



2016



## Sponsorship Proposal



**Ardross Group**  
REAL ESTATE DEVELOPERS

*How the locals like it.*



**eventscorp**  
WESTERN AUSTRALIA



Department of  
Regional Development and Lands



ROYALTIES  
FOR REGIONS

## Introduction

The Indian Ocean Festival is a celebration of Jurien Bay's most amazing coastal, bushland and natural resources including the traditional Blessing of the Fishing Fleet. The festival is jam packed with exciting events including fireworks, live music, amusement rides, markets, competitions including the annual Rope Coiling, sand sculpting, fishing education from Western Angler Magazine experts, Charity Auction and Monster raffle. These are just a sample of the events included.

The Festival commenced approximately in 1989 -1990 when it was originally named the Blessing of Fleet under the auspices of the Jurien Bay Chamber of Commerce. With the dedication of a small number of volunteers where it was designed to encourage visitation to the area during the commencement of the Lobster Fishing season, to now where it has been officially Incorporated and grown to a full committee of approximately 10 professional and experienced people from both the private and business sectors who volunteer their time to bring this great event to the community.

The Festival is becoming increasingly important to the community as the biggest multi day community event in the area and the only event that supports The Jurien Bay District High School Parents and Citizens and local community groups.

The local community is the key to the continued success of the Indian Ocean Festival as it is run almost through donations and sponsorship from local industry.

This year the committee is working hard to bring new features, great performers and special guests to the program to sustain the festival as Jurien Bay's major calendar event.

Attracting in excess of 3,000 locals and visitors to the community of Jurien Bay bolsters the local economy and provides an influx of consumers to the area which in turn has a positive effect on all business in the Mid-West region.

Having successfully secured long term sponsors The Ardross Group, IGA, Shire of Dandaragan and Eventscorp, we now seek additional support from the local business community to ensure the ongoing success of the festival. The rewards for sponsoring these events are both immediate and ongoing with sponsors generosity highly regarded in the community. We appreciate times are tough and we have come up with some innovative sponsorship opportunities.

Suggested donations are:

- Cash towards event expenses and prizes.
- Products to be included in the popular Monster Raffle and Auction.

The next few pages contain information on sponsorship levels. We are happy to work with you in whatever way possible to come up with a mutually beneficial agreement. As a non-profit organisation we use proceeds from the Indian Ocean Festival to support local not for profit organisations within the region. The festival provides opportunity for local groups and organisations to raise much needed funds so they can continue to promote community life, health, and fitness.

# Indian Ocean Festival Program Saturday 12<sup>th</sup> November\*



## MORNING

- 9.30 – 10.00 Festival events commence
- 10.30 -11.00 Blessing of the Fishing Fleet
- 11.00 - 11.30 Karate Show
- 11.35 – 12.05 Taylors Dance Company

## AFTERNOON

### **1.00 Licenced Bar opens**

- 1.00 - 1.30 Live Music
- 1.35 - 2.05 Local artist performs
- 2.10 - 2.40 Dig for Cash competition
- 3.30 - 4.30 Jurien Bay Rope Coiling Championships
- 4.30 – 4.45 Live Music
- 4.45 - 5.15 Monster Raffle Draw
- 5.15 - 8.00 Iconic Perth band  
**“Daren Reid and the Soul City Groove”**
- 8.00 - 8.15 Countdown to “Fireworks Extravaganza”
- 8.45 – 9.30 Daren Reid and the Soul City Groove recommence playing

*\*Program subject to change*

## **HAVLINS AMUSEMENTS AND SIDE SHOW**

- DEC INTERACTIVE TENT
- BOAT, CAR AND CARAVAN DISPLAYS
- FREE PETTING ZOO
- GAMES
- LOCAL TALENT
- LIVE MUSIC
- STALLS
- SHOWBAGS
- FACE PAINTING
- AND MUCH MORE...

## **Sponsorship/Advertising Packages**

### **For \$3000+ (plus GST)**

- Sponsor's logo will appear on the Indian Ocean Festival Inc. 2016 program
- Sponsor's logo will appear on the 2016 event website
- Sponsor will have the opportunity to display banner at main stage location.
- (banners to be supplied by sponsor)
- Sponsor will be provided with booth space to promote their product at festival if required.
- Sponsor will have the opportunity to place promotional items at the Welcome Booth.
- Post Event Evaluation Report and special "Friends of Indian Ocean Festival Inc. Package"
- Use of event photos
- Announcement of partnership on the Indian Ocean Festival Inc. Facebook page
- Acknowledgement in Craytales (Jurien Bay local paper) post event

### **For \$1000 - \$2,999 (plus GST)**

- Sponsor's logo will appear on the Indian Ocean Festival Inc. 2016 program
- Sponsor's logo will appear on the 2016 event website
- Post Event Evaluation Report and special "Friends of Indian Ocean Festival Inc. Package"
- Use of event photos
- Announcement of partnership on the Indian Ocean Festival Inc. Facebook page
- Acknowledgement in Craytales (Jurien Bay local paper) post event

### **For \$500 - \$999 (plus GST)**

- Recognition of sponsorship announced by the MC on the day of the festival
- Acknowledgement in Craytales post event

### **Amounts less than \$500 (plus GST)**

- Acknowledgement in Craytales (Jurien Bay local paper) post event

## **Advertising in Event Program**

- **\$1,000 (plus GST)** per half page

## **Terms & Conditions**

1. To ensure secured advertising positions Sponsorship monies are required to be paid prior to the 1 October 2016.
2. The Sponsor agrees and acknowledges that in the unlikely event the Festival is cancelled due to inclement weather or safety concerns on the day, sponsorship/advertising monies are non-refundable as they will be required to offset fixed costs the Organiser will have incurred.
3. This entire document (5 pages) forms the Agreement.
4. Indian Ocean Festival Inc. is registered for GST and a Tax Invoice will be issued.

## Sponsorship Agreement

I understand and accept all the terms of this Agreement (all 5 pages),

Sponsorship Level: ☐ \$3,000+ ☐ \$1,000+ ☐ \$500+ ☐ Less Than \$500 (Plus GST)

Other: \_\_\_\_\_

☐ Product ☐ Cash ☐ Other: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Authorised Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: (type or print): \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Postcode: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

Upon signature of this sponsorship agreement, please submit your company's logo in both high resolution EPS and JPEG formats to David Lantzke, via email to:

[indianoceanfestival@hotmail.com](mailto:indianoceanfestival@hotmail.com) your logo will be used as prescribed in your sponsorship agreement. **Logos must be received by 1<sup>st</sup> October 2016 to be added to program and merchandise.**

**BY SIGNING THIS AGREEMENT, YOU ACKNOWLEDGE THE RECEIPT OF THIS INFORMATION AND GRANT THE Indian Ocean Festival Inc. — AND ALL AFFILIATES AND ASSIGNED OTHERS — THE RIGHT TO POST, PUBLISH, BROADCAST, PRINT, AND USE YOUR ADVERTISING MATERIALS IN ANY MANNER THE Indian Ocean Festival Inc. DEEMS APPROPRIATE, IN ANY MEDIA NOW KNOWN OR HEREAFTER DEVELOPED, INCLUDING, WITHOUT LIMITATION, THE WORLD WIDE WEB.**

X \_\_\_\_\_

COMPANY REPRESENTATIVE

X \_\_\_\_\_

David Lantzke, Hon Secretary IOF Inc

*PLEASE SEND TO: PO Box 857, Jurien Bay, WA, 6516*

For further inquiries please contact:

David Lantzke

M: 0411 513 184

E: [indianoceanfestival@hotmail.com](mailto:indianoceanfestival@hotmail.com)

[www.indianoceanfestival.com.au](http://www.indianoceanfestival.com.au)