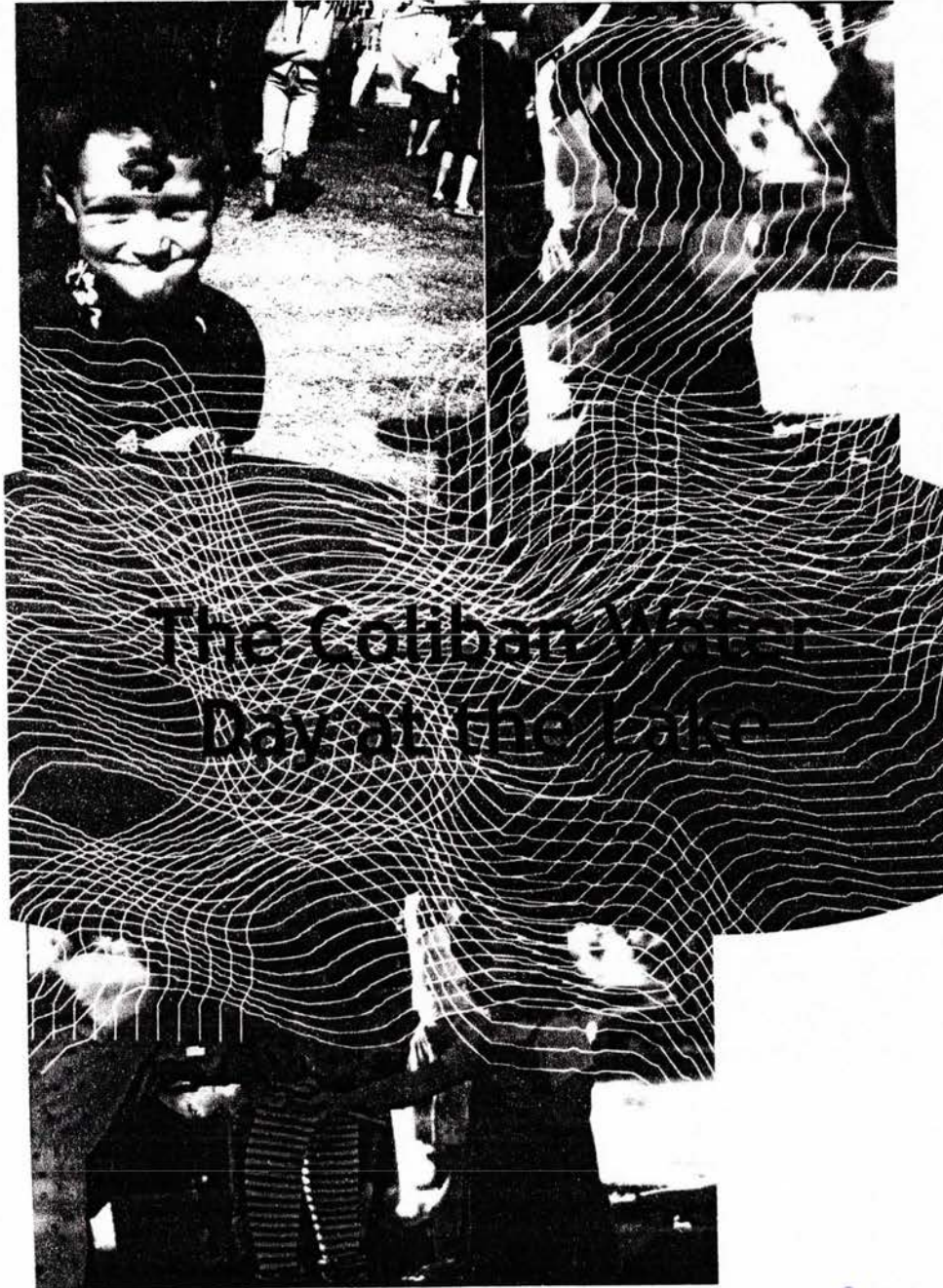


OFFICIAL OPENING  
THURSDAY SHAMROCK GORDON MCK.

# **Bendigo Easter Festival**

## **Events Review**

2003



# The Coliban Water Day at the Lake

FRIDAY Kylie + Brad  
BOARD WALK STAGES

## Event Overview

Divided into two spectacular parts the Coliban Water Day at the Lake is a true family event. The morning is marked by an entourage of quality children's entertainment, programmed to combine with the Vision Australia Easter egg hunt. This is followed by a conglomerate of local entertainers including many of Bendigo's best family oriented musicians. Children can have their faces painted for free, chase a cheeky butterfly catcher around and enjoy the enormous range of carnival rides and food. Parents can sit and relax in the sun for the afternoon and enjoy a display of local talent. This sensational display of talent will culminate in a massive free performance from Bachelor Girl!

## Target Market

Families with Children Under 15, looking for holiday entertainment

## Current Sponsorship Status

Coliban Water signed at \$11000 for 2003 only – package to be sent for renewal of three year sponsorship. Price to increase to \$15000

## Current Event Status

Bachelor Girl will play at Studio 54 on Friday night after our free event, to meet with Tooheys venue management to arrange booking. Other entertainment to be confirmed.

SITE HOLDER THURS 2-5 MOVE TO ROSAKIND PARK ON SATURDAY

# Entertainment Breakdown - Coliban Water Day at the Lake

FRIDAY  
 SITE HOLDER 2-5pm THURSDAY

## General Entertainment

08:00 – 10:00	Fee Breakfast	FREE
09:30 – 12:00	Easter Egg Hunt	FREE
09:30 – 12:00	Egg Blowing	FREE
12:00	Colouring competition prizes.	FREE
10:00, 11:00, 12:30, 14:00, 15:30	Coliban Water displays	FREE
All Day	Power Lifting	FREE
All Day	Army display	FREE

\$ 5 per child

VISION AUST

HUNGRY JACKS

## Stage Entertainment

09:15 – 10:00	Festive Factory	\$450
10:00 – 11:00	Geoff Roberts	\$800
11:00 – 12:00	Unique Creatures	\$400
12:30 – 14:00	Love Shack	\$350
14:00 – 15:30	Holy Cow	\$350
15:30 – 17:00	The Colin Band	\$350

**Stage Total \$2700**

17:30 – 19:00 Bachelor Girl \$12,500 (including production etc)

## Roving Entertainment

09:00 – 12:00	Dazzling Dazza	\$200
10:00 – 11:30	Circus on Toast	\$400
10:00 – 16:00	The Letter J – Bubble Pond	\$300
10:00 – 16:00	The Letter J – Face Painting	\$300
10:00 – 16:00	Kyra – Face painting	\$450
13:00 – 15:00	Dazzling Dazza	\$100
13:00 – 16:00	Festive Factory	\$300

**Roving Total \$2050**

**Total Event Entertainment costs**

**\$17250**



### Bob Brozman

"The playing is dazzling, the dexterity and complexity is without parallel in this genre...every piece is packed with a compelling, humorous quality. It's what he does with his damn hands that had the audience in hysterics!"

- Folk Roots Magazine, London



*Bendigo Easter Festival*  
presents  
*AAPT Wine in the Park*



### Jeff Lang

"There are certain musicians who are so gifted, so astonishingly talented, so plugged into Something Bigger than we can imagine when they make music...I witnessed a show a couple of weekends ago that made me want to include Jeff Lang in that company."

Umbrella Music, Australia



# Wine in the Park

## Event Overview

2003 will witness the inaugural 'Wine in the park' event, a combination of delectable wines, international musicians and serene surrounds. Rosalind Park will provide the ultimate backdrop for this premium event, offering true natural beauty, a relaxing atmosphere and convenient proximity to the city centre. In true food and wine style this event will present a selection of Bendigo's best wines and will compliment them with a broad array of gourmet foods and talented musicians. Climaxing with a two hour performance by two internationally renowned artists Bob Brozman and Jeff Lang! Both have toured extensively across the world and are amazingly talented artists. 'Wine in the park' will be an exceptional event for the Bendigo Easter Festival and a great addition to the wine events for the region.

*15 wineries  
gourmet  
food*

## Target Market

Higher income earners, Dinks, professionals, 18 – 35

## Ticketing

\$12 per ticket provides a tasting glass, 10 tastings and other promotional items. Entertainment will be free for the general public as well as ticket holders

## Current Sponsorship Status

Sponsor not yet signed for the event – sent an information pack to AAPT, meeting with Optus local manager on Wednesday, working on a package for Telstra Country Wide.

## Current Event Status

*Headlining Entertainer:* – confirmed but paper work still to be signed

*Wineries:* TBA

*Other Entertainment:* To be booked pending sponsorship

# Entertainment Breakdown - Wine in the Park

## Stage Entertainment

10:30	Dave McDonald - Delta blues	\$250
11:30	Slightly Average Porn Stars	\$400
12:30	Bob Brozman and Jeff Lang	\$2750
14:00	Accoustic TBC (Skip?)	\$350
15:00	Bob Brozman and Jeff Lang	\$2750
16:00	The colin band - 3 piece	\$300
17:00	Close	

**Total Event Entertainment Cost**

**\$6800**



**The Pepsi E Xtreme**

# EXtreme Sports Day

SATURDAY

## Event Overview

Bendigo Easter Festival will be taking a plunge into the extreme in 2002, combining skate boarding, skydiving, original bands and unique rides. Although the Festival has incorporated skydiving and skateboarding into its program in past years, 2003 will see the first ever combined extreme sports event. Not only will this event be a first for the Festival it will also be an inaugural affair for the region, rarely is Country Victoria privy to such dramatic events. Organised in conjunction with FREEZA, the Extreme Sports Day will be specifically aimed at an alternative youth market.

## Target Market

15 – 18 year olds, Skate boarders, Alternative sport, music enthusiasts

## Current Sponsorship Status

Tooheys venue manager has links with Pepsi, a package is currently under development.

## Current Event Status

FREEZA are the primary event organisers, they are investigating the bands for the day, rides, skate competition, break dancing and other opportunities to expand the event including the "Pepsi Max - eXtreme team". Bendigo Easter Festival is overseeing the process in order to maintain quality control. Booking of artists is pending sponsorship.

QED TOM FLOOD

# Entertainment Breakdown - eXtreme Sport Day

## Stage Entertainment

A variety of Local artists performing live "original" music compilations. Alternative music with local youth bands including "Ermintrude", and popular local pub bands such as "Ethanol", and "Ruteger" –

\$1200

## "Sport Events" and Entertainment

Skateboarding Competition, Break dancing, Skydiving, BMX demonstrations, Techno dance floor, "Extreme Rides" (and possibly Pepsi Max –eXtreme team)

\$ 500

## Venue

TBC – Current options include the QEO and Tom Flood Sports Centre depending on availability, council approval and suitability.

\*\* Please note that the Cavacade also runs on this day but has been delegated to Bendigo Vintage Car Society.\*\*

**Total Event Entertainment Cost**

**\$1700**

SATURDAY

# Bendigo Live



## Bendigo Live

Incorporating several pubs/ clubs within Bendigo, the event centres around a host of quality 'big name' acts and a multi-access ticket. The following is an outline of the specific event structure.

**Locations:** Studio 54 and three smaller Tooheys venues

**Date/ Time:** Saturday April 19, 2003 7.00pm – 1.30am

**Ticket Price:** \$66.00

make \$22

**Entertainment:** Three levels of entertainment:

**Local Bands** – Each of the three smaller venues would put on a quality local act from 7.00pm – 8.00pm to show our support to developing local talent. Quality refers to a band that has already developed a following within the local market.

**Identifiable Act** – Each of the three smaller venues would follow this band up with an act that has an identifiable name such as George or Rachael Kane to a value of approx \$3000 - \$4000.

**Headlining acts** - The evening will then culminate in an enormous show at Studio 54 with two headlining acts, such as, Killing Heidi and the Whittlams.

### Event Structure

Smaller venues: 7.00pm – 8.00pm local bands  
8.00pm – 9.30pm major acts

**Studio 54: 10.30pm – 1.30am headlining acts**

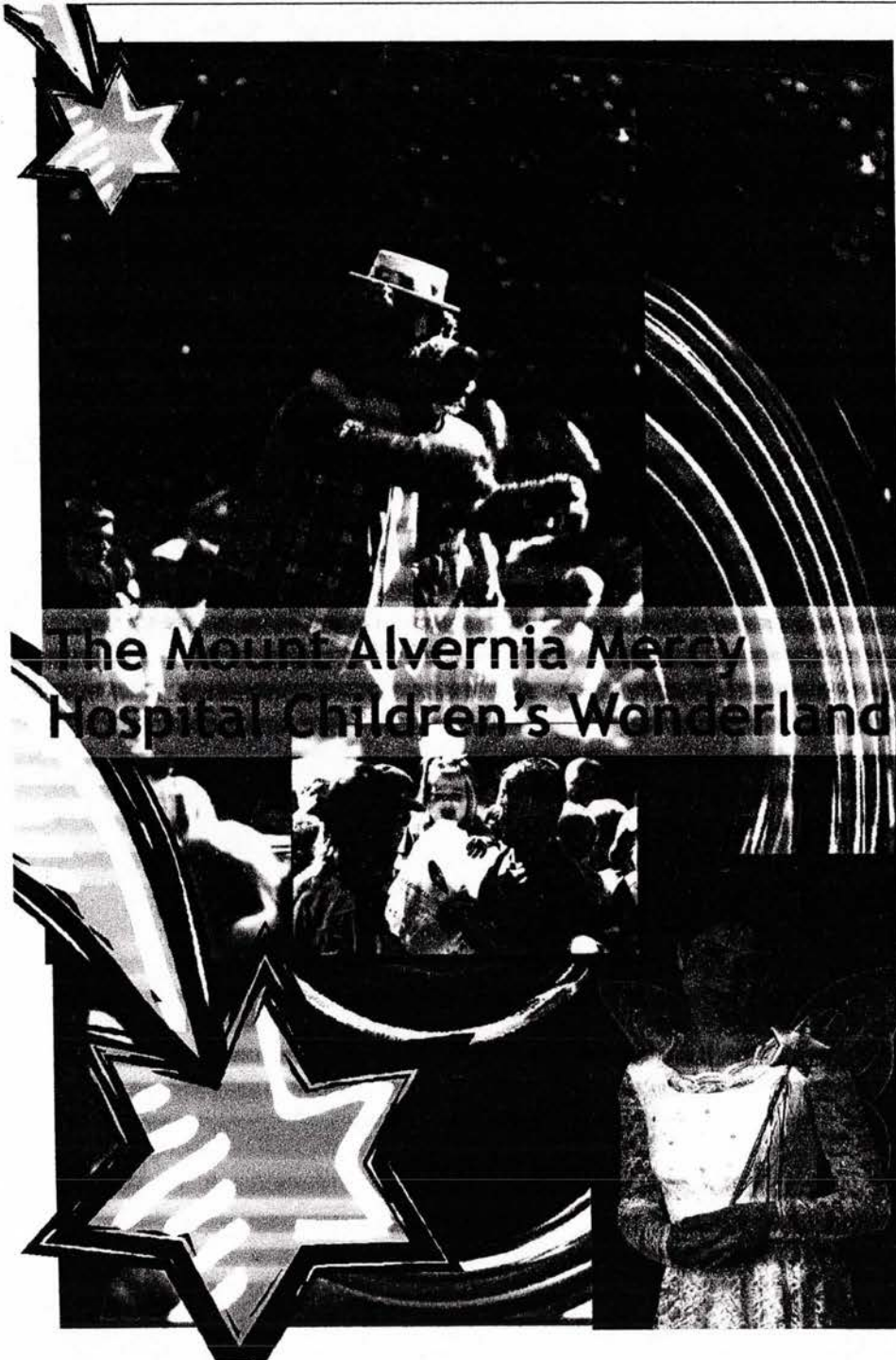
### Current Event Status:

Local venues are committed to the idea/ sponsorship package developed - pending a meeting with Tooheys venue manager.

No entertainment/ venues booked at this stage

### Current Sponsorship Status:

Information pack complete - pending a meeting with Tooheys Manager



# The Mount Alvernia Mercy Hospital Children's Wonderland

## Event Overview

SUNDAY ALL DAY

A traditional feature of Easter Sunday, Humphrey B Bear will grace the stage to the delight of youngsters from near and far. Combined with prizes for the best Bears, Easter Bunny and free Easter eggs, the Teddy Bears picnic is always a favorite. Following Humphrey children will enjoy an enormous array of quality entertainment. The Jelly Bugs are a popular children's band that delight youngsters with their creative music and dance. Finally for the mid section of the day, children will be invited to participate in a range of workshops, they can listen to a story or make their own placemat! For the first time ever Bendigo Easter Fair is looking to put on a Pantomime in the Park. Children will be awe struck as a professional Melbourne based company perform 'Alice in Wonderland'. This sensational experience will be a three dimensional one as children walk into a wonderland of their own. Magic trees painted and placed around the park, characters in the trees and magic mushrooms to sit on.

## Target Market

Families with children under 10

## Current Sponsorship Status

Mount Alvernia Mercy Hospital are the current sponsors in to a total value of \$11000.

## Current Event Status

Pantomime booked (paperwork on route), Humphrey booked (paperwork arrived to be signed and returned). The remainder of entertainment to be booked.

ALICE IN WONDERLAND  
TEDDY BEARS PICNIC

# Entertainment Breakdown - Teddy Bears Picnic

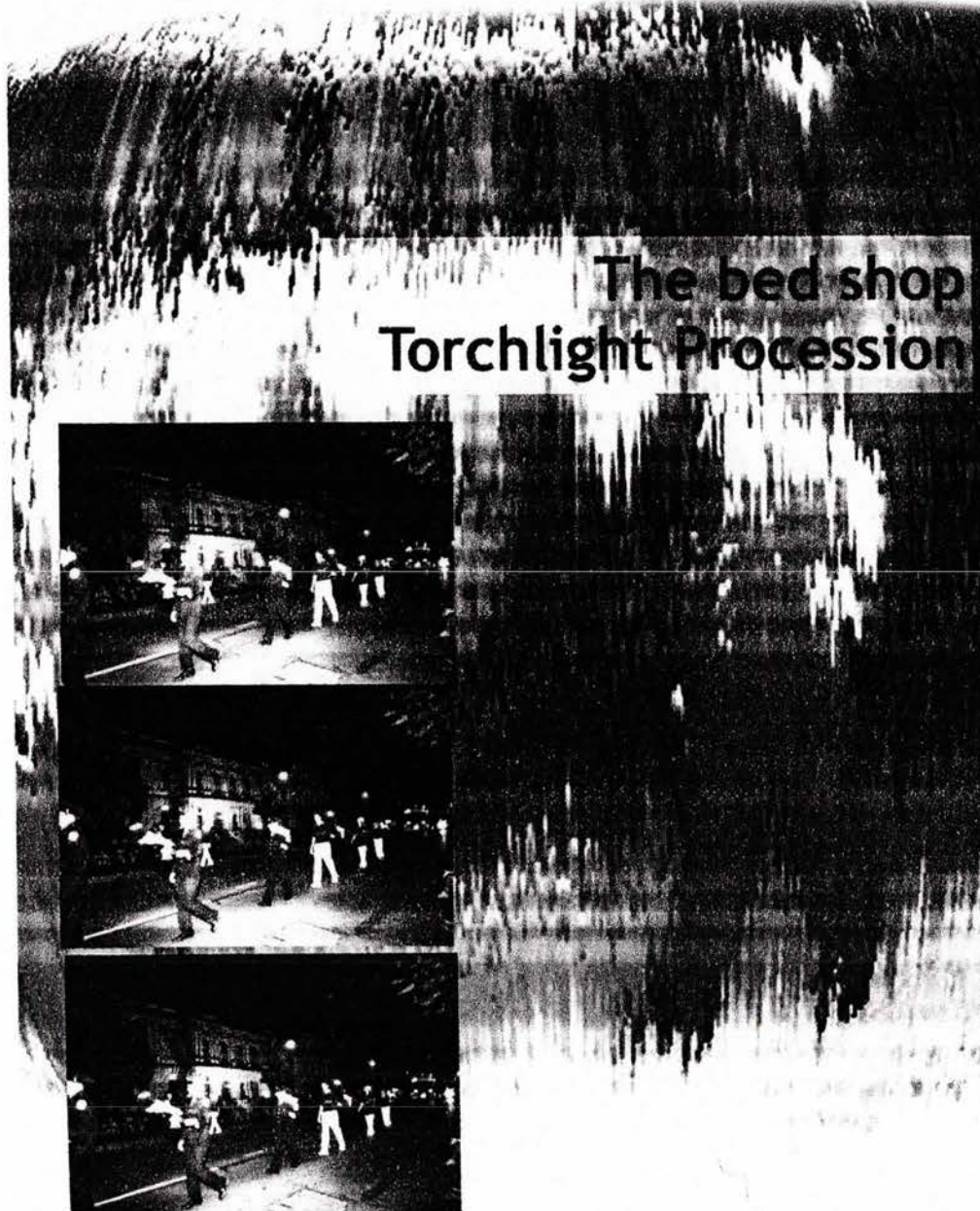
## Stage Entertainment

10:00 - 11:00	Teddy Bears Picnic judging	\$250
11:00 - 11:30	Colouring Competition Prize	\$100
11:30 - 12:00	Humphrey and Friends	\$1000
12:00 - 13:00	Jelly Bugs	\$750
13:00 - 13:30	Childrens Magic Show	\$300
13:45 - 2:30	Childrens artists to replace "Boogie Woogies"	\$1000
14:30 - 15:15	4 x Childrens workshop (Lunch and set up)	\$1250
15:15 - 16:30	Pantomime in the Park	\$2750
	<b>Stage Total</b>	<b>\$ 7400</b>

## Roving Entertainment

12:00 - 14:30	Face painting – Kyra	\$300
	Dazzling Dazza – Balloonology	\$100
	Fun Factory	\$350
	The Letter J – pirate / mermaid	\$200
	<b>Roving Total</b>	<b>\$ 1000</b>

**Total Event Entertainment Cost** **\$8400**



# *the bed shop*

## Torchlight Procession

SUNDAY

### Event Overview

Everything glows, sparkles or lights up during the Torchlight Procession, the night sky becomes a blank canvass for the light of the procession. Children are enchanted by Cinderella, Bananas in pyjamas and an endless array of fire trucks with lights flashing. Enchanted by the mystique of twilight and the light and spark of the procession families of all ages are captured by the magic of the parade. In 2002 the Torchlight Procession was the biggest ever with in excess of 60 floats entertaining an audience of more than twenty thousand people. A truly magical event that will only grow as time goes by. In 2003 the floats will be improved and the Trams will make for an excellent addition. Graffiti on the tram skins is a concept currently under development.

### Target Market

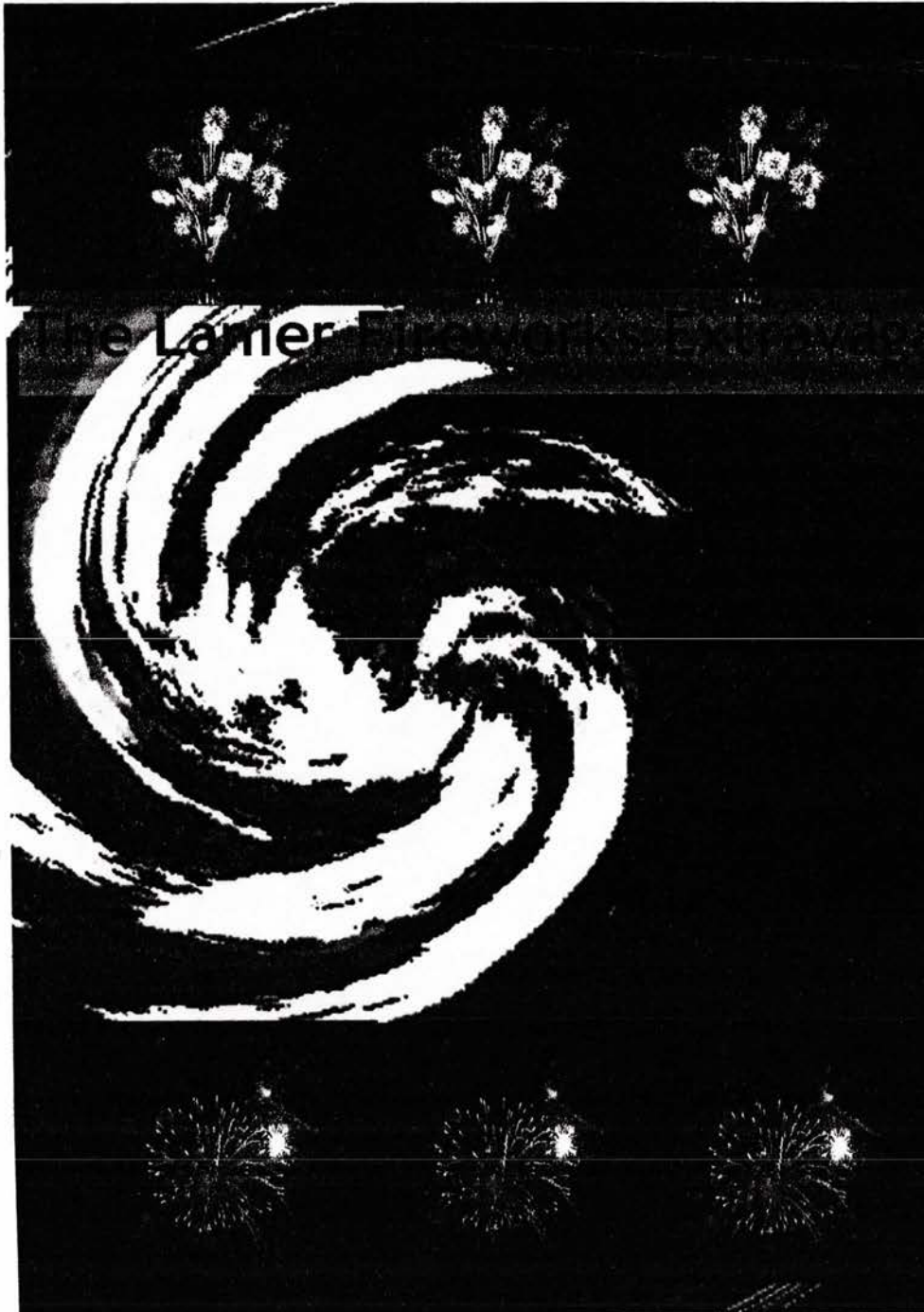
Families with children under 15

### Current Sponsorship Status

The bed shop are the current sponsors to a total value of \$6050 for 2003, 2004 and 2005.

### Current Event Status

Itchy Feet Pep band and Australian Youth Band have been booked (pending paperwork). The theme has been set and entry forms updated and ready to go.



# The Lanier Fireworks Extravaganza

## Event Overview

The 2002 fireworks were the biggest Bendigo has ever seen. Crowds converged on Lake Weeroona from every direction and fought to secure the best spaces for viewing. The Lake was filled to capacity, people were literally packed from the edge of the water to the edge of the road and back again. Cars lined the streets for a 3km radius surrounding the lake. The 2002 fireworks display would have been a worthy adversary to any show outside of the metropolitan region. It was bigger than ever before with crowd estimates of between forty and sixty thousand, and an enormous pyrotechnic display. With plans for bigger funding and better advertising this event will be even bigger in 2003.

## Target Market

Families

## Current Sponsorship Status

Lanier are the current sponsors in conjunction with Digital Copy Systems to a total value of \$13200.

## Current Event Status


Fireworks tenders have been sent (due for return on November 6, 2002). Fire permits have been approved.

# Entertainment Breakdown - Torchlight Procession & Fireworks

## Procession Entrants:

- 15 – 20 CFA displaying engines ,Police Vehicles, SES, Rural Ambulance etc
- Community floats

## Paid Entrants (Budget \$2750)

- Itchy Feet Pep Band ( Cost allocated to Gala parade - \$3250 for 3 shows)
- Australian Youth Band (Cost allocated to Gala parade - \$2750 for 2 shows) 
- 5 Local marching and pipe bands (\$150 per band for procession) – value \$750
- Roving entertainment including fire breathers, clowns, dazzling dazza,etc – valued at approx \$2000 (to be negotiated)

**Trophies (Budget - \$250):** 5 x Trophies for best float awards

## Pre Fireworks Entertainment (Budget - \$750)

Australian Youth Band and the Bendigo Youth Choir ( 4 - 5 songs)  
Bendigo Brass band – (for 1 hour prior)

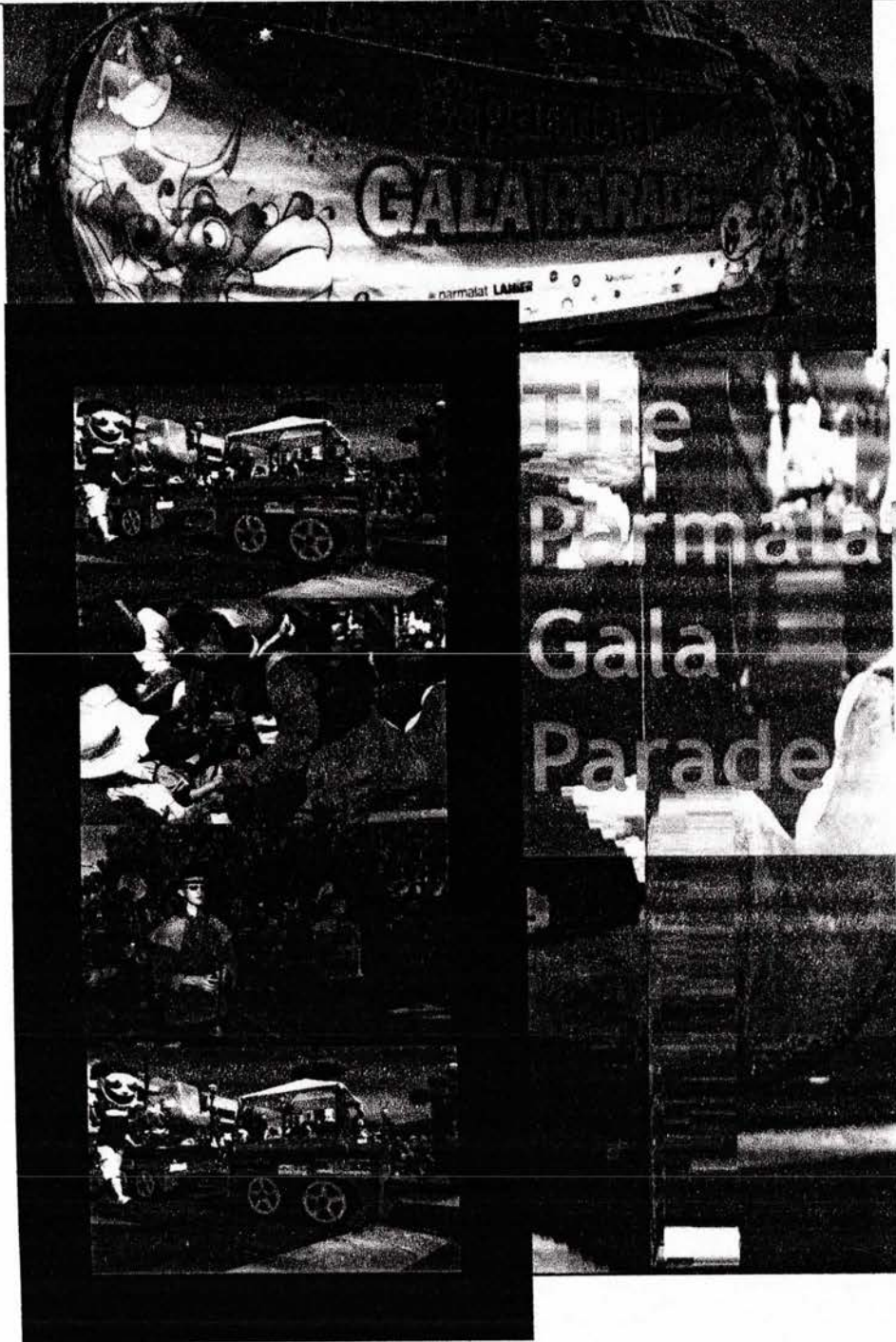
## Post Fireworks Entertainment (Budget - \$600)

2-3 groups of fire dancers / breathers at various locations around venue to slow dispersal.

## Fireworks (Budget - \$10,000)

\$9,000 fireworks display  
2 x Sky divers with flares pre-fireworks

**Fireworks - Sponsors Viewing (Budget - \$300):** Catering at the Boardwalk cafe



# The Parmalat Gala Parade

## Event Overview

2002 was a tumultuous year for the Gala Parade. With very few floats and a lack of funding, a Bendigo icon was facing extinction. As a last resort the Festival Committee decided to make a public appeal for floats and a new sponsor. The appeal generated an enormous response, the community rallied with many float entries and Parmalat signed up for a three year sponsorship of the Gala Parade.

Despite the rocky start residents and visitors alike lined the street from 8.00am to make sure they secured their favourite viewing location. The parade was a success but requires work to ensure same pattern is not repeated. As such the Gala Parade has become the focus of two substantial grant applications.

## Target Market

Families with children under 15

## Current Sponsorship Status

Parmalat are the current sponsors to a total value of \$11000 for 2003, 2004.

## Current Event Status

Itchy Feet Pep band and Australian Youth Band have been booked (pending paperwork). The theme has been set and entry forms updated and ready to go. Two grants have been applied for to a combined value of forty thousand dollars. These grants focus on community organisations, artists, grant money for floats (announcements by Jan 2003).

# Entertainment Breakdown - Gala Parade

## Procession Entrants:

Estimated 60-70 floats  
10 paid roving artists  
10 local Bands

## Paid Entrants:

Itchy Feet Pep Band - 3 shows- Torchlight Procession, Gala Parade and post procession performance	\$3250
Australian Youth Band - 2 shows- Torchlight Procession& Gala Parade	\$2750
Ten Local marching and pipe bands - \$250 per band	\$2500
Roving entertainment including stilt walkers, clowns, dazzling dazza (Exact value still to be negotiated)	\$2500

## Trophies

10 x Trophies for best float awards	\$ 500
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## Post Parade Entertainment

14:00 - 15:15	Band TBC	\$300	
15:15 - 15:45	Itchy feet Pep Band		*Included in procession fee
15:45 - 1700	Band TBC	\$300	

## Sponsors Viewing

Sponsorship catering at <i>Egion</i> or <i>Shamrock</i> (TBC), including meal and drinks	\$1700
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Total Event Entertainment Cost	\$13950
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