Welcome to a new season of Cairns Festival.

This year, Cairns Festival will celebrate another landmark year in its cultural history with a 9-day event program spanning arts, entertainment, music, dance and collaborations between Saturday 30 August and Sunday 7 September 2014.

Cairns Regional Council is proud to deliver a Cairns Festival 2014 program that truly reflects this region's colourful character and sense of place.

The expressions of interest are now in and our working team has been assembled – already striving to deliver our community an exceptional event that promises to inspire, entertain and challenge you, focusing the spotlight on amazing talent in our region.

There are some new events gracing this year’s program, designed to celebrate all things Far North Queensland and we are extremely pleased to welcome back the annual highlights, namely the opening Grand Parade, opening Fireworks display, the hugely popular Fields of Fire, and family friendly Carnival on Collins

As we count down to the 2014 Cairns Festival, we invite you join us on the journey.

It is with great pleasure that we offer your organisation a valuable opportunity to join with us in becoming an event partner and sponsor of Cairns Festival 2014.

The details of the sponsorship packages and opportunities available and their benefits are outlined in the following document.

We greatly appreciate your consideration of our proposal.

Yours sincerely,

Bob Manning
Mayor
Cairns Regional Council
Overview

As regional Queensland’s most significant community event, Cairns Festival has come a long way since its beginnings in 1962.

Cairns Festival began with the opening of a new Green Island jetty on 26 May, 1962 when the first annual Cairns Tourist Festival was established. The following year the festival was renamed ‘Fun in the Sun’. This branding remained in place for many years until the early ‘90s when it was re-launched as ‘Reef Festival’ to celebrate the city’s gateway access to the Great Barrier Reef and diving industry.

In 2002, it underwent another dynamic incarnation as Festival Cairns in an effort to bring all of the city’s key events together under one big, colourful umbrella. In effect, the impact would cause people to stop and celebrate the spirit and lifestyle of the tropical north while focussing a spotlight on the region as a must-see, visitor destination.

Following extensive community consultation, Festival Cairns 2009 was reinvigorated to draw on the city’s unique culture and environment to create an event that would stand out from all others in Australia today. In this new chapter, management and direction returned in-house to its founding organisation, Cairns Regional Council, which, in 2010, re-branded the event as Cairns Festival.

In short, Cairns Festival aims to:

- Foster and build community spirit
- Nurture creativity in the region by providing a ‘stage’ to showcase our talent
- Build awareness and appreciation of our city and its unique, natural environment
About Cairns Festival
It is expected that over 100,000 patrons will attend the festival over the nine days. And evaluation will be completed at the conclusion of the festival to reflect actual attendance and exposure.

The festival is expected to involve many local venues with unique events, performances, workshops, exhibitions and a designated children's festival day.

Target audience
The event encourages participation by all sectors of the Cairns community and the surrounding region.

Key statistics
According to the 2013 Festival Evaluation Report approximately 82,000 people attended 43 individual events over the nine day Festival program. Overall, 90 per cent of survey respondents were happy with the Festival and 91 per cent had attended between one and five events. The most popular events were the Grand Parade, Carnival on Collins and Fields of Fire, with The Fields of Fire event attracting national media attention.

The opening weekend Grand Parade and closing event Carnival on Collins each generate significant attendance figures of 25,000 to 30,000 people.

Demographics of attendees vary depending on the event, but the largest events being the Grand Parade and Carnival on Collins, have strong family audiences varying in age from 5 to 50.

Cairns Festival attracts visitors from far and wide, but predominately the local region.

Marketing benefits
The Cairns Festival team implements a strategic marketing campaign in conjunction with Cairns Regional Council to promote the event within the region.

Key components include a media and communications manager to oversee all print, radio and television advertising, social media, Festival website, Cairns Regional Council’s website, and signage, and the full backing of the Cairns Regional Council’s Marketing and Communications Unit.

Please note that each year, the Festival team secures generous media sponsorships with key media outlets in Cairns that guarantees a significant advertising and editorial presence.

30,000 printed programs will be distributed throughout Cairns and the surrounding region including shopping centres in the district in the weeks prior to Festival opening. Posters will also be distributed widely.
So why sponsor an Event?

Sponsorship is the most powerful marketing media there is. This is because sponsorship has a combination of three things that no other marketing media has:

- Authentic personal and emotional relevance
- Total ‘integratability’
- Unparalleled flexibility

**Personal and emotional relevance**

What you get with sponsorship is not just an audience but the privilege of connecting with people through something they care about – something they have already decided is important enough to invest their time, their money and their heart.

Through sponsorship, brands have the opportunity to demonstrate how they value the fans, understand the experience and can enhance the experience in a very personal way. Do that and you will make your brand a welcome and valued part of the experience.

Contrast that with advertising. People care about what you’re interrupting with the ad, not the ad itself. Event great ads get tired after just a few viewings. With few exceptions, people do not love the medium of advertising. It does not make people's lives better. There are other marketing media with great personal relevance. When it’s done well, social media can be outstanding at establishing connections with target markets. But social media can’t do the rest.

**Total integratability**

Apparently, ‘integratability’ isn’t even a word but until someone comes up with a word that means the same thing, we will use it.

The value in sponsorship isn’t in the sponsorship itself but in what you do with it. Much of the value sponsorship will bring to your brand is in making everything else you do more effective and efficient. Let’s say you’ve got a sponsorship that is relevant and meaningful to at least one of your core target markets. Doesn’t it make sense to use it across your other marketing activities? Could you use it....

- To make your advertising more interesting or relevant?
- To anchor promotions – sales, media, online, staff, in- or on-pack retail, or B2B?
- As an anchor for social media activities?
- As a hook for PR?
- On your website?
- In your key customer management strategy?
- To anchor incentive programs?
- To build databases of potential customers?
- To attract quality new hires?
- To reward loyal customers?
- To inspire a new product?

The list could go on and on and encompass all of your marketing to internal, external and intermediary markets. Only sponsorship can integrate across everything else you do. It can even integrate across other sponsorships!
Unparalleled flexibility

Without question, sponsorship is the most flexible of all marketing media. All other marketing media are like paintings – they can be masterpieces but they are in some way constrained by their formats. Sponsorship, on the other hand, is like sculpture – it can be made out of anything into anything you want, as long as it is structurally sound.

Your strategy provides the structure. After that, the scope and power of your sponsorships are determined by the effort and creativity you are willing to put into it.

Sponsorship benefits

- A significant marketing advantage
- Enhancement of corporate image through partnership to community event
- Generate community goodwill by way of community event association
- Direct access to both target audience as well as potential and emerging markets
- Opportunity to display and showcase products
- Creation of brand awareness and acceptance
- Increased business potential
- Enhanced company profile

Proposed methods to measure impact and success of sponsorship investment

- Record of participation and attendance numbers
- Media exposure and publicity
- Community feedback
- Report to Sponsors

In 2014 we are pleased to introduce a new format of sponsorship opportunities

Our goal is to meet your needs and find the best way to honour your generous contribution as a partner and sponsor. Our Sponsorship Officer, Pip Miller from Pip Miller PR will work with you to develop a tailor-made package – be it special acknowledgement, brand visibility, community outreach and Festival involvement.

This document outlines the sponsorship packages available. Any package is open to negotiation and your input is valued.

Should you prefer to make a donation to the Festival rather than a sponsorship arrangement, this also would be greatly accepted and appropriately acknowledged.

Please note that all sponsorships will attract 10% GST. Donations are GST free. On acceptance of a sponsorship package, a tax invoice will be issued. Receipts will be issued for donations.
## Sponsorship levels

<table>
<thead>
<tr>
<th></th>
<th>Festival Friend</th>
<th>Brilliant Backer</th>
<th>Sensational Sponsor</th>
<th>Premier Partner</th>
<th>Major Naming Rights Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(up to $5,000 cash and / or in-kind)</td>
<td>($5,000 - $9,999 cash and / or in-kind)</td>
<td>($10,000 - $15,000 cash and/or in-kind)</td>
<td>($15,000 - $20,000 cash and/or in-kind)</td>
<td>($20,000 - $30,000 cash only)</td>
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<tr>
<td>Logo on Festival website and Council’s primary website</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Acknowledgement on Festival website and Council’s primary website</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Logo inclusion on event marketing materials</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Logo present in printed festival program (30,000 distribution)</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Right to use event logos</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>An invitation to you and your family to attend an exclusive VIP Parade Party with a great view of the Grand Parade with drinks and nibbles provided for 2 ½ hours</td>
<td>✔️</td>
<td>✔️</td>
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<td>✔️</td>
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<tr>
<td>Option to include tailored sponsorship benefits</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Exclusive invitation to Festival After Party &amp; Sponsor presentation</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Acknowledgement certificate</td>
<td>✔️</td>
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<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Acknowledgement on selected Festival signage</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Naming/sponsorship of single event produced by festival</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Single event ‘Presented by’ your Company</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Advertisement in official event program</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Main stage mentions</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Opportunity to distribute pre-approved sample items at Festival events</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Category exclusivity</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Speaking opportunities for company representative at relevant event</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Promotional stand / display at relevant event</td>
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<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement in print and radio advertising for Cairns Festival</td>
<td></td>
<td></td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Acknowledgement in marketing collateral generated by Cairns Festival</td>
<td></td>
<td></td>
<td>✔️</td>
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<td></td>
</tr>
<tr>
<td>Logo inclusion on festival T-shirts</td>
<td></td>
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<td>✔️</td>
<td></td>
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<tr>
<td>Corporate logo on main stage of relevant event (signage to be provided)</td>
<td></td>
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<td>✔️</td>
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</tbody>
</table>

**Venue Partners**

<table>
<thead>
<tr>
<th>Participating Venue</th>
<th>Major Venue Partner</th>
</tr>
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<tbody>
<tr>
<td>Venue details presented on Festival website</td>
<td>✔️</td>
</tr>
<tr>
<td>Promotion of official Festival events</td>
<td>✔️</td>
</tr>
<tr>
<td>Feature show/s curated in conjunction with festival programmers</td>
<td>✔️</td>
</tr>
<tr>
<td>Venue overview on Festival website</td>
<td>✔️</td>
</tr>
</tbody>
</table>
Major Naming Rights Partner
($20,000 - $30,000 cash only)

Being a Major Naming Right’s Partner means that your company or product will be directly and immediately associated with the event i.e. “Company Name’s” Grand Parade and Fireworks. You will reach a large, relevant and diverse audience and have invaluable networking opportunities with other sponsors. You will also have the opportunity to use the sponsorship, or reference to it, in agreed corporate advertising.

Naming rights available for this year’s festival include:

- Parade & Fireworks  (1) $25,000 - $30,000
- Sunday in the Park  (1) $20,000
- Fields of Fire – Mario’s Burn  (1) $20,000

This is an exclusive partnership opportunity for a business or organisation wanting to secure naming rights to one of the Festival’s main events.

Benefits include:

- Acknowledgement in print and radio advertising for Cairns Festival
- Acknowledgment in marketing collateral generated by Cairns Festival
- Acknowledgement on Festival signage
- Advertisement in official event program
- Speaking opportunities for company representative at relevant event
- Promotional stand / display at relevant event
- Logo inclusion on festival T-shirts
- Corporate logo on main stage of relevant event
- Main stage mentions
- Opportunity to distribute pre-approved sample items at Festival events
- Category exclusivity
- Logo on Festival Website and Council’s primary website
- Acknowledgement on Festival website and Council’s primary website
- Logo inclusion on event marketing materials
- Logo present in printed Festival program (30,000 distribution)
- Right to use event logos
- An invitation to you and your family to attend an exclusive VIP Parade Party
- Option to include tailored sponsorship benefits
- Exclusive invitation to Festival After Party & Sponsor presentation
- Acknowledgement Certificate
- Naming/sponsorship of single event produced by festival
Premier Partner
($15,000 - $20,000 cash and/or in-kind)

Have your Company credited as one of Festival's Premier Partners, generating community goodwill and giving you direct access to both the target audience and potential and emerging markets. Sponsorship offers a great opportunity for development of business relationships through your presence at Festival. A fantastic way to enhance your company profile!

Benefits include:

- **Advertisement** in official event program
- Acknowledgement on selected Festival signage
- Main stage mentions
- Opportunity to distribute pre-approved sample items at Festival events
- Category exclusivity
- Naming/sponsorship of single event produced by festival
- Logo on Festival website and Council’s primary website
- Acknowledgement on Festival website and Council’s website
- Logo inclusion on event marketing materials
- Logo present in printed Festival program (30,000 distribution)
- Right to use event logos
- An invitation to you and your family to attend an exclusive VIP Parade Party
- Option to include tailored sponsorship benefits
- Exclusive invitation to Festival After Party & Sponsor presentation
- Acknowledgement Certificate
Sensational Sponsor
($10,000 - $15,000 cash and/or in-kind)

By becoming a sponsor of the Festival, you have the potential to reach over 100,000 Cairns customers and expose your brand to a wider cross section of the community. Your Company logo and name will be featured in Festival marketing and we offer your organisation the opportunity for extensive media coverage by linking your organisation to Cairns Festival.

Benefits include:
- Logo on Festival Website and Council’s primary website
- Acknowledgement on Festival website and Council’s primary website
- Logo inclusion on event marketing materials
- Logo present in printed Festival program (30,000 distribution)
- Right to use event logos
- An invitation to you and your family to attend an exclusive VIP Parade Party
- Option to include tailored sponsorship benefits
- Exclusive invitation to Festival After Party & Sponsor presentation
- Acknowledgement Certificate
Brilliant Backer
($5,000 - $9,999 cash and/or in-kind)

Businesses and community organisations have the opportunity to benefit from branding associated with a major not-for-profit community event, and be seen to actively support their community.

Benefits include:
- Logo on Festival website and Council’s primary website
- Acknowledgement on Festival website and Council’s primary website
- Right to use event logos
- An invitation to you and your family to attend an exclusive VIP Parade Party
- Option to include tailored sponsorship benefits
- Exclusive invitation to Festival After Party & Sponsor presentation
- Acknowledgement Certificate
Festival Friend
(up to $5,000 cash and / or in-kind)

No matter how small the contribution we are always happy to have you associated with Festival. Jump on board and give it a go, you might find it benefits your business just to engage in the networking possibilities that the invite only launch and after party’s present!

Benefits include:
- Acknowledgement on Festival website and Council’s primary website
- Right to use event logos
- Exclusive invitation to Festival After Party & Sponsor presentation
- Acknowledgement Certificate

Venue Partner
Would you like to host a Festival event or show? Why not put your venue on the map as a Festival venue! There are three options.

Major Venue Partner
Play host to one of Cairns Festival’s big events, maybe a comedy cabaret, a quality concert, or perhaps a showcase of local, young talented musicians, dancers, poets and beat boxers. It will place your venue prominently in Festival marketing and you will receive assistance in the organisation of the event from the Festival team. Most importantly it will bring members of the public into your establishment, which makes it a fantastic opportunity to market your venue to new faces.

Benefits include:
- Venue details present on festival website
- Promotion of official Festival events
- Feature show/s curated in conjunction with festival programmers
- Venue overview on Festival website

Participating Venue
You could be a café, or restaurant that would like to host a small acoustic stage during Festival, we can assist with programming and you can have a restaurant full of satisfied customers throughout the whole day.

Or maybe your business is boat tours – how about a drinks and nibbles cruise while a band plays on deck? It doesn’t have to be a huge event – think outside the square and reap the rewards!!

Benefits include:
- Venue details present on Festival website
- Assistance with promotion of events
- Feature show/s curated in conjunction with festival programmers
- Venue overview on festival website
SPONSORSHIP & TRADE TERMS

Following are explanations of the various elements contained within our sponsorship packages.

1) Acceptance of Application
The Organiser accepts your offer to sponsor part of the Event upon:
   A) you signing this Agreement; and
   B) the Organiser receiving the Fees payable by you under this Agreement.
   C) the Organising Committee approving your application to sponsor.

2) Fees
You must pay the Organiser the Fees upon signing this Agreement.

3) Benefits
In consideration of payment of the Fees, the Organiser must provide you with the benefits as set out in the 2014 Cairns Festival Sponsorship Proposal.

4) Liability and Insurance
Subject to clause 5, you and your servant’s agents and contractors occupy and use the Event space allotted under this Agreement and enter the Venue and act under or pursuant to this Agreement at your own risk.

You hereby indemnify and release the Venue Managers/Event Organisers against all actions, suits, costs, claims and demands brought against the Venue Managers by any person, firm or corporation for any damage or loss caused directly or indirectly to or suffered by any person, firm or corporation as a result of your act or default or resulting directly or indirectly from your attendance at the Venue including travel to and from such venues.

Without limiting the foregoing the Venue Managers/Event Organisers shall not in any circumstances be liable for any loss, damage or injury which may occur to you or a third party, or for any damage your property including damage to exhibits, plant, equipment, fixtures, fittings or other property whatsoever or for any loss of profits which they may suffer howsoever caused.

You must maintain adequate insurance to cover the cost of any loss you suffer in relation to your equipment, exhibits or display material or other property used in connection with your attendance at the Event.

5) Implied Warranties
In the event any statute implies any term condition or warranty into this Agreement which cannot be lawfully excluded, such terms will apply to this Agreement, save that the liability of the Organiser for breach of any such implied term will be limited, at the option of the Organiser, to any one or more of the following:

- the replacement of goods or re-supply of services to which the breach relates or the supply of equivalent goods or services;
- the repair of such goods;
- the payment of the cost of replacing the goods or of acquiring equivalent goods or equivalent services; or
- the payment of the cost of having the goods repaired.

6) Consequential Damage
The Venue Managers will not be liable for any indirect or consequential loss suffered in connection with this Agreement.

7) Security
You must comply with all instructions relating to the security of the Venue/s issued by the Venue/s Managers/Event Organisers.

The Venue/s Managers/Event Managers take no responsibility for any damage to or for the loss or destruction of an exhibit from fire or theft or accidents or injury resulting from such causes. If the Organiser provides you with written approval, you may engage your own security staff at your own cost.

8) Additional Conditions and Regulations
You must observe the conditions, rules, regulations and procedures of the Venue/s Managers/Event Managers in relation to the Event and the Venue, which are available for inspection on request.

9) Variations
The Organiser, in its complete discretion, may vary the booth/floor plan or stand space allocation and you must accept such re-allocation without any claim for a reduction in charges or otherwise.

10) Unavoidable Occurrences
If the Event/s is/are cancelled or delayed through no fault of the Venue/s Managers including but not limited to fire, flood, labour disputes, natural disasters, acts of God, civil disorders, riots, insurrections, work stoppages, slowdowns or disputes, or other similar events, you will not be entitled to any refund or to claim for any loss or damage.

11) Assignments and Subletting
You must not assign, sublet or share the whole or any part of the space booth allotted without the knowledge and consent of the Organiser.

12) Hours
The Organiser shall determine the hours during which the Event shall be conducted and the times you will be able to access the Venue/s.

13) Cancellation Policy
If you cancel a sponsorship, unless that particular area sponsorship, the Organiser reserves the right to retain monies received. If the sponsorship item is resold a penalty payment of up to 50% will apply. If the balance of payment is not received by the due date, the allocated Sponsorship will be cancelled.

14) Definitions
Agreement means these terms and conditions together with the 2013 Cairns Festival Sponsorship Proposal, application form and letter of application.

- Event means 2014 Cairns Festival
- Fees means the fee payable by you to the Organiser as set out in the 2014 Cairns Festival Sponsorship Proposal.
- Organiser means Cairns Regional Council, 119-145 Spence St, Cairns QLD 4870
- Organising Committee means the 2014 Cairns Festival organising committee.
- Sponsor means your company if sponsoring this event.
- Exhibitor means your company if exhibiting at this event.
- You means sponsor’s/exhibitor’s company name, and includes all your agents, and contractors.
- Venue/s means the premises of the Venue Owner at which the Event/s is/are being held.
- Venue/s Managers means each of the Organiser, Sponsors, Equipment Suppliers, Organising Committee and Venue Owner.
- Venue Owner means vary according to the event but will be clarified in official sponsorship contract.

Events Promotional Material will include the Festival Program guide and other material as determined by each individual sponsorship contract and will include colour logos from major sponsors. If sponsorship is not confirmed and payment received in full there is no guarantee that logos will be included. It is the responsibility of the sponsor to ensure logos are sent to the Events Managers well in advance of the print deadline to ensure they are included.

Company Signage the type of company signage to be displayed is dependent on the space and physical constraints at the venue. Every effort will be made to accommodate sponsors’ requests and sponsors must describe what company signed (size and quantity) they wish to use at the event on the sponsorship application form.

To confirm sponsorship: Please complete the ‘2014 Cairns Festival Sponsorship Booking Form’ and email to Pip at pip@pipmillerpr.com.au A Tax Invoice will then be prepared and forwarded for your processing, as well as a sponsorship contract confirming sponsorship level and benefits.

FURTHER INFORMATION:
Pip Miller – Festival Sponsorship Officer: Ph: 0419 681543
Email: pip@pipmillerpr.com.au
2014 Cairns Festival Sponsorship Booking Form

Name  ________________________________________________________________
Company  _____________________________________________________________
Address  ________________________________________________________________
____________________________________________________________________
Phone  ____________________________ Fax ________________________________
Email  ________________________________________________________________

Yes, I/my company would like to sponsor the 2014 Cairns Festival. My/our preferred level of sponsorship is:
(Please tick and fill in where indicated)

m Major Naming Rights Partner
   3 available for $__________
   (Between $20,000 and $30,000 cash only)

m Premier Partner
   5 available for $__________
   (Between $15,000 and $20,000 cash only)

m Sensational Sponsor
   10 available for $__________ and / or _____________ in kind
   (Between $10,000 and $15,000 cash and / or in kind)

m Brilliant Backer
   for $__________ and / or _________________________ in kind
   (Between $5,000 and $9,999 cash and / or in kind)

m Festival Friend
   for $__________ and / or _________________________ in kind
   (Up to $5,000 cash and / or in kind)

m Major Venue Partner
   (A festival representative will be in touch to organise a meeting)

m Participating Venue
   (A festival representative will be in touch to organise a meeting)

Signed  _______________________________________  Date ______________________

Note
Cash sponsorship levels do not include GST which will be added to the invoice. An invoice will be raised upon receipt of this form and a formal contract will also be sent to the sponsor for signing.