

Sponsorship Opportunities

Our festival celebrates the cultural, literary and arts heritage of Penola, the fine wines of Coonawarra and our premium regional produce.

The Penola Coonawarra Arts Festival Association Incorporated is a voluntary, non-profit organisation. Since its inception, our Festival has attracted major events and exhibitions that appeal to a broad demographic. This is a festival that truly has no age limit.



Partners of our Festival

\$5,000 and above

Become a Partner of our Festival and your company will have naming rights for one of the following

MAJOR FAMILY EVENT - Previous acts include the Adelaide Fringe's Sticks Stones Broken Bones & Pants Down Circus Rock. Typically around 200 tickets are sold.

MAJOR MUSIC EVENT - The major music event for the Festival is Coonawarra Shenanigans, an eclectic mix of established and up and coming bands. Typically held on the Saturday night, with around 250 tickets sold.

MAJOR OPERA EVENT - A gala event with sell out crowds every year. Previous acts include 'The Mikado' & 'Cosi Fan Tutte'. Typically held on Thursday night with around 200 tickets sold.

1. You will receive 6 tickets to attend one of the 'MAJOR' Arts Festival events of your choice.
2. You will be invited to our Program Launch Night - a media event where you can build brand awareness and network with local media and other business leaders.
3. You will be invited to our Festival Opening Night, where we open the Festival and announce the winner of the John Shaw Neilson Acquisitive Art Prize and the Design Prize.
4. As a Partner of our Festival your logo will appear on all promotional material including; programs, website, posters & invitations.
5. As a Partner you can have branding, relevant content and links to your own website published on our Penola Coonawarra Arts Festival website and social media page.
6. You will have the opportunity to supply additional branded material for use during our Festival.
7. You will receive first access to tickets.

Partners of the Festival are Monetary Sponsors.

Gold Sponsor

\$2500 - \$4999

1. You will receive 4 tickets to attend one of the 'MAJOR' Arts Festival events of your choice.
2. You will be invited to the Program Launch Night - a media event where you can build brand awareness and network with local media and other business leaders.
3. You will be invited to the Festival Opening Night, where we open the Festival and announce the winner of the John Shaw Neilson Acquisitive Art Prize and the Design Prize.
4. As a Gold Sponsor your logo will appear on all promotional material including: programs, website, posters & invitations
5. As a Partner you can have branding, relevant content and links to your own website published on the Penola Coonawarra Arts Festival website and social media page.
6. You will have the opportunity to supply additional branded material for use during the Festival.
7. You will receive first access to tickets.

Gold category is a Monetary Sponsor.

Silver Sponsor

\$500 - \$2499

1. You will receive 2 tickets to attend one of the 'MAJOR' Arts Festival events of your choice.
2. You will be invited to the Program Launch Night - a media event where you can build brand awareness and network with local media and other business leaders.
3. You will be invited to the Festival Opening Night, where we open the Festival and announce the winner of the John Shaw Neilson Acquisitive Art Prize and the Design Prize.
4. As a Silver Sponsor your logo will appear on all promotional material including: programs, website, posters & invitations
5. You will have the opportunity to supply additional branded material for use during the Festival.
6. You will receive first access to tickets.

Silver category is a Monetary Sponsor.

For all our sponsorship categories our team will work with you to identify what your business could achieve through a partnership with our Festival. We want to make sure we deliver the benefits that align with your investment.

Friends of our Festival

\$50 - \$499

The Friends of our Festival are local businesses, residents and Festival supporters who have decided to financially support the efforts of our Festival committee, the Festival itself and the Penola / Coonawarra community. Funds raised are used to assist in producing our Festival program and promotion of the event outside of the region. Your contribution will assist us in the expansion and development of arts and culture in country South Australia.

1. You will be invited to the Program Launch Night, where you will get a sneak peak of the program before the general public.
2. You will be invited to the Festival Opening Night, where we open the Festival and announce the winner of the John Shaw Neilson Acquisitive Art Prize and the Design Prize.
3. As a Friend you will receive an electronic newsletter updating you on developing News and Events for the 2017 Festival.
4. If signed up as a Friend prior to January 31 2017 your name will appear in our printed program and website. If signed up post January 31 2017, your name will appear on our website.
4. You will receive first access to tickets.

Friends of the Festival are Monetary Sponsors

In Kind Sponsorship

Many unique businesses and supporters offer in kind contributions of products, time and services, these can be of any value and are categorised as In Kind Sponsors

1. You will be invited to the Program Launch Night, where you will get a sneak peak of the program before the general public.
2. You will be invited to the Festival Opening Night, where we open the Festival and announce the winner of the John Shaw Neilson Acquisitive Art Prize and the Design Prize.
3. As an In Kind Sponsor your logo/name will appear on the promotional material including: programs & website.
4. As an In Kind Sponsor you will receive an electronic newsletter updating you on developing News and Events for the 2017 Festival.
5. You will receive first access to tickets.