

2018

# 46th Annual Coffs Harbour & District Eisteddfod

*Sponsorship & Advertising  
Prospectus*

Leanne Grey, Anne Chittick, Debbie Waters  
EXECUTIVE COMMITTEE 2018



# Contents

Contents .....	1
Introduction .....	2
1. Sponsorship Opportunities .....	<b>Error! Bookmark not defined.</b>
1. Opal Black – \$500 .....	3
1.1 Ruby – \$500 .....	4
1.2 Silver - \$350.....	5
1.3 Bronze - \$250 .....	6
1.4 Copper - \$150 .....	6
1.5 Brass - \$50.....	7
3. Program Advertising Rates .....	7
4. Membership & Donations .....	7
Contact Us.....	8

# Introduction

The Coffs Harbour and District Eisteddfod Society has been encouraging and nurturing young performers across various genres for over 45 years. In addition to providing the Annual Eisteddfod, Gala Concerts and workshops for students to showcase their abilities, the Society provides opportunities for talented performers to extend their training and experience via scholarships to summer schools and workshops with world renowned teachers.

As a *Not for Profit* organisation run by volunteers, all funds raised go back into the running of the Annual Eisteddfod. As such, we would invite you to become a supporter of the Society as a sponsor, advertiser or member and assist us in continuing this tradition.

The annual eisteddfod is the longest continual running and only diverse cultural event in this region. Each year it attracts over 2000 competitors and their families to the Coffs Coast. There are five genres in the Eisteddfod – Dance, Piano, Vocal, Instrumental, and Speech & Drama – with specific Schools Group sections within some of these as well.

We understand the importance of providing recognition to our sponsors, members, volunteers and supporters and adding value in return for their investment. Whilst any donation is greatly appreciated, the Society has introduced a structured approach designed to provide a return in line with the level of support offered. There are seven levels of *sponsorship*, three program *advertising only* options, and two types of *membership*. Please refer to the details of each in the following pages.

In 2018, we have Piano, Instrumental, Vocal, Speech & Drama with school sections included.

If you would like to support and encourage our youth, please contact anyone on the section listing or : [info@coffseisteddfod.org.au](mailto:info@coffseisteddfod.org.au). As soon as your support commitment is finalised, we are to begin promoting your business immediately via our webpage and social media.

To ensure programs and other sponsor requirements are met, we aim to have all support needs finalised by 31 March 2018.

We would like to thank you for considering our request and look forward to hearing from you.

Kind regards

*2018 Coffs Harbour & District Eisteddfod*

## 1. Opal Black – \$500 (maximum of 1 only)

As Opal Black Sponsor of the Coffs Harbour Dance Eisteddfod for 2018, your organisation will be named as sponsor of the 2018 Piano, Speech and Dram, Instrumental or Vocal Eisteddfod and receive significant recognition in the lead-up to this. This includes:

- Exclusivity of Opal Black Sponsorship
- Section of the Eisteddfod sponsored by your organisation – for example ‘Vocal proudly presented by Your Organisation’
- Verbal acknowledgement of sponsorship regularly throughout the competition.
- Verbal spruiking of your organisations products and services throughout the section
- Video or picture slideshow (maximum three minutes duration) to be played on loop at beginning/end of each session
- One full page advertisement at the beginning of the Section Printed Programme .
- Your corporate logo displayed on sponsor page and Section page of Coffs Harbour and District Eisteddfod Society website [www.coffseisteddfod.org.au](http://www.coffseisteddfod.org.au)
- Logo displayed in slides during each session of the sections competition.
- Promotion via social media channels by Coffs Harbour & District Eisteddfod.
- Opportunity to present major scholarships of the section.
- One Family Season pass for the 2018 Coffs Harbour and District Eisteddfod. This pass is for two adults and two children and includes entry to all sessions of all eisteddfod genres
- Exhibition space assigned throughout the competition near venue entrance to promote your organisations products and services.

## **1.1 Ruby – Gala Concerts - \$500**

**(maximum of 1 only)**

As Ruby Sponsor of the Coffs Harbour & District Eisteddfod for 2018, your organisation will be named as sponsor of the 2018 Eisteddfod Gala Concert. This concert will be featuring performances as selected by the adjudicator & committee from the entrants of the Eisteddfod.. You will receive significant recognition in the lead-up to these events. This includes:

- Exclusivity of Ruby Sponsorship
- Gala concert brought sponsored by your organisation – for example ‘Gala Concert proudly presented by Your Organisation’
- One full page advertisement of the back cover of Gala Concert program
- Video or picture slideshow (maximum three minutes’ duration) to be played on loop whilst guests are being seated at Gala Concert
- Your corporate logo printed on the cover of Gala Concert program
- Logo displayed in slides during Gala Concert
- Logo displayed on sponsor page of Coffs Harbour and District Eisteddfod Society website [www.coffseisteddfod.org.au](http://www.coffseisteddfod.org.au)
- Promotion via social media channels by Dance
- Allocation of patronage to the 2018 Spirit of the Eisteddfod Awards
- Opportunity to present major Eisteddfod Awards at the gala Concert
- Two tickets to Gala Concert .

## 1.2 Silver - \$350

As a Silver Sponsor of the Coffs Harbour and District Eisteddfod Society for 2018, your organisation will receive recognition in the lead-up to and during the 2018 Eisteddfod season. This includes:

- Verbal acknowledgement of sponsorship during the eisteddfod season
- One quarter page advertisement in section program
- Your corporate logo displayed on sponsor page of Coffs Harbour and District Eisteddfod Society website [www.coffseisteddfod.org.au](http://www.coffseisteddfod.org.au)
- Logo displayed in slides during each session of eisteddfod genre that secured your sponsorship
- Promotion via social media channels by Coffs Harbour & District Eisteddfod Society
- Allocation of patronage for one major award from the Eisteddfod Section. Your organisation's name or logo will be printed in section program against the allocation
- One Adult Season pass for the 2018 Coffs Harbour and District Eisteddfod. This pass is for one adult and includes entry to all sessions of all eisteddfod sections.

## 1.3 Bronze - \$250

As a Bronze Sponsor of the Coffs Harbour and District Eisteddfod Society for 2018, your organisation will receive recognition in the lead-up to and during the 2018 Eisteddfod season. This includes:

- Verbal acknowledgement of sponsorship during the eisteddfod season
- One banner advertisement in Section program
- Your corporate logo printed in the program of eisteddfod section that secured your sponsorship
- Logo displayed on sponsor page of Coffs Harbour and District Eisteddfod Society website [www.coffseisteddfod.org.au](http://www.coffseisteddfod.org.au)
- Your organisations name displayed in slides during each session of eisteddfod section that secured your sponsorship
- Promotion via social media channels by Coffs Harbour & District Eisteddfod Society
- Allocation of patronage for one section from the Section / Genre Eisteddfod as selected by you or the Section Coordinator - your organisation's name will be printed in section program against the allocation.

## 1.4 Copper - \$150

As a Copper Sponsor of the Coffs Harbour and District Eisteddfod Society for 2018, your organisation will receive recognition in the lead-up to and during the 2018 Eisteddfod season. This includes:

- Your corporate logo printed in Section program
- Logo displayed on sponsor page of Coffs Harbour and District Eisteddfod Society website [www.coffseisteddfod.org.au](http://www.coffseisteddfod.org.au)
- Your organisation's name displayed in slides during each session of eisteddfod section that secured your sponsorship
- Promotion via social media channels by Coffs Harbour & District Eisteddfod
- Allocation of patronage for one section from the Dance Eisteddfod as selected by you or assigned by the Section Coordinator - your organisation's name will be printed in section program against the allocation.



## 1.5 Brass - \$50

- Allocation of patronage for one section from the Sections Eisteddfod as selected by you or assigned by the Section Coordinator – your organisation’s name will be printed in section program against the allocation.

# 1. Program Advertising Rates

Rates to follow are for advertising only and are per eisteddfod genre program:

- |                                  |       |
|----------------------------------|-------|
| • Full Page                      | \$300 |
| • Half Page                      | \$175 |
| • Quarter Page                   | \$100 |
| • Banner (across bottom of page) | \$75  |

# 2. Membership & Donations

Membership to the Coffs Harbour & District Eisteddfod Society Inc. is available on two levels:

- |                          |               |
|--------------------------|---------------|
| • Individual (All ages)  | \$10 per year |
| • School/Studio/Business | \$20 per year |

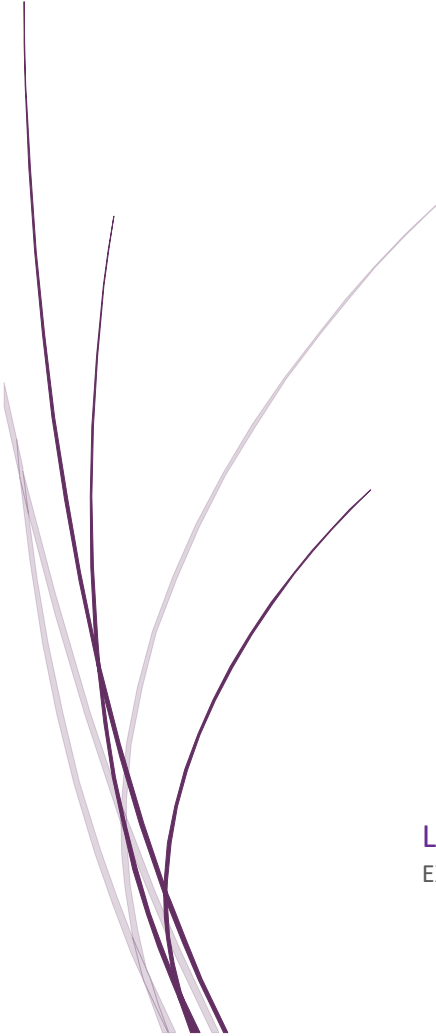
Committee meetings are conducted on the second Thursday of each month, with all members welcome to attend and offer input into the running of our annual community event.

As a not for profit organisation run by volunteers, donations of any amount are gratefully accepted by the Society to put towards the annual running costs of the eisteddfod.

A membership form will be provided upon request.

# Contact Us

Piano	Leanne Gray - <a href="mailto:piano@coffseisteddfod.org.au">piano@coffseisteddfod.org.au</a>
Instrumental	Anne Chittick – <a href="mailto:instrumental@coffseisteddfod.org.au">instrumental@coffseisteddfod.org.au</a>
Vocal	Vanessa Crossley – <a href="mailto:vocal@coffseisteddfod.org.au">vocal@coffseisteddfod.org.au</a>
Drama	Vanessa Crossley, Susan Clarke, Debbie Waters – <a href="mailto:drama@coffseisteddfod.org.au">drama@coffseisteddfod.org.au</a>
Facebook	<a href="https://www.facebook.com/coffseisteddfod/">https://www.facebook.com/coffseisteddfod/</a>
Webb Site	<a href="http://coffseisteddfod.org.au/">http://coffseisteddfod.org.au/</a>



Leanne Grey, Anne Chittick, Debbie Waters  
EXECUTIVE COMMITTEE 2018