



# **Penola Coonawarra Arts Festival May 6, 7, 8 & 9th 2010**

Corporate 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.

An extensive programme of events, exhibitions, workshops and performances will be offered at the 19th Festival with the 2010 Festival being held over four exciting days and nights in the second week of May. The festival highlights the marriage of the Arts, Literature and Wine in the region and provides a vast number of positive links between the wine, food and cultural tourism industries. The festival always supports local businesses and those companies that supply local business.

The staging of the Festival provides a range of cultural activities for the enjoyment and participation of locals and the countless number of visitors that are attracted to the region during the event. The programme has as its aim to cover a broad cross section of community interests and appeal to a wide age group. The Festival receives extensive media coverage, locally, inter and intra-state, and provides long term economic benefits through increased tourist numbers to the region. The 2009 event was the largest to date and the 2010 programme will build on this previous success. At this stage the majority of our feature events are still under wraps however an outline of the programme follows:

The 2009 Festival included performances by Rhonda Burchmore, Bryan Dawe and Co-Opera and a wide-ranging Children's sub-programme. The Short Film Night returned and the Literature sub-programme has as its feature a luncheon with Peter Goldsworthy. Also included in the festival programme were a host of visual art, food, and craft workshops, supported by a large number of excellent displays and exhibitions. Lyndey Milan commanded under her spell a bevy of cooks at Majella, the world premiere 'Iris' dance performance, writers and our patron Bryan Dawe mused in the park over a variety of topics and the creative designs of Op Shop to Opulence. The town was buzzing.

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 2010 as the Committee believe that the prize is continuing to grow in stature. The 2009 prize had the largest amount of entrants in the history of the prize and drew entries from most states of Australia.

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

### Category 1 - \$3500

**Key Partner** - 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 and all other major performances
- 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 2010
- The opportunity to participate in media hosting
- Ten tickets and a front row table at the Main performance
- All those above with the opportunity to negotiate more.

### Category 2 - \$1500

**Associate Partner** - 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 2010
- Four tickets to the Main performance of the 2010 Festival

### Category 3 - \$500

**Guardian Partner** – 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 2010
- Two tickets to each of Main event of the 2010 Festival

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

Fiona Luestner  
President  
Sponsorship Contact  
Gail Stephenson 0428 372 988 or 8737 2988

**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 2010 festival

I/we are not able to offer support at the stage

Please contact me

Please return this information to:

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

Fax: 87372816

e-mail: [g.stepho@bigpond.com](mailto:g.stepho@bigpond.com)

Phone: 0428372988 or 87372988