



COLLECTOR VILLAGE PUMPKIN FESTIVAL:

Sunday 4th May 2014

SPONSORSHIP PROSPECTUS

When: Sunday 4th May 2014

Where: Collector Village

- 🍁 2 minutes off the Federal Highway
- 🍁 30 minutes north of Canberra
- 🍁 1 hour from Southern Highlands
- 🍁 2 hours from Sydney outskirts.

What: A Family Festival

- 🍁 rural in flavor, plenty to eat and drink
- 🍁 100 stalls
- 🍁 live music and performances
- 🍁 competitions and events
- 🍁 attracting 10,000+

Cost: Entry

- 🍁 \$5.00 Adult
- 🍁 Children (U12) Free

Want to get involved?



- 🍁 Grow a giant pumpkin
- 🍁 Attend on the day
- 🍁 Become a sponsor of...

“The Biggest little festival in Australia!!”



CONTACT

President

Gary Poile

0423 672 153

Sponsorships Coordinator

Jonathan Taylor

jtaylor.educator@gmail.com

SPONSORSHIP PROSPECTUS

SPONSORSHIPS

With the success of the festival comes a wonderful opportunity for you to forge a **partnership** with our great event. We are inviting individuals, groups and business to support the 2014 festival by becoming a sponsor.

Your support is valued and appreciated. Sponsorships are available until **1st February 2014**.

There are 5 levels of Sponsorship available:

	\$5,000+	Principal Partner – exclusive to the company or individual
	\$3,000	Gold Partner
	\$2,000	Silver Partner
	\$750	Bronze Partner
	\$100	Supporter

To discuss your involvement with the **Collector Village Pumpkin Festival**, please contact:

President **Gary Poile** **0423 672153**

Sponsorships Coordinator **Jonathan Taylor** **jtaylor.educator@gmail.com**

PRINCIPAL PARTNER - \$5,000+

- Recognition as exclusively the Principal Partner of one of the most successful small community festivals in the region. Including space for your signage at the main stage.
- Naming rights to our premier competition, the “Backyard Pumpkin Competition” for heaviest pumpkin.
- A complimentary 10cm x 2 column-width advertisement in the Town and Country Magazine features to be run prior to the event.
- A complimentary promotional display area adjacent to the festival information tent (its size will be negotiated to meet your requirements).
- Your own page on our website for 12 months including a link to your business website.
- Public relations opportunities and access to the media to enhance your reputation.
- Opportunities to build credible relationships with existing and potential clients.
- Logo placement on fliers and larger press advertisements.
- Invitation to maintain a presence at the festival for promotional purposes.
- Verbal acknowledgement through announcements during the festival.
- Opportunities for recognition through participation in promotional activities before and exclusive access to activities after the festival and in formal presentation of awards on the day.

SPONSORSHIP PROSPECTUS

GOLD PARTNER - \$3,000



- Recognition as being a Gold Partner with one of the most successful small community festivals in the region.
- Naming rights to two of our competitions.
- A complimentary 10cm x 2 column-width advertisement in the Town and Country Magazine features to be run prior to the event.
- A complimentary promotional display area near the festival information tent (3m X 3m).
- Promotion on our website for 12 months including a link to your business website.
- Opportunities to build credible relationships with existing and potential clients.
- Logo placement on fliers and larger press advertisements.
- Invitation to maintain a presence at the festival for promotional purposes.
- Verbal acknowledgement through announcements during the festival.
- Opportunities for recognition through participation in promotional activities leading up to the festival and in formal presentation of awards on the day as negotiated.

SILVER PARTNER - \$1,500



- Recognition as being a Silver Partner with one of the most successful small community festivals in the region.
- Naming rights to two of our competitions.
- A complimentary 5cm x 2 column-width advertisement in the Town and Country Magazine features to be run prior to the event.
- Promotion on our website for 12 months including a link to your business website.
- Opportunities to build credible relationships with existing and potential clients.
- Logo placement on fliers and larger press advertisements.
- Invitation to maintain a presence at the festival for promotional purposes.
- Verbal acknowledgement through announcements during the festival.
- Opportunities for recognition through participation in promotional activities leading up to the festival and in formal presentation of awards on the day as negotiated.

BRONZE PARTNER - \$750



- Recognition as being a Bronze Partner with one of the most successful small community festivals in the region.
- Naming rights to two of our competitions.
- Promotion on our website for 12 months including a link to your business website.
- Opportunities to build credible relationships with existing and potential clients.
- Logo placement on fliers and larger press advertisements.

SUPPORTER - \$100



- You will be supporting "The biggest little festival in Australia!!"
- Recognition (should you want it) on our website that you are a supporter of the festival.
- Naming rights to one of our competitions (your contribution will be used for promotion and prize money).

FREQUENTLY ASKED QUESTIONS

What is the Collector Village Pumpkin Festival and how will it benefit the community?

The Collector Village Pumpkin Festival is a community run event that aims to promote our village as a unique rural community where family, fun and good food come together for one big day of festivities. The event is full of activities and entertainment for families and promotes our region as a vibrant rural destination producing great food and wine with excellent community services. We raise funds for local projects and charities and have distributed over \$35,000 in festival profits to community projects in the last three years. This year, we have already committed 10% of our gate takings to the Gunning and District Community Health Services and aim to raise a further \$10,000 for a worthwhile community project.

Who is the Pumpkin Festival for and how many people come through our gates?

Our primary target audience is families with young children. Our gate takings in 2013 indicate we had over 6000 adults attend accompanied by a further 6000 children. Similar numbers will attend the 2014 festival. It is one of the largest one day events of its kind in our region and “The biggest little festival in Australia!!”

How long has Collector Village Pumpkin Festival been running?

The festival was first held in 2003 and has grown each year. 2014 will be the tenth festival as one year the event was cancelled due to severe drought conditions.

Sponsorships, who can support Collector Village Pumpkin Festival?

Any company or individual who:

- Is not a political party or politically motivated group.
- Values the promotion of a healthy community life.
- Values greater awareness of rural and regional Australia.

Our committee works closely with all our sponsors to have a good working relationship. We also work closely with the Upper Lachlan Shire Council to ensure public safety is foremost in our planning and that we comply with all relevant regulations and planning laws.

What does the Collector Village Pumpkin Festival mean to the residents of Collector?

Harvest festivals are the essence of traditional rural life. For residents of the small rural community of Collector, the annual Pumpkin Festival celebrates the arrival of another harvest season. Nothing could be more traditional than bringing in the pumpkins after the first autumn frosts and making a bowl of wonderful pumpkin soup or a tray of hot pumpkin scones!!

Collector Village Pumpkin Festival has become an annual pilgrimage and a day to enjoy the best that rural life has to offer. It is a day for family and friends to share great food and have fun. With pumpkin growing competitions, pumpkin soup, pumpkin scones, regional produce, stalls, activities, performances and displays, the festival has built a reputation as one of the regions **not-to-be-missed** annual events.

What competitions can be sponsored or entered?

“The Backyard Pumpkin Competition” Heaviest Pumpkin of any variety

– Open and Junior sections \$1,000 in prizes

Other Competitions

Heaviest Grey Pumpkin

Best Decorated Pumpkin

Best Pumpkin Pie

Best Gourmet Dish

Vintage and Classic Cars

Most Unusual Pumpkin

Best Carved Pumpkin

Best Pumpkin Scones

School Art – Senior and Junior

Best Front Fence

Best Scarecrow – Senior, Junior and Family/Group

Wheel Barrow Race – Senior, Junior and Ladies

Lookalike Competition

