



# River Arts Festival 2013

## Sponsorship Packages

Kalari-Lachlan River Arts Festival Inc. offers five different levels of sponsorship which we have given the Wiradjuri names of some of our favourite native animals: the *Gungubal Package* (Big River Cod), the *Biladurarj Package* (Platypus), the *Dhanguurr Package* (Cat Fish), the *Gurang Package* (Bandicoot) and the *Dyirridirri Package* (Willie-wagtail).

We are also offering special Naming Rights packages on our signature Lantern Parade and other activities, such as the children's playground, for example.

We invite you to consider these unique deals to support River Arts 2013 and help us grow our biennial Festival into our region's major cultural event. Please support us.

### 1) **GUNGUBAL PACKAGE** (*Gungubal*, Big River Cod)

This package offers

- Recognition as a Major Sponsor of River Arts 2013
- Media exposure (possible regional television plus local radio and newspapers)
- Exposure and recognition through placement of your company logo at selected Festival sites and on all River Arts Festival printed promotional material and web site
- VIP attendance and recognition at the Opening Ceremony and an opportunity to provide a guest speaker at one of these events
- Ticket for two to the inaugural Sir Francis Forbes Oration on the evening of Thursday 24 October
- Exposure and recognition through verbal announcements from the main stage on Festival Saturday
- Opportunity to display your banners, and have a promotional booth or marquee on Festival Saturday
- Opportunity to host a sponsor's event or activity during the Festival
- Links to your web sites from [www.riverartsfestival.org.au](http://www.riverartsfestival.org.au)
- Your company name highlighted on signage thanking all our sponsors

### COMMITMENT REQUIRED FOR THIS LEVEL OF SPONSORSHIP

*Gungubal* is our Major Sponsors' Package. Your investment in River Arts 2013 as a ***Gungubal* or River Cod Sponsor** is **\$10,000 or more, plus GST**, or in-kind sponsorship to this value or more. *Gungubal* sponsors currently include North Parkes Mines, Barrick Gold, and Forbes Shire Council.

## 2) **BILADURARJ PACKAGE** (Biladurarj means Platypus)

### This package offers

- Exposure and recognition through placement of your company logo at selected Festival sites and on printed River Arts Festival promotional material and web sites
- VIP attendance and recognition at the Opening Ceremony
- Exposure and recognition through verbal announcements over the weekend
- Opportunity to display banners, and have a promotion booth or marquee on Festival Saturday
- Opportunity to host a sponsor event or activity during the Festival
- Links to your web site from [www.riverartsfestival.org.au](http://www.riverartsfestival.org.au)
- Your company name on signage thanking all our sponsors

### COMMITMENT REQUIRED FOR THIS LEVEL OF SPONSORSHIP

Your investment as a **Biladurarj or Platypus Sponsor** of River Arts 2013 is **\$5,000 or more plus GST**, or in-kind sponsorship to the equivalent dollar value.

## 3) **DHANGUURR PACKAGE** (Dhanguurr means Cat Fish)

### This package offers

- Acknowledgement on some Festival promotional material and the Festival web site
- Exposure and recognition through verbal announcements over the Festival weekend
- Opportunity to display banners, and have a promotion booth or marquee at the event
- Opportunity to conduct a sponsor event/activity during the Festival
- Links to your web site from [riverartsfestival.org.au](http://riverartsfestival.org.au)
- Opportunity to provide prizes for Festival events, including children's games
- Your company's name on signage thanking all our sponsors

### COMMITMENT REQUIRED FOR THIS LEVEL OF SPONSORSHIP

Your investment as a **Dhanguurr or Cat Fish Sponsor** is **\$2,500 or more plus GST**, or in-kind sponsorship to the equivalent dollar value.

## 4) **GURANG PACKAGE** (Gurang means Bandicoot)

### This package offers

- Acknowledgement on the Festival web site and on some of our promotional material
- Exposure and recognition through verbal announcements over the Festival weekend
- Opportunity to conduct a sponsor event/activity during the Festival or have a booth on the

- festival site
- Your company name on signage thanking all our sponsors

## COMMITMENT REQUIRED FOR THIS LEVEL OF SPONSORSHIP

Your investment as a **Gurang or Bandicoot Sponsor** is **\$1000 or more plus GST** or in-kind sponsorship to the equivalent dollar value.

## 5) DYIRRIDIRRI PACKAGE *(Dyirridirri means Willie-wagtail)*

This is a special package for people who would love to support the Festival but can't commit to a larger sponsorship package this year. It offers you a way of contributing any amount you feel you can afford and still be acknowledged as a Festival supporter on our web site and on signage thanking all our sponsors.

## COMMITMENT REQUIRED FOR THIS LEVEL OF SPONSORSHIP

Your investment as a **Dyirridirri or Willie-wagtail sponsor** of the River Arts 2013 is less than **\$1000 plus GST** or in-kind sponsorship to the equivalent dollar value.

## 6) LANTERN PARADE NAMING RIGHTS

### This one-off package offers

- Naming rights to our signature Lantern Parade around Lake Forbes on Festival Saturday, with a banner carrying your name/s to be carried by Festival volunteers or people of your choice
- Promotional exposure through media coverage of the Festival, especially in television video vision of the parade
- Recognition through verbal announcements from main stage on Festival Saturday
- Opportunities for you and at least one of your clients, friends or family members to carry lanterns in the parade or participate in other ways
- Acknowledgement that you have enabled Light'n Up Lanterns to bring to Forbes two big truck loads of giant lanterns which will provide an unforgettable spectacle for all Festival participants and be remembered for many years to come, and the warm and fuzzy feeling that your sponsorship will have made this possible.

## COMMITMENT REQUIRED FOR THIS LEVEL OF SPONSORSHIP

Your investment in the 2013 Lantern Parade is **\$5,000 plus GST**. This is a rare investment opportunity which will create many unforgettable memories.

See next page for more naming rights opportunities.

## OTHER NAMING RIGHTS & SPONSORSHIP OPTIONS

We are happy to discuss other sponsorship options, including naming rights for key Festival activities, such as the Children's Playground.

## BUSINESS DETAILS

Your sponsorship payment in River Arts 2013 will be due when you sign the official sponsorship agreement.

Please provide Kalari-Lachlan River Arts Festival Inc. with details of your business name and your preferred sponsorship package so we can send you an invoice for payment and receipt.

We look forward to hearing from you soon.

**For more information, please contact Festival Treasurer, Carolyn Towney, at [casnorris@bigpond.com](mailto:casnorris@bigpond.com), or on mobile 0429 478 153**

v. 25 June 2013