

# Wattle Hurstbridge Festival



Partnership Packages  
2010

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# About the Festival

The Hurstbridge Wattle festival is a significant cultural event for Melbournians that has its roots firmly planted in our early pioneering history.

***It's a joyous celebration of our unique Australian heritage, environment and community.***

This annual event began in 2004 and has grown in strength each year since. Festival numbers since the first festival have exceeded expectations with an average 10,000 attendees each year. The flagship attraction to the festival is the fully restored K class steam engine from Steamrail Victoria, that brings passengers from Flinders Street Station to the festival. The steam train then does 5 shuttle rides between Hurstbridge and Eltham during the day culminating in an evening train journey from Hurstbridge to the city.

Festival goers celebrate the wattles in a blaze of glory along the Diamond Creek as they enjoy the rural village atmosphere that Hurstbridge has to offer. As visitors stroll the main street and the various festival precincts in the township, they can enjoy a fabulous and extensive array of entertainment, events and activities for all the family.

- steam train shuttle rides,
- displays of vintage cars and historical commercial vehicles,
- indigenous food garden and acknowledgement of Wurundjeri tribe,
- music and roving entertainment,
- live stage all day showcasing the musical talents of our youth including the "Battle at the Bridge"
- local food, wine at the many cafes and restaurants in the township,
- "Best of Fest" competition celebrating our heritage, environment and community,
- nostalgia in the precincts including heritage organ, quilt exhibition, memories of childhood interactive display, heritage carousel,
- vintage fire truck, CFA display, watering the steam engine,
- free Cobb & Co coach and double decker bus rides,
- heritage trail, displays and colonial games,
- activities for kids of all ages, animal nursery, fairies and face painting,
- treasure hunt,
- wattle walk

For an updated program of the 2010 festival visit the website [www.wattlefestival.org.au](http://www.wattlefestival.org.au). The program will be available online from June 2010.



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# Benefits of Sponsorship

Are you looking for a unique way to set your business apart from your competitors? Forming a partnership with the Hurstbridge Wattle Festival is a valuable and cost effective tool for raising your brand's profile, as well as creating a meaningful link to the community. All sponsorship monies are used to enhance the festival offerings.

Here are some key points to consider when deciding whether a sponsorship is right for your business:

## **A cost effective means of advertising**

Sponsorship doesn't need to be the domain of big corporations with millions to spend. Targeted, affordable sponsorships are open to smaller businesses and are often a very effective means of promotion. If a monetary partnership isn't feasible, why not enquire about providing in-kind sponsorship of goods or services instead?

## **Synergy**

Where the combined efforts of 2 or more organisations results in the creation of something greater than the sum of its parts. In other words, your business will enjoy the rewards of associating itself with the values and mission of The Hurstbridge Wattle Festival. By supporting this great event that celebrates our unique Australian heritage, environment and culture, the synergy created by partnering will enable your business to gain some of the esteem that the sponsorship vehicle already has.

## **Sense of community involvement**

Every business exists as part of a wider community. And this community is where much of the company's sales can come from, especially if the business relies heavily on referrals or local foot traffic.

## **Media exposure**

To get your story in the newspaper you need to have an angle, something newsworthy. Yet it can be hard to create news that journalists find worthy. A sponsorship gives you a chance to tell a new story, often with a good community angle to tie in.

## **High level networking**

The ability to connect at a senior level with other sponsors is a benefit often overlooked in sponsorship arrangements. Yet this can be the most exciting potential to be realised, particularly for smaller business looking to connect with larger organisations. Effectively reach one or more of your target markets.



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# Hurstbridge Wattle Festival

## Partnership Packages 2010

A vital part of this community celebration is the support of businesses that see the value in aligning their brand with this unique community event. We are now seeking partners for the festival to make 2010 an even better event.

Your business will reach a broad and diverse population. The festival attracts a large number from the local community as well as from all across Melbourne. It attracts young families and 50+ age groups, who are environmentally aware and have a sense of pride and appreciation for all things Australian.

The advantages of aligning your business with the Hurstbridge Wattle Festival are numerous. As well as increasing brand awareness, partnerships with community based events can provide many lucrative benefits:

- The exposure gained by having a presence at the Hurstbridge Wattle Festival is invaluable. The Festival can attract anywhere up to 15,000 people. Leveraging your sponsorship to include an interactive display or marquee can often increase brand awareness.
- Recognition of your support in event/program promotional material. Advertising for the Hurstbridge Wattle Festival is rolled out over many mediums including billboards, posters, radio advertising, flyers, calendars, brochures, newsletters, editorial etc. (N.B. The quantity and type of promotional material will differ depending on your chosen partnership package).
- Opportunity to distribute your promotional material to the attendees/participants. Make sure that your promotional material reaches the right people and align your business with an event or program that is guaranteed to attract your target audience.

### Major Partners

The Hurstbridge Wattle Festival has established major community partners whose support makes the event possible.

- Nillumbik Shire Council
- Hurstbridge & District Community Bank Branch of Bendigo Bank

### Media Partners

The Hurstbridge Wattle Festival is seeking a media partner, to support its advertising program. Further information is available by contacting Festival Coordinator Jenny Kennedy on 0416 132 102 or Marketing Coordinator Petra Leaford on 0408 541 669



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## Corporate Partners – \$1,000 +gst

The Hurstbridge Wattle Festival is offering corporate partners the opportunity to partner with the festival. Specific programmed areas available for sponsorship include:

- Vintage Car display
- Nostalgia including heritage organ, quilt exhibition, memories of childhood interactive display and heritage carousel
- Free Cobb and Co Coach rides
- Free Double Decker Bus rides throughout festival
- Roving Entertainment
- Wattle Place live entertainment area
- Dorset House courtyard, live entertainment area
- Wattle Walk

Or

- Festival Wide sponsorship

N.B. Programmed Areas are subject to availability. **Please note on your partnership agreement form if you wish to sponsor one of the specific opportunities listed above.**

### benefits

- High traffic promotion/display site up to 3x6m
- Logos included on all major print advertising
- Logo included on festival website and link to your own website
- Banner placement at the festival (or specifically linked to one of the above areas)
- Acknowledgement on sponsors board erected for 2 weeks and during the festival in Hurstbridge Village.
- VIP parking
- 1 Family return ticket for the historic steam train ride from Flinders Street to Hurstbridge
- 5 Shuttle ride tickets
- Certificate of appreciation acknowledging sponsorship
- Regular newsletter updates on festival



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## Small Business Partners – \$250 +gst

The Hurstbridge Wattle Festival is an ideal setting to target a large audience with your product or service.

### benefits

- Targeted site for a 3x3m display
- Logo included on festival website and link to your own website
- Inclusion in black and white flyer available at festival information stand
- Acknowledgement on sponsors board erected for 2 weeks and during the festival in Hurstbridge Village.
- VIP parking
- 5 steam train shuttle ride tickets
- Certificate of appreciation acknowledging sponsorship
- Regular newsletter updates on festival

## Friends of Wattle Festival – \$50 +gst

The Hurstbridge Wattle Festival relies on the support of the community to keep this important cultural event going. If you believe in preserving and celebrating our unique Australian culture, environment and heritage, you can help by becoming a friend of Wattle Festival.

### benefits

- 2 steam train shuttle ride tickets
- Name listed on website (optional)
- Certificate of appreciation acknowledging sponsorship
- Regular newsletter updates on festival



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# Contact Us

If you are interested in creating a partnership with the Hurstbridge Wattle Festival, please contact our Partnership and Marketing Coordinator as soon as possible to avoid disappointment. Alternatively, complete the Partnership Agreement Form on the last page of this proposal Partnership Agreement Forms can be returned to

Email: [info@wattlefestival.org.au](mailto:info@wattlefestival.org.au)

Fax: 9438 6204

Mail: PO Box 706, Hurstbridge Vic 3099

Please note that this offer is made on a first come, first served basis. This offer may have been extended to other local businesses. A limited number of Corporate and Small Business Partnerships are available and will be granted to the first businesses to return their signed Partnership Agreement form.

Further Partnership enquiries to

Hurstbridge Wattle Festival

Jenny Kennedy Festival Coordinator on [0416 132 102](tel:0416132102)

or

Petra Leaford Marketing Coordinator on [0408 541 669](tel:0408541669)





**RETURN TO**

**Hurstbridge Wattle Festival**

PO Box 706,  
Hurstbridge Vic 3099

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## Partnership Agreement Form

I, \_\_\_\_\_ (insert name of representative), confirm  
\_\_\_\_\_ (insert company name)

support of the following package

Corporate Partner – \$1,000 + gst

General or Specific programmed area \_\_\_\_\_

Or

Small Business Partner – \$250 + gst

Friends of Wattle Festival \$50 + gst

Please note that Corporate and Small Business partnerships with the 2010 Wattle Festival are limited and subject to approval by the Wattle Festival Committee.

Upon signing this agreement, I agree to provide the above mentioned monetary support for the 2010 Wattle Festival.

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Authorised company representative Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_