



Penola Coonawarra Arts Festival 16th, 17th, 19th May 2008

Support and Sponsorship Opportunities

“...Penola Festival, surely one of the most culturally distinguished regional festivals in Australia.” Brian Chatterton, OAM, Co-Opera.

The committee of the Penola Coonawarra Arts Festival invites you to be involved in regional South Australia's premier arts festival.

A program of events, exhibitions, workshops and performances is offered at the Festival in May. In 2008 the Festival will be held over the third weekend commencing on Friday 16th May. It highlights the marriage of the Arts, Literature and Wine and provides positive links with the wine, food and cultural tourism industries.

The staging of the festival provides a range of cultural activities for the enjoyment of locals and attracts countless visitors into the region. The program aims to cover a broad cross section of community interests and appeal to a wide age group. The Festival receives extensive media coverage, both locally and inter and intra-state, providing long term benefits through increased tourism and economic benefits to the region. Near record sales for the major events were achieved last year and the 2008 programme will build on our previous success.

The 2007 Festival included performances by Andy Seymour – Crooners and Swooners; SA Short Screen Awards Regional Tour; Family Event Science Rocks and Co-Opera's performance of Kiss Me Kate.

The 2008 Festival will bring something new in the way of a Variety Night featuring Janet Seidel Quintet, comedian Fiona O'Loughlin and local performers. The Short Film Tour returns and Co-Opera will perform *'La Traviata'* along with a host of food, art, craft, workshops, displays and exhibitions. This year sees the revival of the literary element via a number of exciting workshops and interactive discussions for all ages.

The committee are pleased to announce that they have decided to increase the prize money for the John Shaw Neilson Acquisitive Art Prize in 2008 from \$2000 to \$5000 making the prize the most significant in the Limestone Coast.

What are the categories for support and sponsorship and what are the benefits to your business or organisation?

Category 1 - \$3000+

Major Sponsorship - Becoming a Major Sponsor of the Festival will entitle you to the naming rights of your selected event. It will also place you at the forefront of a strategic marketing campaign with long term benefits to local business and the region.

Benefits:

- Inclusion of your business logo in the main festival brochure and all festival promotional material
- The opportunity to display banners and promotional material at your nominated festival event or performance
- Acknowledgment during the audience welcome address at your nominated performance
- Free acknowledgment and listing on the Penola Coonawarra Arts Festival Website – which will be operational all year round – with links to your own website if applicable
- An invitation to the launch of the festival to be held in March 2008
- The opportunity to participate in media hosting
- Ten tickets and a front row table at the Saturday Variety Show featuring Janet Seidel
- Ten tickets to each of the other main performances of the 2008 Festival (Co-Opera's Friday night performance and the Short Film night)
- All those above with the opportunity to negotiate more.

Category 2 - \$1500

Sponsorship - For businesses and or organisations who wish to utilise the promotional opportunities provided by active involvement in the Festival through hosting guests and or supporting festival events.

Benefits:

Funds raised through Sponsors will assist in securing performers or exhibitors to attend this festival. Being a Sponsor of the Festival will make you part of a strategic marketing campaign with long term benefits to local business and the region.

Additional Benefits:

- Inclusion of your business logo in the main festival brochure
- The opportunity to display banners and promotional material at selected festival events or performances
- Sponsorship acknowledgement during the audience welcome address to major performances
- Free acknowledgment and listing on the Penola Coonawarra Festival Website – which will be operational all year round – with links to your own website if applicable
- An invitation to the launch of the festival to be held in March 2008
- The opportunity to participate in media hosting
- Ten tickets to the Saturday night performance Saturday Variety Show featuring Janet Seidel
- Two tickets to each of other main performances of the 2008 (Co-Opera's Friday night performance and the Short Film night)

Category 3 - \$500

Sponsorship – Funds raised through this category will be allocated to expanding the program offered at the festival or towards hosting media visitors during the Festival. Being a supporter of the Festival will make you a part of a strategic marketing campaign promoting our region and in turn your business or organisation which will have long term benefits.

Additional Benefits:

- Inclusion of your business logo in the festival brochure;
- Sponsorship acknowledgement during the audience welcome address to major performances;
- Free acknowledgment and listing on the Penola Coonawarra Festival Website – which will be operational all year round – with links to your own website if applicable;
- An invitation to the launch of the festival to be held in March 2008
- Two tickets to each of the three main events of the 2008 Festival (Co-Opera's Friday night performance, Saturday Night Variety and the Short Film night)

Thank you in anticipation on behalf of the Festival Committee

Fiona Luestner
President

Contact person
Gail Stephenson 0428 372 988 or 8737 2988

Please provide the following:

I/we _____
Name of business or organisation

Contact name: _____ contact number: _____

are interested in the following category of support (please tick the box)

Category 1 Category 2 Category 3 Category 4

Is not able to offer support at the stage but would like to be involved in the 2008 festival

Is not able to offer support at the stage

Please contact me

Please return this information to:

Post: Penola Coonwarra Arts Festival PO Box 318 Penola SA 5277

Fax: 87372816

e-mail: stepho@datafast.net.au

Phone: 0428372988 or 87372988