESTIVAL

The 1st Snowy Mountains of Music Festival will be held in Perisher Valley, Smiggin Holes and Guthega Village from 5-8 June 2009 (Queen's birthday long weekend). The festival will feature over 30 acts, more than 100 performances by national and local artists, dancers, poets, storytellers and street artists. It will attract visitors from near and far including many who have not been to the mountains before. There will be 10 venues of varying sizes including a children's stage. Attendance over the 4 days is conservatively estimated at 1500 adults- children are free.

Key points about the running of the Festival:

- It is run by a voluntary committee from Perisher Resorts Chamber of Commerce. The number of volunteers swells to over 50 during the Festival.
- The Festival provides a unique opportunity to celebrate our regional and Australian culture, heritage and ever developing traditions in an enjoyable and social manner.
- There is a large dependency on sponsorship to keep ticket pricing reasonable.

SPONSOR BENEFITS

The Perisher Range Chamber of Commerce, presenter of the "Mountains of Music" Folk Festival believes that the Snowy Mountains business community derives a number of real benefits from involvement in the "Mountains of Music" Folk Festival. Benefits include:

- Increased visitation to the region which has benefits for all businesses
- Will provide a real and ongoing focus for the start of the winter season.
- Developing a strong image of involvement in the local community
- Gaining respect and credibility as a good corporate citizen supporting community celebrations
- An opportunity to provide information about the company's products, services and operations.
- Provides an opportunity to introduce or promote the company to a wide variety of visitors.

Benefit / Package	Platinum \$15,000 plus	Gold \$10,000 plus	Silver \$5,000 plus	Bronze \$1,000 plus	Supporter \$500 - \$999
	●	◆◆	◆	■	●
NAME AND LOGO RECOGNITION ON PRINT MATERIAL					
Poster - 500 copies	Large Size	Medium Size	Small Size	Name Text	Name Text
Brochure - 30,000 copies	Large Size	Medium Size	Small Size	Name Text	Name Text
Festival Souvenir Programme Sponsors page and acknowledgement	Large Size	Medium Size	Small Size	Name Text	Name Text
Festival Souvenir Program Advert	Full Page	Full Page	Half Page	Quarter Page	Eighth Page
Ticket Book	Logo Included	Logo Included	No	No	No
WEBSITE - www.mountainsofmusic.com.au					
Logo	Large Size	Medium Size	Small Size	Name Text	Name Text
Web-link	YES	YES	YES	YES	YES
PROMOTIONAL DURING FESTIVAL					
Main stage banner/sign	1	1	NO	NO	NO
Other stage banners/sign	3	2	1	NO	NO
PA announcement recognising sponsorship by MCs around all venues	Announced as major sponsor	Announced as major sponsor	NO	NO	NO
Sponsorship Board displayed at locations around the site	Large Size Logo	Medium Size Logo	Small Size Logo	Name Text	Name Text
PROMOTIONAL, GENERAL					
Inclusion on Television advert with logo	YES	YES	YES	YES	YES
Complimentary tickets Season Tickets are \$130 value Day Tickets are \$65 value	20 SEASON TICKETS or 40 DAY TICKETS	10 SEASON TICKETS or 20 DAY TICKETS	6 SEASON TICKETS or 12 DAY TICKETS	4 SEASON TICKETS or 8 DAY TICKETS	1 SEASON TICKET or 2 DAY TICKETS
Invitation to Media Launch and Official Opening. Display banners, promotional events.	YES	YES	YES	YES	YES
Acknowledgement in Media releases	YES	YES	NO	NO	NO
Naming of Venue	YES	NO	NO	NO	NO
Naming of Concert at Festival	YES	YES	NO	NO	NO

Contact details and further information

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