



Sarina Beach Coconut Festival SPONSORSHIP OPPORTUNITIES

Go nuts in Sarina!

The Sarina Beach Coconut Festival Committee would like to invite you to be a sponsor of our upcoming festival. The purpose of the festival is to attract visitors into our region, showcasing the food and culture of our area, particularly focusing on the coconuts.

2016, 2017 & 2018 Sarina Beach Coconut Festivals were huge successes attracting over 5000 people for each event and attendance just keeps growing. Stall holders experienced fantastic trade, selling out of products. They couldn't wait for future events.

Sarina Beach and the spectacular Serenity Coastline is one of the few areas in our region that still has an abundance of coconut trees and provides a unique location for our event.

The Sarina Beach Coconut Festival is tipped to be another cracker! There'll be coconut events, palm weaving, de-husking and de-nutting, tropical beach and market stalls along with a myriad of extraordinary food experiences incorporating local produce and – of course – coconuts!

Other highlights will be free camel rides, camel races, international kite flyers and amazing entertainment. Visitors may even sight a humpback whale on its annual migration. We are planning another exciting event that will bring our beach community alive with excitement as we forge a way beyond the impacts of Covid 19 throughout 2020.

Our pristine 1.5km coastline at Sarina Beach will be alive with engaging events and activities. The festival will run from 2.00pm until 6.00pm on Saturday 18 September 2021 and will be a fusion of culture, food and fun, celebrating local diversity and our #mackaypride.

We expect that this festival will attract locals and visitors from nearby regions as well as intrastate and interstate locations. Our market research shows us that 50% of our visitors to Sarina Beach come from Queensland but we will also be focusing our marketing on regional Queensland towns and cities.

Our event will involve local schools within the region, Sarina Surf Lifesaving Club members, Sarina Beach Progress Association Members and staff and volunteers from local businesses.

We hope your business, employees and their families will join in the fun at one of the most beautiful beaches Queensland has to offer.

All funds raised at the Sarina Beach Coconut Festival will support the Sarina Beach Progress Association to be used for future community projects at Sarina Beach. Sarina Beach Progress Association also provides financial support to Community Services including CQ Rescue, Marine Rescue Mackay and Sarina Life Saving.

The ***Sarina Beach Coconut Festival*** Sponsorship Opportunities give you the chance to:

- Direct Access to audience at the event.
- Direct Association of your brand to the audience at the event and in the lead up on a variety of platforms.
- Direct Value - your sponsorship will include spend on marketing, promoting your brand association with us.
- Place your brand in a unique cultural entertainment environment for the region.
- Help to create a unique entertainment experience for the Mackay Region.

SPONSORSHIP CATEGORIES

1. PLATINUM SPONSORSHIP - \$10,000 (2 only offered)
2. GOLD SPONSORSHIP - \$5,000 - \$9,999 (4 on offer)
3. SILVER SPONSOR – \$2,000 - \$4,999
4. BRONZE SPONSOR - \$1000 - \$1,999
5. FRIENDS OF THE FESTIVAL – Under \$1,000 contributions

FRIENDS OF THE FESTIVAL – Up to \$1,000

Your kind donation would be appreciated to make this event a huge success for our community. Friends of the Festival will have their name or business logo listed on the program handed out to all participants on the day and our facebook page.

We also appreciate donations in kind. If you feel you have something or a service you can offer, we would love to discuss this with you.

Please contact Roy by phone on 0407 745 140 if you would like to discuss matters regarding Donations in Kind or Fran by phone on 0418 980 549 regarding Friends of the Festival financial sponsorship.

BRONZE SPONSOR - \$1,000 - \$1,999

- Support entertainment
- Face Painters
- Balloon Artists

As the Activity sponsor for Sarina Beach Coconut Festival your business will be offered presentation rights to the Activity.

Prominent sponsor recognition will be given for the duration of the Festival and the lead up to the event.

Your Benefits:

- Presenting rights for the activity i.e. Sarina Beach Coconut Festival Activity presented by [Organisation's Name]
- Opportunity for logo/signage display at Sarina Beach Coconut Festival
- Recognition in official welcome at Sarina Beach Coconut Festival
- Logo or company name included in all Sarina Beach Coconut Festival specific promotion online (with links to your nominated site),
- Exposure of [organisation] brand to broader Mackay Community and beyond

SILVER SPONSOR - \$2,000 - \$4,999

General Sponsorship

- Children's entertainment
- Amenities
- Generators
- Marquee

As the Activity sponsor for Sarina Beach Coconut Festival your business will be offered presentation rights for an Activity.

Prominent sponsor recognition will be given for the duration of the Festival and the lead up to the event.

Your Benefits:

- Presenting rights for the activity i.e. Sarina Beach Coconut Festival Activity presented by [Organisation's Name]
- Opportunity for logo/signage display at Sarina Beach Coconut Festival
- Recognition in official welcome at Sarina Beach Coconut Festival
- Logo or company name included in all Sarina Beach Coconut Festival specific promotion e.g. print and broadcast advertising, editorial, online (with links to your nominated site), e-newsletters.
- Exposure of [organisation] brand to broader Mackay Community and beyond.

GOLD SPONSORSHIP - \$5,000 – \$9,999

Activities such as:-

- Entertainment
- Kite Flying
- Children Fun Area
- Camel races and camel rides
- Stage Area

As the Activity sponsor for Sarina Beach Coconut Festival your business will be offered presentation rights to the Activity i.e. Sarina Beach Coconut Festival Children's Fun Area presented by [Organisation's Name].

Prominent sponsor recognition will be given for the duration of the Festival and the lead up to the event.

Your Benefits:

- Presenting rights for the activity i.e. Sarina Beach Coconut Festival Activity presented by [Organisation's Name].
- Opportunity for logo/signage display at Sarina Beach Coconut Festival.
- Recognition in official welcome at Sarina Beach Coconut Festival.
- Logo or company name included in all Sarina Beach Coconut Festival specific promotion e.g. print and broadcast advertising, editorial, online (with links to your nominated site), e-newsletters.

- Exposure of [organisation] brand to broader Mackay Community and beyond.

PLATINUM SPONSORSHIP - \$10,000 and above (2 only)

Platinum Sponsors who provide major sponsorship for this festival will be offered naming rights of Sarina Beach Coconut Festival. As a naming rights sponsor for *Sarina Beach Coconut Festival* your name will become an integral part of the Festival.

Prominent sponsor recognition will be given for the duration of the Sarina Beach Coconut Festival and the lead up to the event.

Your Benefits:

- Naming rights of Sarina Beach Coconut Festival i.e. [organisation] Sarina Beach Coconut Festival.
- [Organisation] Sarina Beach Coconut Festival will be referred to this way in all publicity and promotion of this event.
- Logo included in all Sarina Beach Coconut Festival specific promotion e.g. print and broadcast advertising, editorial, online (with links to your nominated site), e-newsletters.
- Opportunity for logo/signage display at Sarina Beach Coconut Festival
- Recognition in official welcome at Sarina Beach Coconut Festival with opportunity for your Representative to make a short address during the official welcome.
- Opportunity to distribute promotional items/special offers at Sarina Beach Coconut Festival.
- Exposure of [organisation] brand to broader Mackay Community and beyond.

To sponsor this event, please contact:

Roy Roberts
Operations Coordinator
Sarina Beach Coconut Festival
Ph: 0407 745 140

or

Meaghan Thompson
Event Co-ordinator
Sarina Beach Coconut Festival
Ph: 4956 6266.