



Dear potential sponsor,

We invite you to participate in our 2019 Batlow CiderFest.

This regional flagship event has grown since its inception in 2012 to become one of the region's most well-known events. Last year it attracted around 4,500 people with approximately 60% attending from outside the region.

This year's event will take place over 3 days commencing on Friday 17th May 2019 with activities ranging from **Craft Cider workshops** with recognised cider makers to the **Back to Nature seminar and workshops**.

On Sat 18th the Batlow Cider Festival Street Party will take place as usual with around 80 stalls, 2 stages of entertainment and of course a great selection of craft cider outlets. Sunday the 18th will see local businesses open to cater to the flavour of the weekend's activities.

The Batlow CiderFest has run for seven years and the support from sponsorships has enabled us to grow the event to the position it is in today. In 2014 we were recognised by Destination NSW as a Regional Flagship Event and have received fundraising through their program activities for the last five years. Their support has enabled us to extend our promotional program into larger regional markets as well as nearby capital cities. This has and will continue to benefit our sponsors via increased exposure to larger markets.

In a few short years the Batlow CiderFest has demonstrated resounding success and brought many benefits to the community and the people that support it. These include:

- Thousands of visitors over the years with many returning for the event and on other occasions to explore the local area and its outstanding natural beauty.
- Visitors attended from both local regions and interstate including Melbourne, Sydney, Canberra and Queensland.
- Many local businesses and charities continue to enjoy record trading days during the festival.
- Many local volunteers continue to support the event.
- Event surveys continue to indicate an exceptionally high rate of return and satisfaction with the event.

By all accounts the 2019 Batlow CiderFest will be even larger. The committee is planning extensive advertising in television, radio and local/regional newspapers and a strong presence in social media targeting regional NSW and VIC. Promotional activities targeting Sydney and Canberra are also a priority. The event has already had coverage in Sydney and near-by country towns via the presence of the 'Big Apple'.

Sponsorships

This year we are offering five levels of sponsorship. They start at the following amounts:

BRONZE - \$100

SILVER - \$250

GOLD - \$500

PLATINUM - \$1000

PLATINUM PLUS - \$1500

The Platinum Plus level of sponsorship guarantees you all the entitlements of the Platinum Level as well as **a double powered alcohol site with no commissions on sales.**




















Other Sponsorship opportunities

If you have any other ideas about Sponsorships/Partnerships you would like to discuss with us please feel free to contact us. Your input is very valuable and highly appreciated.

The Committee will also consider 'in kind' sponsorships/donations.

If you are interested in becoming a sponsor, we encourage you to sign up as soon as possible to gain maximum benefit from your sponsorship.

Levels of Sponsorship

Entitlements	Platinum	Gold	Silver	Bronze
Recognition as sponsor on TV and Radio and Social Media coverage.				
Have their logo poster on the front of the stage at CiderFest.				
Can display promotional material and have a presence at the Craft Cider Workshops and Back to Nature Seminars.				
Included in all associated websites with a link to sponsor's own website.				
Included in all associated websites.				
Entitled to a non-powered, non-alcohol site.				
Recognised with the following number of public Thank You's on the day.				
Inclusion on our Facebook page.				
Promotion via names and logos on program material printed for the event.				
Number of tickets to the Batlow CiderFest including the InCiders Craft Cider Workshops .				
Named on programs.				

Please don't hesitate to contact our Batlow CiderFest Sponsorship Coordinator with any enquires.

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