

(mydoc/ eastersponsor.doc)

REQUEST FOR SPONSORSHIP - FOR AWAKENING OF THE DRAGON CEREMONY / EASTER FESTIVAL 2005

OUR AIM-

The Bendigo Chinese Association & Golden Dragon Museum is seeking sponsorship of **\$5,000** to hire tier-seating for the Awakening of the Dragon ceremony (in the 2005 Annual Bendigo Easter Festival).

The Awakening ceremony is an annual event, held on Easter Sunday. The purpose is to make a lot of noise to wake the Dragons up for the annual Monday street procession. This has been the tradition of the Bendigo Chinese since the 1st dragon appears at the Annual procession!

This activity is performed by the Bendigo Chinese Association Lion Dance Team and visiting Chinese groups from Melbourne. It is a free fund raising event and the crowds grow every year. We are hoping to improve seating arrangement to enhance visitors experience during this spectacular 2 hour Chinese ceremony!

We realized that you may not be able to sponsor the entire amount but we value your assistance, any amount is greatly appreciated.

The sponsor's name and logo will appear at the event and in all promotional material. Please supply your logo and wording for this acknowledgement.

HISTORY OF THE BENDIGO EASTER FESTIVAL

The 1st Bendigo Easter Fair originated in 1869 and is today the longest running festival in Australia! The main aim was to help raised funds to develop the Bendigo Hospital (known then as the Bendigo Hospital & Asylum).

The Chinese arrived in Bendigo during the gold rush of 1850's and established communities in the region. In 1871 the Chinese community joined the Bendigo Easter Procession to assist in fund raising for charity. In 1892 local newspaper reported the 1st appearance of a dragon in the Bendigo Easter Procession.

Since then the Chinese section of the Easter Procession has become the highlight of the Annual Easter Festival. In 1970 a new dragon (Sun Loong) was brought over from Honk Kong to replace the old dragon (Loong) in the Easter Procession!

In 1990 the Golden Dragon Museum was built to preserve and display the collection of dragons and their colourful history in Bendigo. The Museum now housed 6 dragons.

Staff from the Bendigo Chinese Association, Golden Dragon Museum & the Chinese Procession, all work voluntarily without pay during the Easter Festival (Fri – Mon). This is a great community contribution to charity in the City of Greater Bendigo!

REQUEST FOR SPONSORSHIP - FOR ENTERTAINERS/ EASTER FESTIVAL 2005

OUR AIM-

The Bendigo Chinese Association & Golden Dragon Museum is seeking sponsorship of **\$4,000** to employ dancers and musicians from Melbourne to perform at the Chinese Spring Festival during the 2005 Annual Bendigo Easter Festival.

The Chinese Spring Festival is held in the Chinese Gardens on Easter Sunday. Our Bendigo Chinese Association Lion Team performs free of charge during this festival!

We realized that you may not be able to sponsor the entire amount but we value your assistance, any amount is greatly appreciated.

The sponsor's name and logo will appear at the event and in all promotional material. Please supply your logo and wording for this acknowledgement.

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ABOUT THE GOLDEN DRAGON MUSEUM-

In 1991, the Bendigo Chinese Association developed the Golden Dragon Museum to interpret, collect and preserve the Chinese heritage of the Victorian Goldfields. The building of the museum was a joint project between the State & Federal Government, the Bendigo Chinese Association & the Bendigo City Council. Since opening, the museum is self funded by income through the door, souvenir sales, tea room and donations, and now employs 7 full time staff.

The Museum was built in 1991, Classical Chinese Gardens 1996, and the Education Research Centre 1999. Our next and final stage of the Golden Dragon Museum is a nine storey Pagoda, this project is now on the way.

The Bendigo Chinese Association and Museum inc. have confirmed \$500,000 in cash contribution and \$500,000 in kind (curatorial/ conservation/ administration) towards this project. The State Government of Victoria had also promised \$150,000 towards the purchase of the land next to the Museum.

As a result, we are seeking external funding & sponsorship to continue various projects significant to the Museum aims and objectives.

GOLDEN DRAGON MUSEUM

(mission.doc)

(BENDIGO CHINESE ASSOCIATION MUSEUM INC.) ABN 41 309 670 936 / ACN 007 017 996

MISSION STATEMENT

*To house and preserve the collection of the Golden Dragon Museum and the Bendigo Chinese Association inc.

*To collect, preserve and care for materials of historical significance to the Chinese community, particularly items relevant to the goldfields region of Victoria.

*To promote goodwill and understanding between Chinese Australians and people of other races and nationalities through exhibitions, publications, research and public programs.

*In conjunction with Museums Australia inc. (Vic) to provide a venue for professional workshops and training for smaller museums.

OBJECTIVES

1. To nurture the Golden Dragon Museum to become the Chinese Cultural Centre of Australia. By taking a long term approach in planning, developing standards of care, research and operation of the Museum complex, to ensure that the business is sustainable and the collection is secure for the future.
In the near future, it is planned to include the Gardens and Museum buildings as part of a Chinese cultural precinct, behind a wall, built in traditional Chinese style.
2. To encourage community ownership and participation of Bendigo's Chinese heritage through a variety of work programs and activities. These including training of volunteers, students, teachers and work experience persons from the education, tourism, hospitality, correctional services and museum industries. Provide display areas for local artists and school communities to exhibit their art works. And develop a local Chinese Lion Dance team.
3. To work with the Bendigo Chinese Association to help develop inclusive public programs for special communities, (eg. special Chinese New Year event catered for people with disabilities/ tai chi workshops for senior citizens etc.) And to assist Museum create education programs for school communities, at all levels, in Chinese history, language and culture. The Education Centre was established for this purpose.
4. To continue to work with Bendigo Chinese Association, to assist in fundraising for local charities by providing support and participation in the Annual Bendigo Easter Procession. A tradition of the Bendigo Chinese since 1871.
5. To foster relationship with local community groups to help develop multicultural activities for migrants and residents of Bendigo.
6. To support City of Greater Bendigo Council and Bendigo Tourism in promotional works and cultural activities.
date of policy adoption 4.2.1997 / revised edition adopted 19.7.2000/ 30.6.2003

GOLDEN DRAGON MUSEUM.

BENDIGO, VICTORIA. AUSTRALIA

ACHIEVEMENTS

2003

- *Alcoe Regional Achievers Awards & Kleenheat Gas Community of the Year Award
- *Goldfields Tourism Awards – Heritage & Cultural Tourism (Certificate of Merit)

2002

- ***Vic. Awards for Excellence in Multicultural Affairs – Award for meritorious services in the community to the Golden Dragon Museum and the Bendigo Chinese Association**

- *Goldfields Tourism Awards – Heritage & Cultural Tourism

2001

- *Victorian Community History Award
Best Exhibit/ Display for Showing Face Travelling Exhibition

- *Goldfields Tourism Awards - Arts, Heritage & Cultural Tourism

- *Goldfields Tourism Awards - Gold Award

1999

- ***MA (Vic) Museum Industry Recognition Award**
Best Project - Through the eyes of two cultures /painting exhibition
The 1st Australian Exhibition to be shown in the National Gallery of China.
Exploring Aboriginal Australia through Chinese eyes. Artist Zhou Xiaoping & Jimmy Pike

- *Museum Industry Recognition Award
Individual Achievement- Russell Jack Director & Founder of Golden Dragon Museum

1998

- *Victorian Community & Local History Award

1997

- *1st Museum in Victoria to become accredited through Museums Accreditation Program (Museums Australia Vic.)
- *Bendigo Business Excellence Award in Food/Hospitality/Tourism

1993

- *Victorian Tourism Award - Certificate of Excellence in Cultural Tourism

1994

- *Victorian Tourism Award – Certificate of Excellence in Cultural Tourism
Outstanding contribution by an Individual Tourist Industry Employee – Joyce Tamblyn
- *Victorian Tourism Award - Certificate of Merit in Cultural Tourism

1992

- * Museums Association of Australia Inc.
Museum Professional of the Year – Joan Jack
- *Australian Tourism Award - Award of Distinction in Cultural Tourism
- *Victorian Tourism Award - Winner for Excellence in Cultural Tourism

SUPPORT MATERIAL

*Golden Dragon Museum Mission Statement

*List of Achievements

H. Jones

Meeting with Sponsors after Easter 2005.

Premier Sponsors

Sandhurst Trustees: Festival Naming Sponsors.

Very happy with the Festival as a whole. The CEO and Marketing Manager were however disappointed that the new gold street banners sponsored by McInerney & Donaldson were not put up in View Street and Pall Mall. This will be rectified for Easter 2006, hopefully! *The Sandhurst Trustees* have been very happy with the level of communication with the BEF Inc. president and committee and the updates that have been provided for them over the last 3 years and sincerely hope that keeps up. There could be help from *Sandhurst Trustees* in printing the quarterly newsletter, as the quality of the last newsletter was a great improvement on previous ones. The *Sandhurst Trustees* would like to continue to have input into each newsletter and also the Easter Festival Program.

Paul to send or deliver a Gold Sponsorship proposal to Marnie Baker and Robyn Anderson so they can check it out re ANZ Bank increasing sponsorship to Gold for 2006.

The Advertiser: Premier Sponsors and Naming sponsors of the Gala Parade

Peter Dehnert, the General Manager, was happy with *The Advertisers* first sponsorship of the Gala Parade. However there needs to be more and earlier contact with the organisers of the parade, as to *The Advertisers* parade entry and input into the Gala Parade.

The Advertisers in-kind sponsorship of advertising: The Easter Festival Program, the Newspaper and the Focus Magazine sponsorship needs to re-assessed yearly with the President of the B.E.F. Inc and the marketing person from CD&E. This needs to be done well before Easter. There is also the possibility of using *The Advertisers* other newspaper contact for publicity leading up to Easter.

Gold Sponsors

Coliban Water: Meeting with Coliban Water arrange for the 17th May at 10am.

AAPT: Insite Organisation, who do the sponsorship and marketing for AAPT were pleased with the Torchlight Parade and Fireworks and the marketing of AAPT by the BEF and CD&E. AAPT in Bendigo were also happy, but find it difficult having *Insite* doing the sponsorship for Bendigo, because communication from *Insite* is very slow and often non-existent. It is also confusing for the BEF Inc. as all correspondence with Sydney is slow and personnel often change. It is also difficult to get payment of the sponsorship

Southern Cross 10. The Commercial Director would have liked to have more time to do her work properly and was disappointed that there was no feed back by the committee. Apparently 2 video clips were made and went to air without members of either committee seeing the end product. Kylie has asked for feed back on the clips and as yet I have not been able to provide her with any as we have not as yet seen them. I personally did not see S.C. 10 ads leading up to Easter, so I could not comment..

I explained to Kylie, that I did try on many occasions to set up appointments with CD&E staff, myself and Southern Cross 10, so that the Gold Sponsorship Proposal could be discussed and signed. Unfortunately, when finally a meeting was set up with all three from Southern Cross, I was the only one from the Easter Festival side that turned up. This of course delayed the sponsorship again. I feel that the BEF did not get \$10,000 worth of sponsorship in 2005 due to the circumstances

3BO fm 93.5 / 91.9 Star fm

Terry Karamaloudis and staff thoroughly enjoyed their hectic program leading up to and over Easter and are looking forward to the same sort of input next year. I think this was their greatest input for many years and they enjoyed Scott's professional input. The BEF definitely got it's moneys worth this year. Thanks Scott.

Heritage Sponsors

Xerox Business Centre: Heritage Sponsor.

Xerox Business Centre happy with the sponsorship of the Chinese Spring Festival and need to be contacted again soon with a new proposal for 2006.

The area around the Golden Dragon Museum could be made a lot more festive and more outdoor food outlets be made available. BEF signage needs to onsite all over Easter and with 18 new signs there should be enough to go round.

ANZ Bank: Very happy with *Music in the Mall* on the Sunday of Easter and would like to be more involved in 2006. (This depends, of course, on the Sandhurst Trustees, as the ANZ is another financial Institution!) I have spoken to both the CEO and Marketing Manager of Sandhurst Trustees about the situation and the BEF Inc. is to send a Gold Sponsorship Proposal to Marnie Baker and Robyn Anderson, which gives benefits of each level of sponsorship. Once the Sandhurst Trustees have digested the proposal, they will then make a decision then the ANZ Bank can again be approached

McInerney & Donaldson

This was the first year for McInerney & Donaldson's sponsorship. The Directors were please with the new Gold Street Banners which they sponsored, but, as with Sandhurst Trustees, were disappointed that the Gold banners were hung up the far end of Mitchell St. instead of View St and Pall Mall, as had been discussed with Sandhurst Trustees. However the BEF Inc. will endeavour to rectify that for 2006.

Shiraz Sponsors

Filthy Monkey Production.

Craig once again enjoyed his input into the Easter Festival, but does wish that more time was given for deadlines to be met as life gets very hectic at that time of the year.

Rural Finance

The CEO of Rural Finance was at all the VIP events and thoroughly enjoyed the whole of Easter. He was pleased with Peter Harcourt's Services entry into the Gala Parade and their decorations hanging up in the Mall over Easter and is looking forward to next year. Should be able to increase their sponsorship, with a bit of luck.

Bendigo Dry-cleaning

Once again Nigel Hicks was happy to be involved in Easter and will continue to do the dry-cleaning for the Chinese segment of the parades. He is also pleased to be acknowledged once again for his input.

Gillies Brothers Pty. Ltd.

Margaret Wilson was thrilled to be invited to the VIP events once again. This is only the 2nd years that Gillies Bros. have had any recognition for their involvement in feeding of over 500 volunteers over the many years of their involvement Easter Festival

BEF sponsorship updated Feb 2005 14th May 2005 all + GST

Premier Sponsors Over \$20,000

Sandhurst Trustees Naming Rights for 3 year from 2005. \$4000 for 2005 and \$38,000 for 2006 and 2007; Contacts: Kaye Devantier p.a. for C.E.O. Marnie Baker 54339109. kaye.deventier@bendigobank.com.au Robyn Anderson, Marketing Manager. 54339120 Robyn.Anderson@bendigobank.com.au Sandhurst Trustees need to have input into the Newsletters and the BEF PROGRAM before printing.

. (Paul to send or deliver a Gold Sponsorship proposal to Marnie Baker and Robyn Anderson so they can check it out. This could also include the cost of printing of the newsletter incase this can somehow be included in the sponsorship)

City of Greater Bendigo Payment of 1.5 Staff and other in-kind support

The Advertiser \$10,000 for naming rights of Gala parade for 3 years being 2005, 2006,2007 with option for the next 3 years. Contact, Peter Dehnert 54344400(please note spelling of name), General Manager + \$10,000 in-kind for advertising. Contact; Margot Falconer, Advertising Manager 54344460. margotf@bendigoadvertiser.com.au (It is important to include the person doing the marketing for the Festival) The Advertisers entry into the parades needs to be included and to make sure that a parade entry form is given to them and that they have enough advertising banners for the Gala parade.

Gold Sponsors \$10,000 and over

Coliban Water \$10,000 for naming rights of Coliban Day at the Lake. 2005 2nd year of a 3 year contract. but reviewed yearly. Contact; Lauren Clark, Marketing Officer laurenc@coliban.com.au 54341243; Always meet with Denise Pendleton, Lauren's boss, who is Executive Manager Customer Service & Administration and Rod Krober who does the work and orders the bottled water (0419765879) for volunteers and staff which is stored at the Golden Dragon Museum's cold room prior to Easter.

AAPT; \$10,000 for naming rights for Torchlight Parade and fireworks Jules Carter jules@insiteorg.com from Insite Organisation (I.O. do the marketing and sponsorship for AAPT and are based in Sydney, and are not good communicators with the people at AAPT in Bendigo).

I.O Address is level 2, KPMG Centre 10 Shelly St Sydney 2000 Jules's phone no. 0294559517. M.0412577883. (The people at I.O. seem to change regularly and it's not always easy to deal with them)

Bendigo AAPT is Leah Harvey 54454119 leah.harvey@aapt.com.au (Leah does all the organising for the parade entries)

Southern Cross 10; Advertising in kind support;

Denis English 54302888. This last Easter because of the lack on interest from CD&E in meeting with S.C.10 until the last moment, the 2 video clips were not seen by either committee members prior going to air. I'm sure the BEF did not get \$10,000 worth of in-kind support for 2005. It is most necessary the BEF Inc. person doing sponsorship and Scott or other persons who will be organising the marketing leading up to Easter meet early with S.C.10, so the sponsorship can be done properly. Kylie Hughes Commercial Director of

Southern Cross 10 did the production, but was really pressed for time. Southern Cross has never been in the parades, but this should be encouraged. Kylie is still looking for feed back, but as no-one from Inc. has seen the ads that is hard to do.

3BO fm 93.5 91.9Star FM ; Advertising in kind support. As above. The need to meet with Terry Karamaloudis and staff 54439300; M. 0417553496 is essential (BEF Inc. & CD&E). The Radio Stations entry into the parades need to be talked about and entry forms given to them. Star FM sponsor the Children stage on Sunday with Humphrey Bear. Easter egg *give aways* and the Easter bunny. They also can do the fireworks at Lake Weeroona, if there is any!! and the gala parade. All included in their sponsorship deal

Heritage Sponsors \$5000 and over

The Xerox Business Centre \$5,000 for the Chinese Spring Festival. The Golden Dragon Museum will be meeting with Jeff Westbrook and hopefully others from Xerox to try and get them more involved in the Festival. I'll keep you informed.

McInerney & Donaldson 13 street Banners + \$2500 in cash towards fireworks. These street Banner have to go in Pall Mall and View St. as they have the Sandhurst Trustees Logo on them.

ANZ Bank. First year for sponsorship and would like to be more involved. Have spoken to Sandhurst Trustee about maybe \$10,000 from ANZ for 2006. S.T. are waiting to see what is involved in the Gold Sponsorship. Contact is Donna King, Branch Manager 54454400. Donna is also interested in the Inc. committee. **(Paul to send or deliver a Gold Sponsorship proposal to Marnie Baker and Robyn Anderson so they can check it out) This could also include the cost of printing of the newsletter incase this can somehow be included in the sponsorship)**

Shiraz Sponsors \$3000 approx

Rural Finance; \$2000 for Peter Harcourt Services and Kalianna Special School to take part in the Easter Parade and also make decorations for the Mall for Easter. John Fox is the initial contact.0427049131. It may be possible to get more next year 2006(\$5,000). It will have to be used for disabled children but there is plenty of scope with Peter Harcourt Services and Kalianna Special School. Kalianna did not take part at the last moment, but are interested for 2006. Ken Hubbard, principal needs to be contacted early and the money from Rural finance can be used for float entries and decorations for the Mall and maybe for the Chinese Spring festival. The Golden Dragon Museum often have programs for the disabled. Rebecca Cullen is the other contact at Rural Finance. 54482600. Peter Harcourt Services contact is Mandy Williams on54433826

Goldfields Tourism Grant application for Marketing/ or any money filled in by Scott Guar at the last minute. CD&E need to be reminded to fill in the grant application which will be due in Sept/Oct. The contact person is Rachel MacCulloch / Lee who is the Manager Marketing & Development Tourism and Events. She works out of the Economic Development Unit next to council. 5434 6123

Filthy Monkey Production; In kind graphic work. Craig Dunn; 54421233 M. 0412464989 Always under great pressure leading up to Easter as CD&E are always running so very late with program. Proof reading needs to be done and CD&E did it last year very well, I believe, except they forgot to see the Naming sponsors of the Festival with the proof before going to press.

Bendigo Dry Cleaning; Dry cleaning of costumes for Golden Dragon Museum and Chinese Assoc. Cost up to \$2000, per year and Nigel Hicks is happy to keep it up for the time being. It may be an idea to give Nigel and Gillies a proposal for 2006, and include them legally (for dear Lynda), but it's up to you.

Gilles Brothers Pty Ltd; feed the legs of the Dragons for free. Approx 500 volunteer are fed each year. Contact person; Margaret Wilson. I contact her 2 to 3 months before Easter the then again just before Easter.54426771. I also so arrange for items to be stored in Richard Guys Crystal Ice (next door to Gilles) until Thursday before Easter then I ask Richard if his staff will deliver them to the Cold room at the Golden Dragon Museum. As I'll be helping Joan Jack, I can probably still do all that, but I'll contact you before.

Other sponsors who may come on board

Richard Cambridge Printing; In kind support for printing. Has not had much work for the BEF the last 2 years, as the BEF program has been printed by the Advertiser, and the membership brochure was printed in house by CD&E. No DL's were printed for last Easter and CD&E gave the printing of the posters to Bart'n Print Will probably re-sponsor if there is work for him. Richard has always been a great supporter of BEF.

Medibank Private in negotiations for \$2000 to \$3000 (did not eventuate), but should be followed up. Ian Dyett gave Mary the original proposal.

****Marthin Nanere the lecturer from the Business Faculty at La Trobe will need to be contacted some time re his final year marketing students who are doing the research program for the BEF. I don't know if Adrian Relf has had any further contact with him. Marthin phone no. is 54447952. m.nanere@latrobe.edu.au**

Sponsor and VIP's for 2005

Premier Sponsors

6 double invitations to events

Sandhurst Trustees 54339800

Marnie Baker CEO Sandhurst Trustees P. O. Box 480 Bendigo 3552, 54339633

Ian Mansbridge Sandhurst Trustees

Neil Athorne Sandhurst Trustees

The Bendigo Advertiser

Peter Dehnert General Manager the Advertiser P. O. Box 61 Bendigo 3552. m.0417507630

Margot Falconer The Advertising Manager The Advertiser P. O. Box 61 Bendigo 3552
54344460

City of Greater Bendigo 54346102

John and Claudia McLean, City of Greater Bendigo P.O. Box 733 Bendigo 3552

Barry Secombe 54346115

Jan Boynton 54346315

David Beard

Kathryn McKenzie Tourism

Gold Sponsors

4 double invitations to events

Coliban Water 37-45 Bridge St Bendigo 3550

Gordon McKern Chairman

Geoff Michel CEO

Denise Pendleton Executive Manager Customer Service

Lauren Clark Marketing Public Relations Manager 54341236

Rod Krober; Education Officer Coliban Water 0419765879

AAPT

Leah Harvey AAPT Locked Bag 20 Bendigo Delivery Centre Bendigo 3445. ph54454119

Brian Yianakis c/o Leah

Jules Carter; Insight Organisation, Level 2 KPMG Centre 10 Shelley St Sydney 2000 (2
doubles to Sydney and 2 doubles to Bendigo)

Southern Cross 10

Denis English General Manager Ten Victoria P. O. Box 888 Bendigo 3552. ph 54302888

M.0427355675

Alan Slingo P. O. Box 888 Bendigo 3552

3BO / Star FM

Terry Karamaloudis General Manager 3BO/Star FM 401 -405 High St Golden SQ 3555

ph.54439300 m.0417553496

Heritage Sponsors 2 double invitations to events

The Xerox Business Centre 54415100, 99b Mollison Street Bendigo

Jeff Westbrook Financial Manager

Goldfields Tourism Rachel McCullough

McDermott & Donaldson

Shiraz Sponsors One double invitation to events

John Fox; Rural Finance Corporation of Victoria, P. O. Box 1313 Bendigo Central 3552

Rebecca Cullen, as above

Richard Cambridge, Richard Cambridge Printers, 28 Able St Bendigo 3550. ph54431855

Craig Dunn Filthy Monkey 21 View St Bendigo 3550. ph. 54421233, 0412464989

Bendigo Dry Cleaning Nigel Hicks 374 Hargreaves St Bendigo 3550 54437179

Bendigo Coachlines 90 Wood St Bendigo p 54467018 George Dawson

Margaret Wilson 54426771 Gilles Brothers Pty Ltd Factory; 131 Garsed St Bendigo

Les Gilles P. O. Box 741 Bendigo 3552

Coca – Cola Amatil Wendy Bartels 0419332179 Daryl Jeffery 1 Sommerville St Bendigo

Others

Russell and Joan Jack OAM's The Golden Dragon Museum P. O. Box 877

Richard Guy OAM P.O Box 199 Bendigo 3552; and Rob Hunt Bendigo Bank Box 199

David Richards, President, Dahlia and Art Festival 24 Brazier St Eaglehawk 3556

Life Members

Norm Quin Quin's Bluebird 22 Mitchell St. 54436781;

Violee Myers – Davey AOM U/3 18 Kennedy St Bendigo 54431147

Les Rodda

Vincent Walsh Simon Mulqueen Family Funerals 15 -25 Bridge St Bendigo

The Chinese Association P. O. Box 877 Bendigo

Politicians

Hon. Damian Drum Member for North West Province, 239 Barnard St Bendigo

Mr. Steve Gibbons P. O. Box 338 Bendigo 3552

Hon. Bob Cameron Member for Bendigo West P. O. Box 155, Golden Sq. 3551

MLA Jacinta Allan P. O. Box 399 Bendigo 3552

[Hon John Pandazopoulos Tourism Minister](#)

Councilors P. O. Box 733 Bendigo

Rod Fyffe

Elaine Harrington

Kevin Gibbins

Greg Williams

other councilors

*Bendigo Citizen + Young Citizen
of the Year*

Calder Hotel

Cheque No.
001042 083543 6934 9527
\$110 2001

Email: fairinfo@bendigoeasterfair.org.au

Bendigo Easter Fair is extremely important - It is an integral part of the social and cultural fabric of Bendigo.

Below I have listed sponsorship categories available for your consideration. For more information regarding any of these, please call me on 5443 4455.

With thanks for your consideration

Simon A. Mulqueen
President
Bendigo Easter Fair

2001 Sponsorship Opportunities*

Teddy Bears Picnic		\$2,500
Children's Day in the Park (Sunday)		\$3,000
Family Day in the Park (Saturday)		\$3,000
Children's Fireworks (Lake Weeroona)		\$2,000
Grand Fireworks (Up to 4 Partners) @		\$2,500 each
Program Advertising (100,000 copies)		\$700 (standard size)
		\$2000 (Large size)
Program Sponsor		\$5000 (Front & Back Section)
Federation Banner Advertising		\$300
Street Banner Sponsor (12 placed in Pall Mall)		\$3,000 (Covers 3 years)
Corporate Membership		
Platinum	\$500	
Gold	\$250	
Silver	\$100	
General Membership	\$10	

* GST to be added

M. Ng 152