

2019

47th Annual Coffs Harbour & District Eisteddfod

*Sponsorship & Advertising
Prospectus*

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EXECUTIVE COMMITTEE 2019

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Introduction

The Coffs Harbour and District Eisteddfod Society has been encouraging and nurturing young performers across various genres for over 47 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* organization 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 3000 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 2019, we have Piano, Vocal, Speech, drama individual and schools sections. Instrumental has individual, duets, trios and small groups.

If you would like to support and encourage our youth, please contact anyone on the section listing or : info@coffseisteddfod.org.au. As soon as your support commitment is finalized, 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 finalized by 31 March 2019.

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

Kind regards

2019 Coffs Harbour & District Eisteddfod Committee

1.1 **Diamond - \$3000 – Overall Eisteddfod Sponsorship (maximum of 1 only)**

As Diamond Sponsor of the Coffs Harbour and District Eisteddfod Society for 2019, your organisation will have naming rights to the 2019 eisteddfod season which incorporates five genres including Dance, Piano, Vocal, Instrumental, Speech and Drama. You will receive the highest level of recognition in the lead-up to and during the 2019 Eisteddfod season.

This includes:

- Exclusivity of Diamond Sponsorship
- First right of refusal for Diamond Sponsorship in 2010
- Naming rights to the 2019 Eisteddfod - The <Organisation Name> 2019 Coffs Harbour & District Eisteddfod
- Naming rights recognition in all marketing mediums and on Stardom, the online entry system for the eisteddfod
- Opportunity to speak at the opening of each Eisteddfod genre – 5 minute length at all 5 genres
- Verbal acknowledgement as Coffs Harbour and District Eisteddfod Sponsor at the open and close of each session of all genres during the eisteddfod season
- Verbal acknowledgment by all eisteddfod genres in sessions during the eisteddfod season
- Your corporate logo on the front cover of all genre programs
- Logo displayed in slides during each session of all genres during the eisteddfod season
- Logo and link to your website from home page and sponsor page of Coffs Harbour and District Eisteddfod Society www.coffseisteddfod.org.au
- One full page advertisement in all eisteddfod genre programs
- Promotion via Coffs Harbour and District Society both social media channels
- Allocation of patronage to a junior/senior performance scholarship or Championship from the Dance Eisteddfod as selected by you or assigned by the Dance Coordinator - your organisation's logo will be printed in the Dance program against the allocation
- Two Family Season passes to the 2019 Coffs Harbour and District Eisteddfod. Each pass is for two adults and two children and includes entry to all sessions of all eisteddfod genres
- Two tickets to a Dance Gala Concert & Excellence Concert featuring group performances as selected by the adjudicator from local studios, and the finals of the solo performance scholarships
- Opportunity to exhibit at all eisteddfod genre venues.

1.2 Platinum – \$1500 – Section Overall Sponsorship

As Platinum Sponsor of the Coffs Harbour Eisteddfod section for 2019, your (maximum of 1 only) organisation will have naming rights to the 2019 section (eg: Vocal, Drama, Piano, Instrumental) and receive the highest level of recognition in the lead-up to and during the 2019 Coffs Harbour Eisteddfod.

This includes:

- Exclusivity of Platinum Sponsorship
- Section naming rights to the Dance section of the 2019 Eisteddfod – The <Organisation Name> 2019 Coffs Harbour & District “ Piano, Vocal / eg Eisteddfod
- Section naming rights recognition in all marketing mediums and on Stardom, the online entry system for the eisteddfod for your sponsored section
- Verbal acknowledgement at the open and close of each session of your sponsored section during the eisteddfod season
- Further verbal acknowledgment by all eisteddfod sections during the eisteddfod season
- Your corporate logo on the front cover of your sponsored section program
- Logo displayed in slides during each session of your sponsored section during the eisteddfod season
- Logo and link to your website from Dance page and sponsor page of Coffs Harbour and District Eisteddfod Society www.coffseisteddfod.org.au
- One full page advertisement in all section programs
- Promotion via social media channels.
- Two Family Season passes to the 2019 Coffs Harbour and District Eisteddfod. Each pass is for two adults and two children and includes entry to all sessions of all eisteddfod genres
- Two tickets to both Dance Gala Concerts & Excellence concerts featuring scholarship performances, and adjudicator choices.
- Opportunity to present this award at Gala & Excellence Concerts
- Exhibition of banners and marketing materials at Dance venues.

1.3 Opal White – \$500 (maximum of 1 only)

As Opal White Sponsor of the Coffs Harbour Dance Eisteddfod for 2019, your organisation will be named as sponsor of the 2019 Piano, Speech and Dram, Instrumental or Vocal Eisteddfod and receive significant recognition in the lead-up to this. This includes:

- Exclusivity of Opal White 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
- 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 2019 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.

1.4 Ruby – Excellence Concert - \$500 (maximum of 1 only)

As Ruby Sponsor of the Coffs Harbour & District Eisteddfod for 2019, your organisation will be named as sponsor of the 2019 Eisteddfod Excellence 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
- Excellence concert brought sponsored by your organisation – for example ‘Gala Concert proudly presented by Your Organisation’
- Advertisement on Excellence Concert program
- Video or picture slideshow (maximum three minutes’ duration) to be played on loop whilst guests are being seated at Excellence Concert
- Logo displayed on sponsor page of Coffs Harbour and District Eisteddfod Society website www.coffseisteddfod.org.au
- Promotion via social media channels by both Dance & Coffs Eisteddfod
- Allocation of patronage to the 2019 Spirit of the Eisteddfod Awards
- Opportunity to present major Eisteddfod Awards at the ~~gala~~ Concert
- Two tickets to Excellence Concert .

1.5 Silver - \$350

As a Silver Sponsor of the Coffs Harbour and District Eisteddfod Society for 2019, your organisation will receive recognition in the lead-up to and during the 2019 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
- 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 2019 Coffs Harbour and District Eisteddfod. This pass is for one adult and includes entry to all sessions of all eisteddfod sections.

1.6 Bronze - \$250

As a Bronze Sponsor of the Coffs Harbour and District Eisteddfod Society for 2019, your organisation will receive recognition in the lead-up to and during the 2019 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
- 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.

1.7 Copper - \$150

As a Copper Sponsor of the Coffs Harbour and District Eisteddfod Society for 2019, your organisation will receive recognition in the lead-up to and during the 2019 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
- 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.

1.8 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 |

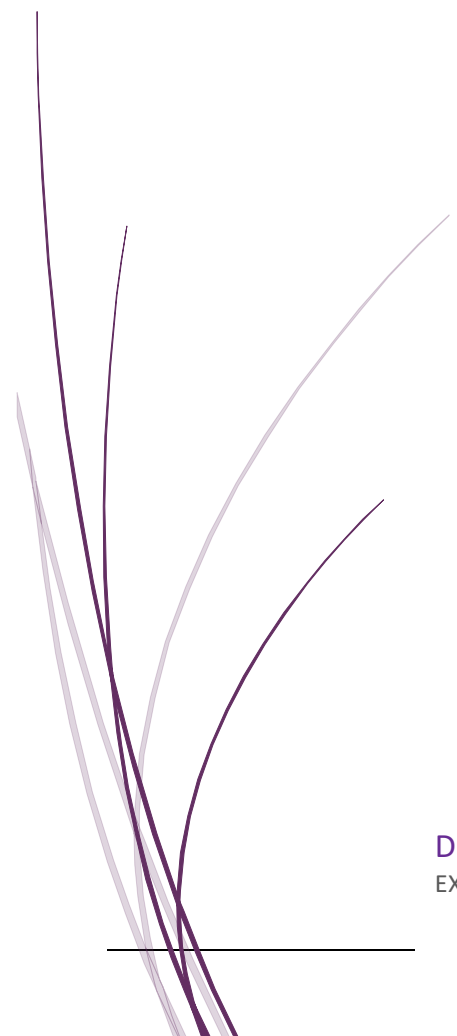
Committee meetings are conducted on the second Thursday of each month, with all members welcome to attend and offer input into the running of our annual community event.

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	Alice Jamison - piano@coffseisteddfod.org.au
Instrumental	Anne Chittick – instrumental@coffseisteddfod.org.au
Vocal	Vanessa Crossley – vocal@coffseisteddfod.org.au
Drama	TBA – drama@coffseisteddfod.org.au
President	David Crossley – president@coffseisteddfod.org.au
Treasurer	Debbie Waters – treasurer@coffseisteddfod.org.au
Facebook	https://www.facebook.com/coffseisteddfod/
Webb Site	http://coffseisteddfod.org.au/



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