WINTER FESTIVAL

Snowflakes IN STANTHORPE

30 JUNE – 2 JULY 2017

2017 Sponsorship Prospectus

Snowflakes in Stanthorpe is a winter celebration like no other and perfectly complements the cool climate that Stanthorpe is famous for.
Feedback from attendees and the community has shown that Snowflakes in Stanthorpe has perfectly captured the uniqueness of our region. Our community spirit, our produce, and our climate have come together to create an iconic event that showcases the best of the Granite Belt and its surrounds.

Last year's inaugural event saw more than 12,000 people descend on the Granite Belt over the three days!
Snowflakes in Stanthorpe has the power to amass significant income for the region and for you as a business. Perfectly located in the picturesque Southern Downs, Stanthorpe is an easy drive from Toowoomba, Brisbane, coastal areas and Northern New South Wales. For your sponsorship, you will receive substantial marketing exposure through radio, print media and public acknowledgement with social media support.

The Snowflakes in Stanthorpe committee warmly invite you to come on board as a sponsor as we continue to celebrate the coolest town in Queensland. Please see our sponsorship table for details. Additionally, if you would like to discuss other forms of sponsorship please contact:
Robyn Henderson on 0420 921934

*Did you know? For every dollar a tourist spends on accommodation a further $2.50 - $3.50 is spent in the region. * The average daily spend by a tourist to a region is $139.**

* Source: https://www.business.qld.gov.au/industry/tourism/tourism-in-queensland/tourism-data-source-markets/

Package Deal	Snow Flake	Snow Ball	Snow Fall	Snow Storm	Avalanche
(Cash or In Kind)	$10 $500	$500 + (ex GST)	$1000 + (ex GST)	$2000 + (ex GST)	$5000 + (ex GST)
Sponsors wall snowflake	❄				
Main stage banner (to be provided)					❄
Promotion on radio					❄
Social media promotion				❄	❄
Free stall at markets (3m x 3m) (cash only sponsorship)			❄	❄	❄
Tickets to enter showground activities			❄ 2 tickets	❄ 6 tickets	❄ 20 tickets
Signage and banners at events (provided by sponsor)		❄	❄	❄	❄
Verbal promotion by MC at events		❄	❄	❄	❄
Entry to sponsors marquee at the showgrounds		❄	❄	❄	❄
Logos in continuous loop presentation at events		❄	❄	❄	❄
Logo and weblink on all electronic promotional material		❄	❄	❄	❄
Logo on site map		❄	❄	❄	❄
Logo on all hard copy promotional material		❄	❄	❄	❄

Sponsorship above $10 000 will be personalized to fit the sponsor's needs.
Naming Rights for 'Snowflakes in Stanthorpe' are available.

Activity Sponsors	Cost (ex GST)	Benefits
Icerink Sponsor (multiple available)	$5000	Avalanche (incl banner)
Entertainment Sponsor	$5000	Naming Rights + Avalanche (incl banner)
Ice Man Challenge Sponsor	$3500	Naming Rights, Branding on event info & Competitor Bib, + Snow Storm (incl banner)
Climbing Wall sponsor	$3000	Your name on every photo + Snow Storm (incl banner)
Fireworks Sponsor	$2500	Naming Rights + Snow Storm (incl banner)
Winter Markets Sponsor	$2500	Naming Rights + Snow Storm (incl banner)
Snowglobe Sponsor x TWO	$2000	Your name on every photo + Snow Fall (incl banner)
Enchanted Forest Sponsor	$1000	Naming Rights + Snow Fall (incl banner)
Winter Warmers Sponsor	$600	Naming Rights + Snow Ball (incl banner)
Fashion Parade Sponsor	~~$600~~ SOLD	Naming Rights + Snow Ball (incl banner)
Jumping Castle Sponsor x 3	$500	Naming Rights + Snow Ball (incl banner)

PLEASE FILL OUT AND RETURN

The sponsor hereby agrees to sponsor the Snowflakes in Stanthorpe Winter Festival. The Sponsor agrees to provide to Snowflakes in Stanthorpe the following cash or in kind services (or a combination of both.):

Contact Details:

Company_____

Contact _____

Email address: _____

Postal address: _____

Business phone_____ Mobile_____

Package (please tick) :

Avalanche	☐	Cash Amt _____	In Kind Value _____
Snow Storm	☐	Cash Amt _____	In Kind Value _____
Snow Fall	☐	Cash Amt _____	In Kind Value _____
Snow Ball	☐	Cash Amt _____	In Kind Value _____
Snow Flake	☐	Cash Amt _____	In Kind Value _____

Activity Sponsors (please tick) :

Ice Rink (multiple available)	☐	$5000 +GST	**Winter Markets**	☐	$2500 +GST
Entertainment	☐	$5000 +GST	**Snowglobe x 2**	☐	$2000 +GST
Ice Man Challenge	☐	$3500 +GST	**Enchanted Forest**	☐	$1000 +GST
Climbing Wall	☐	$3000 +GST	**Winter Warmers**	☐	$600 +GST
Fireworks	☐	$2500 +GST	**Fashion Parade**	☐	~~$600 +GST~~
Jumping Castle x 3	☐	$500 +GST			

Bendigo Bank BSB: 633-000 Acct: 159 397 918

Snowflakes in Stanthorpe shall provide the Sponsor with the benefits described in the prospectus. Snowflakes in Stanthorpe may adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.

GST. Snowflakes in Stanthorpe Inc. is registered for GST. All prices above are quoted excluding GST. A tax invoice will be issued accordingly and 10% GST will be added at that time.

Payment. Cash payments are due as follows: 25% percent on or before 1 April 2017 and the balance due on or before 31 May 2017. Failure to pay fees when due may result in termination of this agreement. A schedule of in kind services shall be attached to this form.

Limitation of Sponsorship. Unless otherwise provided, the cash or services and the Sponsor benefits described in this agreement are related solely to the Snowflakes in Stanthorpe Festival to be held 30 June – 2 July 2017.

License and Usage. Sponsor hereby grants Snowflakes in Stanthorpe a limited, non-exclusive license to use Sponsor's trade names, trademarks, service marks and other proprietary information owned by the Sponsor. Snowflakes in Stanthorpe agrees that the sponsor's information will be used only in connection with the 2017 Event to provide the benefits set forth in the Proposal and such other benefits as Sponsor and Snowflakes in Stanthorpe may agree.

Sponsor Understandings. No portion of the sponsorship cash payment or in-kind services are subject to being refunded for any reason except governed by Snowflakes in Stanthorpe. Sponsorships are not exclusive unless otherwise stated in the proposal.

Termination. Snowflakes in Stanthorpe may terminate this contract on 30 days written notice. In the event of termination for any reason other than failure to provide contracted fees or services, Snowflakes in Stanthorpe may substitute an event with equivalent benefits with the approval of the Sponsor or shall refund any cash fee received from Sponsor by Snowflakes in Stanthorpe. Sponsor shall not terminate this agreement without the approval of Snowflakes in Stanthorpe.

Amendments. This agreement may be amended only by a written instrument executed by both parties.

Sponsor Signature : _____ Date: _____

Snowflakes in Stanthorpe Representative :_____ Date:_____