

GOOMERI PUMPKIN FESTIVAL

2019 SPONSORSHIP PROSPECTUS SUNDAY 26 May 2019

The Great Australian Pumpkin Roll
Pumpkin Food
Pumpkin Games
Parade
Cooking Demos
Fun for Kids
Weekday Events for Caravanners
Markets



www.goomeripumpkinfestival.com
#goomeripumpkinfestival

PUMPKIN FESTIVAL
GOOMERI OLD.
LAST SUNDAY IN MAY

Our vision is that Goomeri Pumpkin Festival
puts Goomeri on the map,
strengthens Goomeri's sense of community,
and attracts overnight visitors to the region.

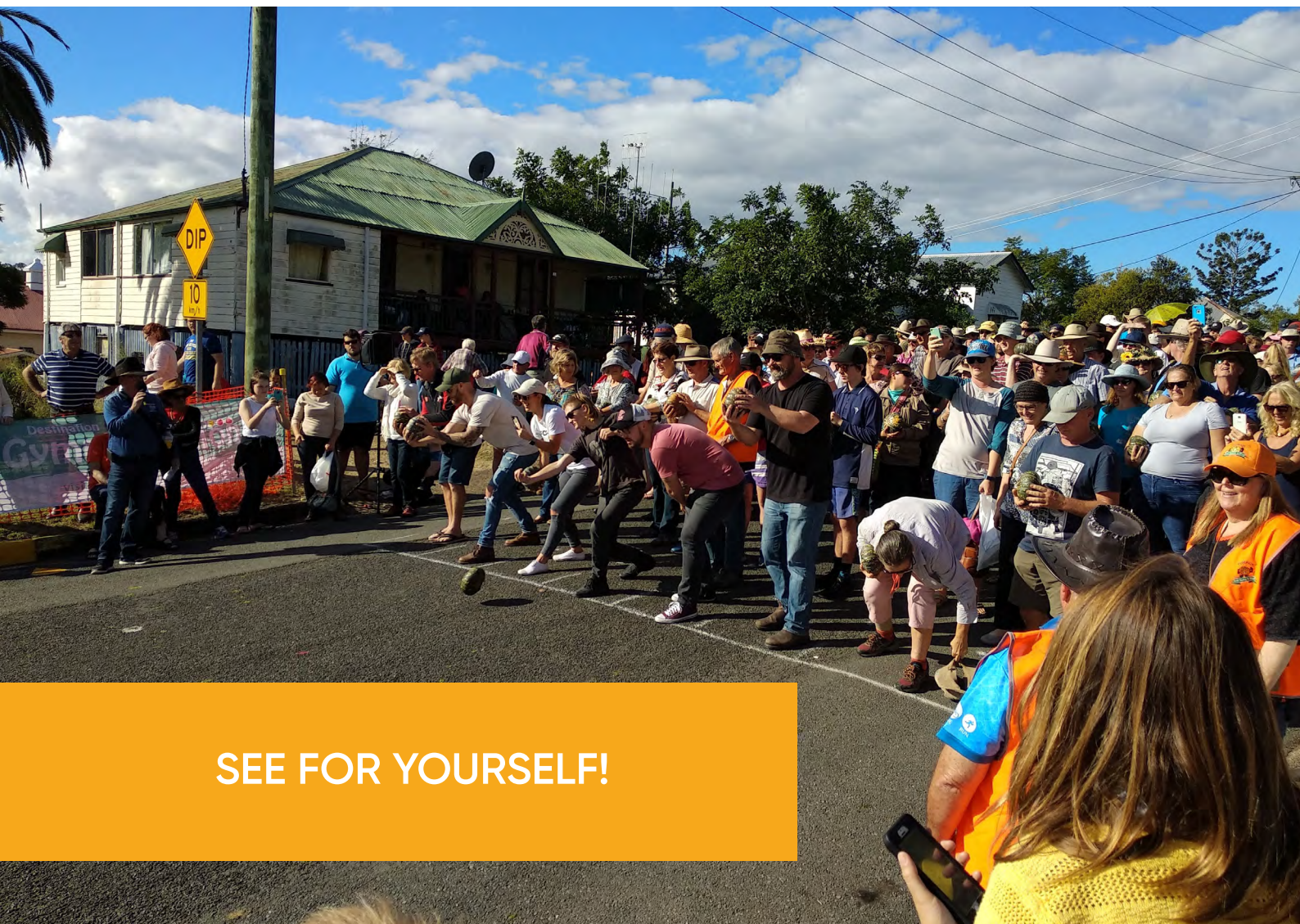


ABOUT THE FESTIVAL

The 23-year-old Goomeri Pumpkin Festival began as a way to improve this small town's morale during a prolonged drought (some things haven't changed). Though pumpkins are no longer grown commercially in the region, the tradition of the pumpkin festival continues. State, national and international recognition has been given to the festival, including Hall of Fame status at the Queensland Tourism Award for winning so many times.

The main feature of the festival is the Great Australian Pumpkin Roll where everyone and anyone can roll a pumpkin down a hill for a \$1,000 prize. Then there's pumpkin competitions and games like pumpkin lawn bowls, pumpkin power shot put, decorated pumpkins, and giant pumpkins. Don't forget the food – from cooking demos to pumpkin scones and soup, many visitors just come for the pumpkin delicacies!

Add to this market stalls, a street parade, fun for kids and live music, and you have a family-friendly free event for everyone to enjoy.



UNIQUE SELLING PROPOSITION

Visitors participate in quirky fun activities they never see anywhere else – good fun, laughing at yourself and your friends, and eating delicious and unusual pumpkin foods, all in an authentic small town in the country.

2018 Results

Visitor numbers now stand at 17,000, with 72% coming from outside the Gympie region and 59% staying overnight. Caravanners stay in Goomeri for up to five days before the festival.

650 entered the Great Australian Pumpkin Roll, 237 stallholders took part, and 100 volunteers helped to organise and deliver the festival.

The award-winning Goomeri Pumpkin Festival would not be the success it is today without the support of sponsors and community members.

Improvements for 2019

With new blood and fresh inspiration in the committee, there are lots of improvements happening for 2019 and beyond, from

- the mundane of strong organizational foundations
- financial transparency, and
- traffic and risk management improvements,
- to refreshing the festival's brand and website,
- reorganizing the festival site, and
- updating the festival's attractions, including new events for the hundreds of caravanners who spend up to five days in Goomeri prior to the festival.

To entertain caravanners and encourage them to stay longer, the festival committee and local businesses are creating a program of events for the days before the festival based on feedback from the caravanners, such as a wine and cheese evening with guided stargazing, and movies in the hall.

My favourite thing...

"The friendly atmosphere, and so much to see and do, everyone getting involved... It was all just good fun."

"The great effort the townfolk went to so that everyone had a good experience."

- 2018 festival visitors



Festival Promotion

Sponsorship enables your brand to be promoted to the festival's attendees and target markets.

According to Tourism & Events Queensland's attendee surveys of the festival,

- 71% are from outside Gympie region
- 71% came to Goomeri specifically for the event
- 59% stay overnight
- 87% are aged 30-69 (28% aged 50-59)
- 47% are families
- 33% are couples



Based on the results of the attendee survey and regional tourism research, the festival's target markets are

- Families
- Adult couples
- Locals: Kingaroy, Gympie, and South Burnett and Gympie regions
- Drive market within 2.5 hours: Maryborough, Hervey Bay, Bundaberg, Sunshine Coast, Toowoomba, Dalby, Gatton, northern Brisbane, Ipswich
- Caravanners from an extended geographic region e.g. northern and central NSW
- Visiting friends and relatives of locals
- Bus tour groups



In addition to the paid advertising, Goomeri Pumpkin Festival is a great media story that gains a lot of exposure. Promotion of the 2018 festival included:

- Media articles with a readership of 10 million and an advertising value equivalency of \$10,000
- Organic Facebook posts to 3,225 Facebook page followers with an average daily reach for posts of about 7,000 (in May) to residents of Brisbane, Gympie, Hervey Bay, Kingaroy, Maryborough, the Sunshine Coast and Toowoomba. Instagram posts are a new media for the festival with 158 followers so far
- Listing on the Tourism & Events Queensland website
- Local TV and radio interviews on the day of festival and radio interviews leading up to event, including Channel 9 and Channel 7 news, ABC Sunshine Coast, 96.1 Zinc and Crow FM
- 250 posters and 3000 DL flyers were distributed throughout the Visitor Information Centre network in North Burnett, South Burnett, Toowoomba, Sunshine Coast Bundaberg, Hervey Bay and as far north as Townsville.
- Cross promotion by Visit Gympie Region and Visit Sunshine Coast and many regional events as a collaborative gesture – Kingaroy BaconFest, Brisbane’s Regional Flavours, and caravan and camping shows throughout southeast Queensland.

Planned festival marketing and promotion for 2019 includes

- a brand refresh and a new website
- organic and paid social media activity including a competition
- search engine advertising
- listings on third party event websites
- direct marketing to caravan and other target groups
- cooperative marketing campaigns with regional tourism organisation
- TV, radio and print advertising
- distribution of flyers and posters, for example, at Eumundi and other popular weekend markets on the Sunshine Coast, at Gympie Region and South Burnett visitors information centres, by local accommodations, in local towns. Through our volunteer network the festival distributes as far north as Townsville and as far south as Central Coast and Northern Rivers NSW.
- invitation to select journalists to attend a media event
- media releases to media in source markets
- participation at the Regional Flavours Festival in Brisbane
- development of packages with nearby accommodations
- promotion by partners and stakeholders to their networks

SPONSORSHIP PACKAGES

The following suggested sponsorship opportunities have been identified to enable sponsors to partner with Goomeri Pumpkin Festival Inc. in presenting the 2019 Goomeri Pumpkin Festival.

The committee will work with you to tailor a partnership that will help you achieve your aims, such as

- Create or increase brand awareness or loyalty
- Increase sales
- Launch a new product or service
- Access a new market
- Marketing exposure to the festival audience and target markets
- Community engagement
- Third party endorsement of your brand by the festival
- Opportunities for staff volunteerism and team-building
- Meeting your company's social obligation

By becoming a festival sponsor, you will

- Get excellent exposure for your brand
- Contribute to the festival's economic benefit in this drought-affected region
- Contribute to the immense pride locals feel in their successful event
- Contribute to the festival's investment in infrastructure for the community
- Support one of Australia's most enduring and quirky events!
- Association with an event seen positively by both locals and visitors
- Have an opportunity to network and build relationships with other sponsors, local businesses and Government representatives
- Join in the crazy fun!!

"We are happy with the promotion we get from the festival. We got lots of positive feedback from people we met at the festival when we cooked product onsite and gave out free samples."

– Swickers Kingaroy Bacon Factory (2017 and 2018 sponsor)

The following naming rights opportunities are available at the festival site which is one kilometre long. Though there are numerous opportunities available at the 2019 Goomeri Pumpkin Festival, the festival will cap the number of major sponsor partnerships to prevent saturation and will ensure that there is exclusivity for all major sponsors.

EVENTS

Great Australian Pumpkin Roll presented by [your company]

One of the two major gathering places of the festival that everyone attends, the pumpkin roll offers the best signage placement opportunity. The security panels on Policemen's Hill make up the background of photos shared in the media and on social media.

Street Parade Naming Rights

The second major gathering of the festival, the street parade offers frequent mentions of your brand via the PA commentary of the parade, as well as opportunities for photos of your signage at the beginning of the parade, and even your own float in the parade, with your uniformed staff!

Twilight Markets Naming Rights

Held on Saturday evening, this popular market made up of only local stallholders, would be ideal for a brand that wants to connect with Gympie Region residents.

Celestial Navigation Naming Rights

Ideal for a brand that connects with older travelling caravanners, this event will be held on the Friday evening before the festival in a local caravan park with regional wine and cheese, a local musician, and guided stargazing by the Kingaroy Observatory.



STRUCTURES

Pepitas Teahouse presented by [your company]

Centred in the festival site, the teahouse is where everyone comes for pumpkin pie, pumpkin soup, pumpkin scones, burgers with pumpkin chutney, picnic baskets and a cuppa (no, not pumpkin tea...).

Main Stage Naming Rights

Ideal for a brand that connects with music lovers, shaded tables and chairs are placed in front of the stage – a popular spot for festival attendees to sit with their lunch and watch the performers.

VIP Marquee Naming Rights

The festival's sponsors and partners will mingle with locals and visitors in the VIP Marquee at an on-trend long lunch of regional produce and wine with insights provided by local producers and the chef.

Hall Naming Rights

With the program in the hall over five days, perhaps this is a prominent placement opportunity. The main audience is the caravanners/older tourers who spend five nights in Goomeri participating in pre-festival events and activities.

OTHER OPPORTUNITIES



Competition Arena/Games Precinct or Pumpkin Games Naming Rights

Here you have your choice of naming either the games as a whole or the games precinct, ideal for a brand that is fun, different and quirky like our games!

Gourmet Destinations Precinct Naming Rights

Ideal for a brand that connects with food lovers (wait, isn't that all of us?), Gourmet Destinations is the home of Gympie and South Burnett's regional producers and their stalls.

Food Precinct Naming Rights

Who doesn't visit the food trucks at a festival? With covered seating, this precinct is a destination throughout the day.

Kids Play Zone Naming Rights

Ideal for a brand that connects with children and families, this zone includes the very popular playground, and festival elements such as the camel rides, pig races, Laser Tag, and reptile show of 2018.

Railway Markets Precinct Naming Rights

The main pedestrian crossing of the highway will be between the main festival site and this precinct, offering the opportunity for prominent signage at the entry to the markets.

Reunion Naming Rights

A very popular section of the festival, many past residents return to Goomeri to visit family and friends at the Goomeri Reunion. A focus for 2019 will be this section, with greater promotion and capitalising on the returning residents and the town's history and memorabilia.

Volunteer Sponsor

With your brand's logo on all volunteers' brightly-coloured t-shirts and caps, this brand will be visible throughout the whole festival site on around 120 volunteers.

OTHER OPPORTUNITIES

Naming Rights of a Pumpkin Game

Ideal for a fun and quirky brand: The [your company] Pumpkin Shotput). Both participants and those who watch the game will be exposed to your brand through your signage placed in the sweet spot so it ends up in the background of photos. The games will also be promoted on social media in the lead up to the festival. This option will not be available if the Games Zone is named by a sponsor.

Pumpkin Soup Naming Rights

This year, the festival is reducing its impact on the environment by reducing use of disposable one-time use soup cups. Reusable cups with your logo and the festival logo will be provided with the first cup of soup at \$10, with each cup of soup after that just \$5.

Local Supporters

Major sponsorship will be augmented by contributions by smaller local businesses as Festival Supporters.

Additional opportunities include:

- Essential festival services – power, amenities, security, printing, advertising, photography, audio visual production, set up and pack down.
- Photo competition
- Themed window displays
- Jam session
- Competition prizes



IN KIND SPONSORSHIP OPPORTUNITIES

Following is an outline of some of the in-kind donations that will assist the festival.

- Printing of signage, brochures, collateral
- Hire equipment including marquees, tables, chairs, etc
- AV equipment
- Marketing and promotion
- Kitchen and cooking equipment
- Labour to assist with the set up and pack down of the festival

BENEFITS

Sponsorship packages will consist of elements such as

- Acknowledgement in the media marketing campaign and promotion
- Prominent signage at the festival site (e.g. banner, pavement stickers, themeing of stage backdrop)
- A 3m x 3m display space at the festival
- Product placement at the festival
- Opportunity to provide samples for attendees (giveaways, trials, sample bag, branded merchandise)
- An activity your company runs for attendees to participate in
- Tickets to the VIP Marquee and long lunch for networking with potential clients
- Sponsorship leverage kit with tips on how to get the maximum benefit from your sponsorship
- Ad on festival website and in program
- Logo included in paid ads
- Logo on sponsor page of festival website, on stallholders page, and in enewsletter footer
- Facebook post, Instagram post and mention in enewsletter
- Opportunity to work with a celebrity chef
- Opportunity to open an event
- Cooperative advertising



SERVICING AGREEMENTS

The festival is seeking partners who are interested in pledging for a three-year partnership agreement. To service this partnership and ensure our sponsors receive all their benefits (and hopefully, to over deliver!), the festival will employ a relationship manager with funding committed by Gympie Regional Council.

Penny Ruthenberg, Sponsorship Coordinator

sponsorship@goomeripumpkinfestival.com.au, 0484 629 424

www.goomeripumpkinfestival.com

Terms and Conditions for Sponsorship

1. PAYMENT AND TERMS

For sponsorships, a minimum of half the amount owed must be paid within 30 days of signing the sponsorship agreement or by 30 days from the event (whichever comes first) and the remainder within 24 hours before the event. Failure to do so may result in being turned away from the event. An official written agreement must be held between Goomeri Pumpkin Festival Inc. (GPFI) and the sponsoring firm. Payment must be made directly to GPFI by the sponsoring firm.

2. ELIGIBLE SPONSORS

Sponsors will encompass those companies or other entities offering materials, products or services of specific interest to attendees as determined by GPFI in its sole discretion. GPFI also reserves the right to determine the eligibility of any company specific marketing campaign before distribution. Only the company whose name appears on the face of this contract may be placed in print and pre-outlined sponsorship recognition opportunities.

3. SUB-LEASING – SPONSORSHIP SHARING

No sponsor shall reassign, sublet or share the whole or any part of the sponsorship parameter allotted to the contracting firm without written permission from GPFI prior to the recognition opportunities taking action

4. SPONSORSHIP PACKAGES

Prices quoted include all items listed in the sponsorship proposal and signed contract. These items could range from festival specific, one time, recognition opportunities to long-term multi-media marketing targets. Sponsorship results will be based on prior-event, mutually agreed to tests and terms which may include: measuring awareness/attitude changes, measuring sales, measuring media coverage, interest levels/participation, number of product-related actions taken, key clients attending, new contacts/ mailing list response.

5. CANCELLATION OF SPONSORSHIP

In the event that written notification of intent to cancel is received at least 30 days prior to the festival, all sums paid will be refunded. No refunds will be made after this date unless the sponsorship is resold.

6. DECORATIONS/SIGN AND PRODUCT PLACEMENT

GPFI shall have full discretion and authority over the placing, arrangements, and appearance of all items displayed by the sponsor, and may require the replacing, rearrangement, or redecorating of any item or of any sponsorship announcement, and no liability shall attach GPFI for costs that may devolve upon the sponsor thereby.

7. ACCEPTABILITY OF ADS

GPFI reserves the right to refuse placement of any ad that it believes to be injurious to the purpose of the publication or the values of the festival.

8. PHOTOGRAPHY/DISCLOSURE

By signing the sponsorship agreement sponsors agree to have any photography of the festival displaying their brand to be used in future festival marketing and promotional activity, as seen fit by GPFI.

9. DAMAGE TO PROPERTY

The sponsor is liable for any damage caused to other sponsors and/or festival property.

10. SPONSOR CONDUCT

The distribution of samples, souvenirs, and publications, etc. may be conducted by the sponsor only with written approval of GPFI. The sponsor shall conduct and operate its sponsorship (if a physical element exists) so as not to annoy, endanger or interfere with the rights of other exhibitors, sponsors and attendees.

11. CANCELLATION OR POSTPONEMENT OF EVENT AND OR INITIATIVE OUTLINED IN SPONSORSHIP CONTRACT

In the event that the premises in which the event or outlined sponsorship initiative is or is to be conducted shall become, in the sole discretion of GPFI, unfit for occupancy, or in the event the holding of the event and or sponsorship initiative or the performance of GPFI under the contract (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause or causes not reasonably within the control of GPFI, said contract and/or event or initiative (or any part thereof) may be terminated by GPFI.

GPI shall not be responsible for delays, damage, loss, increased costs or other unfavourable conditions arising by virtue of cause or causes not reasonably within the control of GPI.

If GPI terminates said contract (or any part thereof) as aforesaid, then GPI may retain such part of a sponsor fee as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party.

For purposes hereof, the phrase "cause or causes not reasonably within the control of GPI" shall include, but shall not be limited to, fire; casualty; flood; epidemic; earthquake; explosion or accident; blockade embargo; inclement weather; government restraints; restraints or orders of civil defence or military authorities; acts of public enemy; riot or civil disturbance; strike; lockout, boycott or other labour disturbance; inability to secure sufficient labour; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment; local, state or federal laws, ordinances, rules orders, decrees, or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or Act of God.

12. LIMITATION ON LIABILITY

The sponsor agrees to indemnify, defend and hold harmless GPI, the event facility, the owner of such facility, and the city/town in which this event is being held, and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the sponsoring company, its employees, agents, licensees, contractors or customers. GPI shall not be responsible for loss or damage to displays or goods belonging to sponsors, whether resulting from fire, storms, acts of god, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes.

13. RESOLUTION OF DISPUTES

In the event of a dispute or disagreement between: the sponsor and GPI or between two or more sponsors; all interpretations of the rules governing the sponsorship contract, actions, or decisions concerning this dispute or disagreement by GPI intended to resolve the dispute or disagreement shall be binding on the sponsor.

14. AMENDMENT TO RULES

Any matters not specifically covered by the preceding rules shall be subject solely to the discretion of GPI. GPI shall have full power in the matter of interpretation, amendment and enforcement of all said rules and regulations, and any such amendments when made and brought to the notice of the exhibitor shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.

15. DEFAULT

If the sponsor defaults in any of its obligations under this contract or violates any of its obligations or covenants under this contract, GPI may, in addition to any other remedies provided for herein or otherwise available to GPI at law or in equity, without notice, terminate this agreement and retain all monies received on account as liquidated damages. GPI may thereupon direct the sponsor or forthwith to remove its employees, agents and representatives, and all of its articles of merchandise and other personal property from the specified sponsored event and location.

16. AGREEMENT TO RULES

The sponsor, for itself and its employees, agents and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by GPI.

17. EXCLUSIVITY

GPI events are offered to all potential sponsors without exclusivity. GPI has sole discretion as to any changes in the policy and will disclose those changes to any and all relevant sponsors prior to the sponsor contract remittance.

18. ACCEPTANCE

Once the sponsor signs the Sponsorship Contract and returns it to GPI, all Rules and Regulations are officially in effect. This agreement shall not be binding until accepted by GPI.