

The Williamstown Festival

12- 14th March 2010

SPONSORSHIP OPPORTUNITIES



The Williamstown Festival is in its 33rd year.

The 2010 festival will be inspired by the history and heritage of Williamstown, uncovering and discovering hidden treasures of Williamstown, revitalizing community spirit and making it glow.

Thousands of people will be drawn to Commonwealth Reserve to engage with the community, hear music, dance, watch performances, sample local traders and market stalls, and marvel at the history of the area,

The Williamstown Festival

Williamstown Town Hall, 104 Ferguson St, PO Box 266, Williamstown, VIC, 3016

Festival Director 2010; Christos Linou
director@williamstownfestival.com.au

Ph: 9397 1352

BACKGROUND

The Williamstown Festival is an annually run, high profile family & community friendly, arts & culture event run as a celebration for the people of Hobsons Bay and surrounding areas. Celebrating its 33rd year, this event caters for over 15,000 people and plays a crucial role in the local community and economy.

ABOUT US

Williamstown Festival is a not-for-profit community based organisation, run by volunteers. A salaried Festival Director is appointed to coordinate key components of the Festival. The Festival aims to provide an ever improving standard of programming, at a minimum cost to festival goers and a maximum benefit to its supporters and the community. Festival organisers are committed to creating a platform for sponsors to participate in a commercially beneficial event of ongoing significance in Melbourne's West. It is our goal to create a loyal base of supporters and sponsors that continue to work with us for many years to create the vibrant, high profile, successful community event.

FUTURE GROWTH

In 2009, the festival has a new director who aims to revitalize the community festival through a range of traditional and new activities and events. The Festival has a 5 year strategic plan to celebrate the history of Williamstown, and each year the festival will celebrate a theme from its past.

The inspiration for future festivals will be from the origins of Williamstown and past festivals, with focusing Commonwealth Reserve as the centre point. Commonwealth Reserve is located in the heart of historic Williamstown, on the foreshore adjacent to Gem Pier. Originally a mudflat adjacent to the Bay, before being reclaimed, it has become a focal point in the dynamic and popular tourist destination of Nelson Place.

The objective of this and future festivals is to recapture the origins of the Williamstown and its festivals, and to build relationships with the local businesses, community groups, schools and government organizations. We want the local community to participate in an event that celebrates the diverse background of Williamstown and the surrounding Hobsons Bay suburbs.

The festival has delivered a wide range of exciting programs over the years and it is now working towards a sustainable model as a crucial step towards strengthening the governance and cultural, artistic diversity of the festival program. This model will aim to establish a festival through strong community partnerships, as a place of celebration and union.

AUDIENCE

2009 Festival Attendance

With a 32 year history and attendances of approximately 20,000 over 3 days in 2009, the festival has developed a strong sensibility to the needs and influences of the local businesses, residents, community participants and visitors. Each year the audience numbers and expectations has increased and the festival is committed to continue expanding the artistic and cultural program, which reflects the environment and nature of the community.

Estimated audience

Whilst the majority of the audience is from Hobsons Bay and surrounding suburbs, visitors from all over Melbourne attend the event.

According to the Australian Bureau of Statistics 2006 Census, the demographics of Williamstown 3016 is as follows:

- 51.4% are Professionals and Managers
- 50.5% of families have children
- 0-14 years - 20.8%. 15-24 years - 10.1%. 25-54 years - 45.3%. 55 years and over - 23.9%
- 65% of privately occupied dwelling were either fully owned or are being purchased
- 73% of residents are born in Australia with other nationalities represented being NZ, Scottish, Italian and Greek
- The average weekly family income of \$1,824 (compared with \$1,171 in Australia).
- The median age is 39 years.

Whilst the nearby suburbs of Newport, Altona, Spotswood, Laverton, and Yarraville vary in demographics, many residents from the surrounding suburbs will attend the festival because the site has become a place of annual gathering and ritual.

Audience testimonial

*I couldn't believe it, there I was sitting under the tree watching my granddaughter dancing to the music under the rotunda and I looked at my daughter and we both laughed because when she was 6 years old, 20 years ago, she was dancing just like that at the Williamstown Festival. **Gloria 76 Spotswood***

*Thanks for all the experience I learnt so much during my internship and now I'm working in events management. If it wasn't for the working with such a lovely bunch of people encouraging me and giving me important tasks I probably wouldn't be an co-ordinator. **Emma 24 Williamstown***

BENEFITS TO YOUR COMPANY

- A demonstrated commitment to the community with an opportunity for meaningful interaction with locals
- Create a positive, caring corporate image
- Opportunity to create a bond with a highly influential and major target market
- A valuable partnership

MARKETING AND MEDIA

A comprehensive marketing and communications plan is developed for the Festival and we provide opportunities for exposure of your company through

Naming Rights - Linking the company name to specific festival events. presents the following events in the festival program.

Print Advertising - The festival works with print media partners, The Williamstown Advertiser, and The Star to expose the festival to our target market.

Radio Advertising - The festival works with radio station PBS community radio to promote the festival.

Festival Brochure - Logo/name placement on 15,000 official festival brochures which are distributed throughout the Western Region, local community meeting places, traders, libraries and throughout metropolitan Melbourne.

Official Poster - Logo/name placement on 500 A3 posters, which are distributed throughout Western and Metropolitan Melbourne in shop windows, libraries, and Information Centres

Electronic Media - More than 6,000 hits to www.williamstownfestival.com.au before & during the festival. Sponsors will be listed and may have logo and hyperlinks from our website.

Recognition boards – Opportunities to have your Name/logo placement on sign boards which are positioned throughout Williamstown, Altona and Newport.

Press Releases - sent to local, regional and national media regarding the program, events and offers

On-site Signage - Display corporate signage in high traffic festival areas.

Newspaper Wrap- Placement of name/logo/ad/editorial/ promotional opportunity of goods, services & offers, on full-color newspaper wrap which is distributed to hundreds of households and businesses.

Public Recognition & Acknowledgement - Opportunity for sponsors to be acknowledged or make own announcements on the Festival Mainstage to the festival audience.

PROPOSED EVENTS AND ACTIVITIES

We have opportunities for you to sponsor the below events and activities.

HISTORY & CULTURE

Scenic Bus Tour

A journey around Williamstown will visit 5 locations. A story told at each location will examine the themes of loss, survival, strength, community and hope. A bus will take the audience to each location.

Heritage Art Installations

A public display of art installations reflecting the heritage and history of the Time Ball Tower Building, The Morgue, Tide Gauge House, and Sea Works Building.

The Annual Historic Cannon Firing

Experience the thrill of the canon firing when the Victorian Historical Re-enactment Society stage a musket drill, flag raising and canon firing re-enactment. A popular and favourite festival event.

Open House

The Morgue, Seaworks, Ecogen Power Station, BAE systems, Mobil, Timeball Tower, Blunt's Boat sheds, Angler's Club, Surf Club, Point Gellibrand Fort, Members-only Sailing Clubs and Local gardens.

Williamstown Festival Contemporary Art Prize

The premier contemporary art exhibition and showcase for the Western suburbs which is a prestigious and well-respected national award.

ART, MUSIC & ENTERTAINMENT:

The Main Stage

Free live entertainment from some of the West's most talented contemporary and world music performers and community groups at the Rotunda in Commonwealth Reserve.

Festival Opening Ceremony

Hundreds of people gather to take part in the Festival Opening Ceremony. With entertainment and performance, guest speakers to confirmed.

Arrivals Art Harbour

A Kids & Families Precinct. With a huge number of families with children aged 0-10 years attending the festival each year, this program of events will be held in shaded marquees in a prime location in Commonwealth Reserve and host a range of free fun, playful, colourful activities including: animal petting zoo, kite making, face painting, craft activities, old fashioned games

Street Performers Program

The event that makes the festival feel like a festival. Commonwealth Reserve comes alive with a dazzling and entertaining array of roving musicians and performers.

COMMUNITY STRENGTHENING

The Community Lantern Parade and Fire Pictures Finale

Marking the arrival of 427 people who arrived in Williamstown in 1835, this delightful walking parade will comprise 427 beautiful lanterns carried by locals, school, community groups and visitors. The parade will be spectacularly capped off with Fire Pictures community performance.

Community and Traders Parade

Hundreds of children's and adults in costume and club uniforms march with pride down Nelson Place and present to the community the community of Williamstown.

SOCIAL AND LIFESTYLE

Relaxation area

A place to sit and enjoy the fun. Under the shade of the trees you'll find families and friends, relaxing on, cushions and rugs, sharing their stories, and enjoying the festival stage program.

Village Food Lagoon

A new configuration of the food stalls will create a mini food village in the round with casual hay bales for seating and umbrellas as shade. This new highlight of the festival, with scrumptious treats from all corners of the globe, will include traditional and new festival food for the young & young at heart.

Village Buyers Market

A hub of the festival, featuring work from artists, craftsmen, designers, makers, tailors, builders, inventors and creators of useful gadgets. This area will also be re shaped to create a village style hub for the stalls and a market style atmosphere for the audience.

Join in Free Workshop Program

An outdoor program of free workshops for festival patrons of all ages to be engaged, active, inspired and try something new. Hosted by local groups, workshops may include belly dancing, aerobics, drumming, music making, square dancing, yoga, baseball and fitness.

Health Wellbeing

A range of fitness activities including Thai Chi, Yoga , dance and general wellbeing and body conditioning classes presented by the local health and gymnasium centres

COMMUNITY INVOLVEMENT

SCHOOLS

Engaging local Primary Schools and Secondary schools in exploring how when and why they, their families and previous generations arrived in Williamstown, The aim is to have each school working on various aspects of the festival. From Floats, Lanterns, diorama art installation and parade participation

COMMUNITY GROUPS

Targeting community groups (particularly groups that attract older generations including: Rotary, Senior Citizens, Lions Club, Probus and Churches.) This section of the exhibition will show a potted history of Williamstown and surrounding areas from the eyes of locals. Including photographs, paintings, drawings, stories and recorded interviews. All displayed in the Old Customs House. (To be managed by Rotary of Williamstown with assistance from Historical Museum)

COMMUNITY VOLUNTEER & STUDENT INTERNSHIP PROGRAM

The Williamstown Festival relies on the goodwill and support of volunteers who work tirelessly to make the festival happen. In 2009/2010, three student interns from neighbouring VUT will build valuable skills for future employment, with 10 volunteers working on pre – festival administration, publicity and production tasks and up to 200 volunteers at the festival weekend. The program recruits, trains, mentors and provides meaningful experiences and skills for our important community members.

Other Sponsorship Opportunities
(All amounts listed are ex.GST)

FRIEND OF THE FESTIVAL - \$500

- Business listing within the Festival's Event Brochure
- Business listing within the Festival's website
- Certificate of Sponsorship for your organization (to hang in window/wall)

NEIGHBOURHOOD PARTNERS - \$2000

- Opportunity for Market stall site
- Display of sponsor's own banner and signage onsite
- Business listing within the Festival's Brochure
- Business listing within the Festival's website
- Certificate of Sponsorship for your organization (to hang in window/wall)

COMMUNITY PARTNER - \$5000

- Opportunity for Market stall site
- Display of sponsor's own banner and signage onsite
- Inclusion in media activities
- Business listing within the Festival's Brochure
- Business listing within the Festival's website
- Business listing on the posters
- Certificate of Sponsorship for your organization (to hang in window/wall)
- Ability for staff to volunteer at the festival

FESTIVAL PARTNER - \$10,000

- Opportunity for an event to be "Sponsored by *your organization*"
- Opportunity for a market stall
- Display of sponsor's own banner and signage onsite
- Inclusion in all media releases and media activities
- Business listing within the Festival's Brochure
- Business listing within the Festival's website
- Business listing on the posters
- Certificate of Sponsorship for your organization (to hang in window/wall)
- Inclusion of logo on Festival letterhead
- Opportunity for Market stall
- Ability for staff to volunteer at the festival

MAJOR FESTIVAL PARTNER - \$25,000

- Naming rights as a FESTIVAL PARTNER for a particular event or day of the festival
- Display of sponsor's own banner and signage onsite
- Inclusion in all media releases and media activities
- Provision of exclusive and meaningful content on our website
- Links to your website from Festival Website
- Business listing within the Festival's Brochure
- Business listing on the posters
- Business listing within the Festival's website
- Advertisement space in our Brochure
- Inclusion of your logo on all official Festival communications
- Opportunity to provide inserts in letter drops
- Certificate of Sponsorship for your organization (to hang in window/wall)
- Opportunity for Festival stall site
- Ability for staff to volunteer at the festival
- Opportunity to involve your preferred charitable organization or stage act.
- Access to post festival report

PRESENTING PARTNER \$50,000 (only one package available)

- EXCLUSIVE NAMING RIGHTS for the 2010 festival "The Williamstown Festival presented by *your organization*".
- Speaking opportunity at Official Festival Opening
- Verbal acknowledgement at Official Festival Opening
- Display of sponsor's own banner and signage onsite
- Inclusion in all media releases and media activities
- Provision of exclusive and meaningful content on our website
- Links to your website from Festival Website
- Business listing within the Festival's Brochure
- Business listing within the Festival's website
- Business listing on the posters
- Advertisement or message space in our Brochure
- Prominent Company signage onsite and offsite and offsite in pre festival marketing strategy
- Inclusion of logo on Festival letterhead
- Certificate of Sponsorship for your organization (to hang in window/wall)
- Opportunity to provide inserts in letterbox drops
- Opportunity for festival stall site
- Opportunity for use of your venue for festival launch or event
- Opportunity for your organization to be involved in the Festival Parade
- Ability for staff to volunteer or participate in meaningful ways at the festival
- Opportunity to involve your preferred charitable organization or stage act.
- Access to post festival report