



# Penola Coonawarra Arts Festival 14<sup>th</sup> to 17<sup>th</sup> May 2009

## Support and Sponsorship Opportunities

*“...Penola Festival, surely one of the most culturally distinguished regional festivals in Australia.”*

Brian Chatteron, 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 programme of events, exhibitions, workshops and performances is offered at the Festival in May. In 2009 the Festival will be held over the third weekend commencing on Thursday 14<sup>th</sup> May. It highlights the marriage of the Arts, Literature and Wine and provides positive links with the wine, food and cultural tourism industries. The festival supports local businesses and those companies that supply local business.

The staging of the Festival provides a range of cultural activities for the enjoyment of locals and attracts countless visitors into the region. The programme 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 economic benefits through increased tourism to the region. The 2008 event received strong patronage for all events and the 2009 programme will build on our previous success. At this stage our feature events are still under wraps.

The 2008 Festival included performances by the internationally renowned Janet Seidel Quintet, comedian Fiona O'Loughlin and local performers. The Short Film Tour returned with Co-Opera performing 'La Traviata' on opening night. Also included in the event were a host of visual art, food, and craft workshops, supported by a large number of excellent displays and exhibitions. 2008 also saw the revival of the literary element via a number of exciting workshops and interactive discussions for all ages. The committee announced in 2008 that there was to be an increase in prize money for the John Shaw Neilson Acquisitive Art Prize to \$5000, making the prize the most significant in the Limestone Coast, this will again be the case in 2009.

## 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 2009
- The opportunity to participate in media hosting
- Ten tickets and a front row table at the Saturday performance
- Ten tickets to each of the other main performances of the 2009 Festival
- 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 2009
- The opportunity to participate in media hosting
- Ten tickets to the Saturday night performance
- Two tickets to each of other main performances of the 2009 festival

### 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 2009
- Two tickets to each of the three main events of the 2009 Festival

Thank you in anticipation of your support on behalf of the whole Festival Committee,

**We would appreciate the following form being returned to the Committee, please provide the following:**

I/we \_\_\_\_\_  
Name of business or organisation

Contact name: \_\_\_\_\_ contact number: \_\_\_\_\_

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

Category 1     Category 2     Category 3

I/we are not able to offer support at the stage but would like to be involved in the 2009 festival

I/we are 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: [gstepho@bigpond.com](mailto:gstepho@bigpond.com)  
Phone: 0428372988 or 87372988