



# SPONSORSHIP OPPORTUNITY

## Expressions of Interest are being sought from businesses and organisations to sponsor the 2024 Our Bushland Festival.

Following on from the successful 2023 Our Bushland Festival, Cessnock City Council is seeking sponsors for 2024. Platinum, Gold, Silver and Bronze sponsorships are available, all of which offer a great opportunity to:

- promote your business/organisation
- connect with the local and wider community
- increase brand awareness and media exposure
- contribute to our community
- support a hugely popular community event
- communicate your values

The 2024 Our Bushland Festival will be held on Sunday 8 September 2024 at Poppethead Park, Kitchener. There will be live music, demonstrations, food, spotlighting, talks, the very popular walks with ecologists and hands-on activities for children. There may also be other supporting events leading up to the Festival. The aim is to celebrate the significance of our local bushland with a fun day that offers something for everyone.

Promotion of the event will be extensive with banners, posters, flyers, advertisements and social media posts. The Festival Program will be distributed across the local government areas at key venues and Council facilities prior to the event and will also be displayed throughout the park on the day of the Festival.

If you are interested in finding out more and helping us make this event truly special for our community, please contact:

Karinda Stone - Sustainability Officer ☎ 4993 4245 ✉ [karinda.stone@cessnock.nsw.gov.au](mailto:karinda.stone@cessnock.nsw.gov.au); or

Chrissy Grainger - Engagement Officer ☎ 0418 237 938 ✉ [chrissy.grainger@cessnock.nsw.gov.au](mailto:chrissy.grainger@cessnock.nsw.gov.au)





## PLATINUM SPONSORSHIP (\$20,000+)



<b>PRINT</b>	Large logo on Our Bushland Festival Program.
	Large logo featured in a prominent position on festival posters and flyers.
	Full banner advertisement on the Children's Passport.
<b>DIGITAL</b>	Full banner advertisement in a prominent location on the Our Bushland Festival program.
	Logo included on festival banners. Festival banners (2) will be mounted in key CBD locations in the lead-up to the event.
	Name recognition on Council's social media platforms including Facebook and Instagram.
	Name recognition on Council's website and the screens in Council's Customer Service Centre.
<b>MEDIA</b>	Name recognition in media releases and other promotional engagements e.g. radio engagements before, during and after the festival.
	Large logo on print advertisements.
<b>OTHER</b>	Naming rights for the main stage and exclusive branding on the main stage.
	Acknowledgement as platinum sponsor by the MC on the day of the festival.
	Free exhibit space in prime traffic location at the festival.
	In any other way, as appropriate, for instance, on other print material, event marquee's and presentation/talks at the event and at other supporting events.



 **GOLD SPONSORSHIP (\$10,000+)** 

<b>PRINT</b>	Large logo on Our Bushland Festival Program.
	Large logo featured in a prominent position on festival posters and flyers.
	Logo included on festival banners. Festival banners (2) will be mounted in key CBD locations in the lead-up to the event.
<b>DIGITAL</b>	Name recognition on Council’s social media platforms including Facebook and Instagram.
	Name recognition on Council’s website and the screens in Council’s Customer Service Centre.
<b>MEDIA</b>	Name recognition in media releases and other promotional engagements e.g. radio engagements before, during and after the festival.
	Small logo on print advertisement.
<b>OTHER</b>	Acknowledgement as gold sponsor by the MC on the day of the festival.
	In any other way, as appropriate, for instance, on other print material, event marquee’s and presentation/talks at the event and at other supporting events.



## SILVER SPONSORSHIP (\$1000+)



<b>PRINT</b>	Small logo on Our Bushland Festival Program.
	Small logo on festival posters and flyers.
<b>DIGITAL</b>	Name recognition on Council's social media platforms including Facebook and Instagram.
	Name recognition on Council's website and the screens in Council's Customer Service Centre.



## BRONZE SPONSORSHIP (\$500+)



<b>DIGITAL</b>	Name recognition on Council's social media platforms including Facebook and Instagram.
	Name recognition on Council's website and the screens in Council's Customer Service Centre.

***We're looking forward to another great  
Our Bushland Festival in 2024!***