



Penola Coonawarra
Arts Festival 2011

Penola Coonawarra Arts Festival **May 12th – 22nd May 2011**

Corporate Sponsorship Opportunities

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

Brian Chatterton, OAM, Co-Opera

In 2011 the Penola Coonawarra Arts Festival is celebrating its 20th consecutive festival. It has been extended to a ten-day program of events from 12 to 22 May 2011 and will once again be supported by our Patron, Bryan Dawe.

The Festival's contribution to the arts and cultural life in regional South Australia makes it a significant event on the arts calendar. Since its inception in 1991, it has evolved and grown from strength to strength, involving people of all ages and encompassing every aspect of the arts.

Significantly, it is the involvement of businesses and the winery cellar doors that make it a truly unique festival. The staging of various aspects of the program within both the township and at the wineries creates a blend of literature, the arts, wine, food and cultural tourism.

The staging of the Festival revolves around a myriad of cultural activities for the community and countless visitors attracted to the region during the event. The program aims to continue its appeal to a wide range of audiences. A literary lunch, workshops, children's program, films, music, displays and exhibitions will be complemented by visitors and locals being able to share in the regions wines and fine regional produce.

2010 once again saw an increase in visitors and the number of entries for the John Shaw Neilson Acquisitive Art Prize of \$5,000. The Op Shop to Opulence parade, Illumination of the South lighting our buildings on festival nights, Co-Opera's La Boehme, Renee Geyer, Comedy Club, exhibitions and the Open Mic and Red Room music as well as the Big Kids, Little Kids festivities provided a feast for the senses.

Our 20th year provides the raison d'être to open the doors and let the fun spill out, into the streets and parks, throughout the wineries, across our businesses and into our homes as we celebrate the accomplishments and talents of our wonderful community.

We welcome you in joining with committee of the Penola Coonawarra Festival to make the 2011 Festival truly memorable.

We have three partnerships to offer businesses or organisations in their support and sponsorship of the 2011 Penola Coonawarra Arts Festival

Funds raised through sponsorships will assist in securing performers or exhibitors to attend the 2011 Festival.

1. Key Partner - contributions of \$3500+

A key partner is major sponsor of the Festival and will entitle it to the naming rights of its selected event. It will also place it at the forefront of a strategic marketing campaign with long term benefits to local business and for 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
- Acknowledgement during audience welcome address at the opening and the major performance
- Free acknowledgement 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 2011
- The opportunity to participate in media hosting
- Six tickets at the Main Performance of the 2011 Festival
- All of the above with the opportunity to negotiate more.

2. Associate Partner - contributions of \$750 - \$1500

An associate partner can use the Festival to promote the business or organisation. It will involve the associate partner in a strategic marketing campaign with long term benefits to local business and for the region.

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 audience welcome and at the opening
- Free acknowledgement 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 2011
- Two tickets at the Main Performance of the 2011 Festival.

3. Guardian Partner - contributions of \$500

A guardian partner will provide into the funds which are allocated to expanding the programs offered or towards hosting media visitors during the Festival. The guardian partner will be within a strategic marketing campaign with long term benefits to local business and for the region.

Benefits:

- Inclusion of your business logo in the main festival brochure
- Sponsorship acknowledgment during the audience welcome address and at the opening
- Free acknowledgement 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 2011

The Festival Committee would appreciate you taking the time to complete the following information:

Name of business/organisation	
Contact name	
Contact number(s)	Tel: Mob:

Sponsorship support (please tick the box)

Key Partner – a major sponsor of the 2011 Festival entitled to the naming rights of a selected event	
Associate Partner – use the 2011 Festival to promote the business or organisation	
Guardian Partner – provides funds to expand events or for 2011 Festival media visitors	
Please contact me – to discuss sponsorship support	

Naming Rights

As a **Key Partner** I nominate the following preferences for naming rights (please number in order of preference)

Main Performance (main Festival event with a famous Australian performer)	
Co-Opera (operatic performance in the round - cabaret style)	
Penola Lights Up (illumination display project of various buildings around Penola)	
Literary Lunch (exciting opportunity to get up close and personal with a famous author)	
Open Mic (a performance competition at a whole, new, intimate level)	
Family Program Main Performance (excites, entertains and educates children/youth)	
Red Room (a favourite late night haunt at the festival featuring local musicians)	

As an **Associate Partner** I nominate the following for sponsorship (please number in order of preference)

Gastronomic Delight (food, food, glorious food – featuring produce from around the region)	
Family Program (musical and other arts events in the Marquee on Memorial Park, Penola)	
Busking on the Boulevard (buskers performing in the main street of Penola)	
Film Night (showcasing the finest of SA's short films, and a longer art-house style film)	
Arts workshops (local artists work with participants in developing their own unique artworks)	
Writing workshops (authors share their hints and tricks of the trade with aspiring writers)	
Art appreciation workshops (how do you judge an artwork beyond the "I like it, or not...")	