



**SHEPP —
ART — ON
FESTIVAL**

2024 Festival Sponsorship Proposal

5th — 21st April, 2024

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01

2023

FESTIVAL
OVERVIEW

Festival Background

Shepparton Festival, now in its 28th Year, is an inclusive and multi-disciplinary regional arts program. It unites our diverse community to celebrate culture, history and art and the region's strengths by presenting fine art, dance, writing, music, cultural sharing, film and much more.





2023 Facts

With an estimated **10,600 attendances**, over **400 artists** participating in events and over **30 venues** hosting programs, the 2023 Shepparton Festival led to new professional and community relationships, both locally and beyond.

17 DAYS

40+ EXPERIENCES

400+ ARTISTS

30+ VENUES



10K+ ATTENDANCES

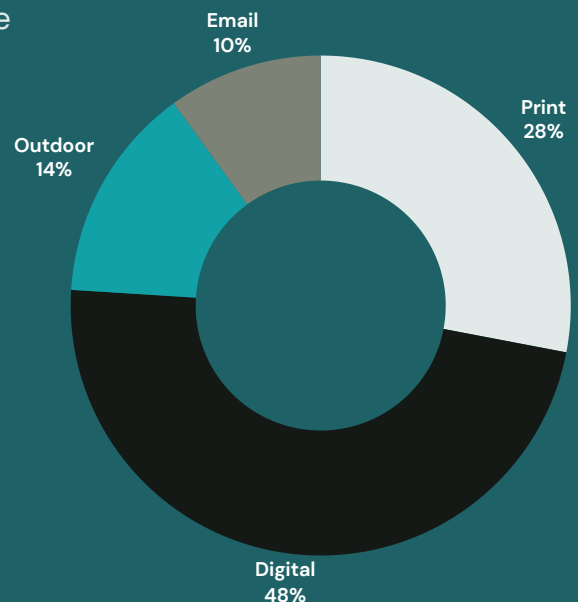
Promotion & Marketing

Marketing Opportunities

5,000 Festival guides distributed
1,700 Email database
15,000 Engaged social media audience
7,500 Unique website visitors
200K+ Paid digital ad research

Social Media

 6,2K page likes
 2,6K followers





02

2024

Sponsorship
Opportunity

Grow with Us

We are thrilled to offer a unique opportunity for alignment with the beloved Shepparton Festival, a vibrant celebration of creativity and community spirit. As a long-standing and integral part of our cultural landscape, your support will not only support artists to enhance the festival's offerings but also provide your brand with exceptional exposure and engagement opportunities.



Benefits

Prominent Logo Placement: Your Brand in the Spotlight

Enhance your brand's visibility with strategic placement of your logo across all festival promotional materials, banners, digital platforms, and in high-traffic areas within the festival venue.

Social Media Features

We offer to feature our sponsors in dedicated posts on the festival's social media channels. This could include interviews, behind-the-scenes looks at festival preparations, or highlights of your involvement in the community.

Customised Sponsorship Packages

We specialise in creating tailor-made experiences. Allow us to design a sponsorship package that perfectly aligns with your brand's vision and objectives.



Engagement and Acknowledgment

Enjoy ongoing engagement and acknowledgment through our marketing channels. We celebrate our partners and ensure they are recognized for their invaluable support.

Premières: A First Glimpse

Gain exclusive access to preview showings of the festival's most anticipated performances and exhibitions, offering your clients or employees a unique cultural experience.

Pre-Sales Privilege: Priority Access

Enjoy the privilege of pre-sale access to our tickets, ensuring that you and your guests secure the best seats for our most sought-after shows and events.

Exclusive Employee Benefits

In appreciation of your support, we offer your employees exclusive discounts on festival tickets and merchandise. This is an excellent opportunity for your team to engage in the vibrant world of art and culture at special rates, fostering a culture of appreciation and inclusivity within your organisation.

Artists Meet and Greet: Exclusive Interactions

Connect with the crème de la crème of the local art world through private receptions, offering a behind-the-scenes look into the creative process.

VIP Soirée: An Evening of Elegance

Be our special guest at the VIP Soirée, a gala event blending art, glamour, and networking. Mingle with artists, celebrities, and business leaders in an exclusive setting.



Post-Event Reports

We provide a comprehensive post-event report detailing the festival's reach and impact, including metrics like attendance numbers, media coverage, and social media engagement. This information helps sponsors assess their return on investment.

Tax Benefits: Investing in Culture

Benefit from potential tax deductions associated with additional donations to cultural events. We provide all necessary documentation to facilitate this process.

Flexible Payment Options

We offer flexible payment options to accommodate the different budget cycles of our potential sponsors.

2024 Sponsorship Packages

	\$10K	\$5K	\$1K	\$500
Your company logo featured in the Festival guide	✓	✓	✓	✓
Promotions via the Festival Facebook and Instagram pages	✓	✓	✓	✓
Invitations to exclusive events including the Festival Opening, Media Launch and AGM	✓	✓	✓	✓
Gain exposure by collaborating to a community out-reach initiative	✓	✓	✓	
Invitations to a selection of Festival sponsored events*	✓	✓	✓	
Advertisement in the Program Feature on website	✓	✓		
Short video announcing the partnership on Festival Facebook page	✓	✓		
Festival appropriate company giveaways promoted via social media	✓	✓		
Banners or signage at Festival sponsored events	✓			
Up to 2 double passes to any Festival sponsored events*	✓			
Dedicated Sponsor EDM (electronic direct mail) Feature	✓			



Further information

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