



BENDIGO EASTER FESTIVAL 2005-2006
Coliban Water Day at the Lake Sponsorship Package

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About the 2005 Bendigo Easter Festival

The Bendigo Easter Festival originated in 1869 and is Australia's longest running and oldest festival. The festival is essentially a community inspired event, which boasts the annual appearance of authentic Chinese dragons including the longest Imperial dragon in the world, Sun Loong in the Easter Monday Gala Parade. The four-day program of celebrations and events is held over the Easter period and is distinguished by an evening torchlight parade and the popular Chinese Spring Festival and the family day at the Lake. The festival program also offers music, fireworks, performances, numerous umbrella events and free, quality, family entertainment.

The Bendigo Easter Festival is managed by a professional committee in conjunction with the City Of Greater Bendigo and develops the strategic vision and direction of the Festival. In 2004 a review and evaluation was undertaken and this data is being used to develop the image and positioning of the Bendigo Easter Festival as a significant regional Festival. The 2005 Bendigo Easter Festival will be a highly professional and exciting celebration, which will be promoted widely throughout the state, interstate and in metropolitan centres.



About 2005 Coliban Water Day at the Lake sponsorship proposal

This Naming Rights Gold sponsorship package offers Coliban Water the opportunity to support and participate in the Festival's most significant family event and by doing so will increase your business reputation, profile and community engagement.

On page four of this proposal there is a list of the benefits that Coliban Water would receive as the Gold Naming Rights Sponsor of Coliban's Day at the Lake.

The Bendigo Easter Festival committee looks forward to continuing to build the partnership with Coliban Water and the community in this exciting venture.

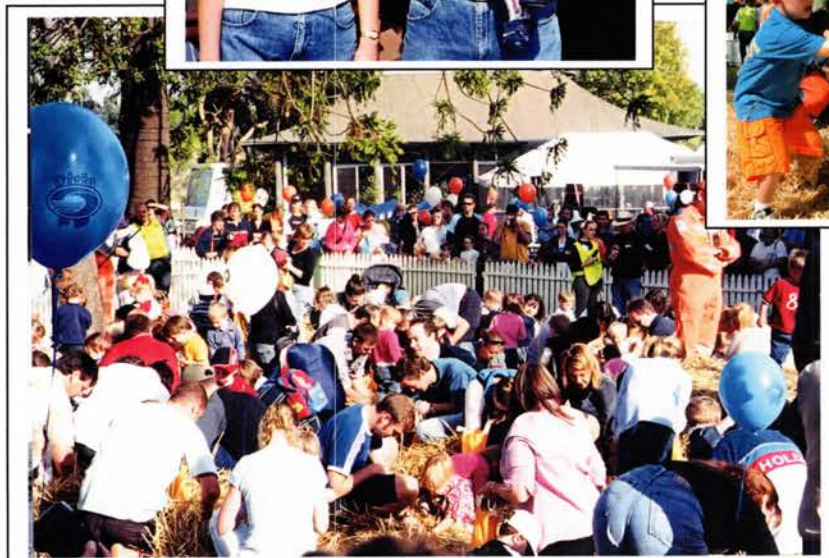
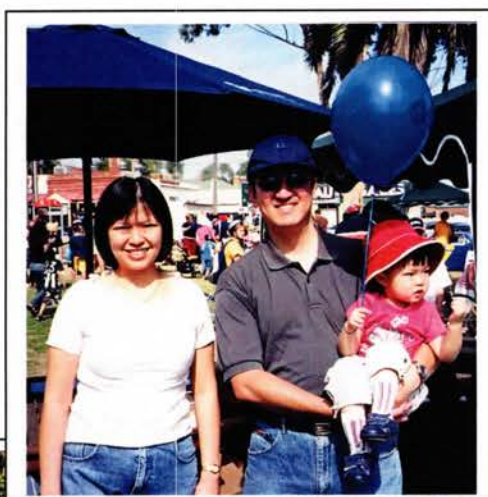
About Coliban Water Day at the Lake Event

This highly successful family event celebrates its third birthday in 2005. This event is held on the sunny banks of one of Bendigo's premier public spaces Lake Weeroona and has proudly been sponsored by Coliban Water since its inception.

The event is primarily aimed at creating a comfortable, friendly atmosphere for families and friends. It provides free, accessible, high quality entertainment with a focus on providing opportunities for local performers. The day also includes a variety of demonstrations, displays and strong community involvement. A highlight of the day is a popular National children's performance group, who attracts thousands of young Easter bunnies. The program is kept vibrant and fresh with new additions each year.

The site is decorated with lots of colourful stalls, which sell food and children's novelties and there are lots of community displays, demonstrations and activities to entertain and educate the children throughout the event. Families are encouraged to bring a picnic and a bottle of local wine and enjoy themselves responsibly while being positive role models to the wider community.

The day has an emphasis on laughter, entertainments and education for our young audience in a safe, healthy and family environment.



Gold Sponsorship

\$10,000-~~\$24,999~~

Naming Rights to Coliban Water Day at the Lake

- As a gold sponsor your business will have the naming rights for the Coliban Day at the Lake event;
- Your business logo will be one of the largest logos on the program.

Promotion

- The name of the sponsor and logo will be promoted on all Bendigo Easter Festival media releases: advertisements and commercials (radio & television);
- Bendigo Easter Festival programs will have your logo on the front page (Print run-over 40,000 Distribution-local and state-wide);
- Your business logo will be one of the largest logos on the program;
- Your logo and description of business activity will be displayed on the sponsors' page of the Bendigo Easter Festival website;
- Your business logo will be on the membership brochure. (Distribution over 200);
- Your event signage will be placed at the event in a prominent location. (Type and placement of site signage to be approved by the Committee and supplied by sponsor);
- Your business logo will be included on all the Bendigo Easter Festival signage, including entrance signs.

Promotional Products & Merchandising

- The opportunity to display promotional products and sell merchandising at the Festival's main event sites (no commission to be taken by the Bendigo Easter Fair Inc.);
- As the gold sponsor your logo will also be included on the 2005 Bendigo Easter Festival staff & volunteers t-shirts.

Networking Business Opportunities

- Four double invitations to the Bendigo Easter Festival launches; VIP functions & viewing areas;
- Quarterly newsletter providing your business with an ongoing opportunity to promote your business activity to all Bendigo Easter Festival members, politicians, and businesses leaders;
- Your business logo will be prominently displayed on the quarterly newsletters. (Print run-over 300 each quarter including posting on the website);
- Your business logo and recognition in the Annual report. (Print run-over 200 per year); Distribution to all members, politicians, businesses leaders & funding bodies;
- Free float entry to the Torchlight Procession and the Gala Parade.

