



2020

# 48th Annual Coffs Harbour & District Eisteddfod

*Sponsorship & Advertising  
Prospectus*

David Metcalf, Vanessa Crossley, Anne Chittick, Debbie Waters  
EXECUTIVE COMMITTEE 2020

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# Introduction

The Coffs Harbour and District Eisteddfod Society has been encouraging and nurturing young performers across various genres for over 48 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 2020, 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](mailto: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 2020.

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

Kind regards

*2020 Coffs Harbour & District Eisteddfod Committee*

## 1.1 Diamond - \$4000 – Overall Sponsorship (Maximum of 1 only)

As Diamond Sponsor of the Coffs Harbour and District Eisteddfod Society for 2020, your organisation will have naming rights to the 2020 eisteddfod season which incorporates five genres including Dance, Piano, Vocal, Instrumental or Speech and Drama. You will receive the highest level of recognition in the lead-up to and during the 2020 Eisteddfod season.

This includes:

- Exclusivity of Diamond Sponsorship
- First right of refusal for Diamond Sponsorship in 2021
- Naming rights to the 2020 Eisteddfod - The <Organisation Name> 2020 Coffs Harbour & District Eisteddfod
- Naming rights recognition in all marketing mediums and on Comps On Line 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 and Logo displayed in slides during each session of all genres during the eisteddfod season
- Your corporate logo on the front cover of all genre programs
- Logo and link to your website from home page and sponsor page of Coffs Harbour and District Eisteddfod Society [www.coffseisteddfod.org.au](http://www.coffseisteddfod.org.au)
- One full page advertisement in all eisteddfod genre programs
- Promotion via Coffs Harbour and District Society both social media channels
- One Family Season passes to the 2020 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.
- Half page advert / Editorial Coffs Harbour Advocate or Radio advert proposal, to be determined by yourself and Coffs Harbour Eisteddfod Society.
- Recognition on A4 Poster \ for Gala Dance Concert & Excellence Concert and in advert in programmes for concerts.
- Naming Rights to Major Overall Award to be announced at Excellence Concert
- As our Major Sponsor of the Coffs Harbour & District Eisteddfod for 2020, your organisation will be named as sponsor of the 2020 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.

## 1.2 Platinum – \$1500 – Section Overall Sponsorship (Maximum of 1 only)

As Platinum Sponsor of the Coffs Harbour Eisteddfod section for 2020, your organisation will have naming rights to the 2020 section ( e.g.: Vocal, Drama, Piano, Instrumental ) and receive the highest level of recognition in the lead-up to and during the 2020 Coffs Harbour Eisteddfod.

This includes:

- Exclusivity of Platinum Sponsorship
- Section naming rights to the Dance section of the 2019 Eisteddfod –The <Organisation Name> 2020 Coffs Harbour & District “ Piano, Vocal / eg Eisteddfod
- Section naming rights recognition in all marketing mediums and on Comps On Line, 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 Eisteddfod page and sponsor page of Coffs Harbour and District Eisteddfod Society [www.coffseisteddfod.org.au](http://www.coffseisteddfod.org.au)
- One full page advertisement in Discipline program
- Your name in other eisteddfod section programmes
- Promotion via social media channels.
- One Family Season passes to the 2020 Coffs Harbour and District Eisteddfod. Each pass is for two adults and two children and includes entry to all eisteddfod genres
- One ticket to both Dance Gala Concerts & Excellence concerts featuring scholarships performances, and adjudicator choices.
- Opportunity to present awards at Excellence Concerts
- Exhibition of banners and marketing materials at venues.

## 1.3 Gold – \$500

As Gold Sponsor of the Coffs Harbour Eisteddfod for 2020, your organisation will be named as one of our sponsors of the 2020 Piano, Speech and Drama, Instrumental or Vocal Eisteddfod and receive significant recognition in the lead-up to this. This includes:

- Verbal acknowledgement of sponsorship by regularly throughout the competition.
- Verbal spruiking of your organisation's 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
- Quarter page advertisement at the beginning of the Section Printed Programme.
- Logo displayed in slides during each session of the sections competition.
- Promotion via social media channels by Coffs Harbour & District Eisteddfod.
- One Family Season pass for the 2020 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 organisation's products and services.

## 1.4 Silver - \$350

As a Silver Sponsor of the Coffs Harbour and District Eisteddfod Society for 2020, your organisation will receive recognition in the lead-up to and during the 2020 Eisteddfod season. This includes:

- Verbal acknowledgement of sponsorship during the eisteddfod season
- One quarter page advertisement in section program
- 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 2020 Coffs Harbour and District Eisteddfod. This pass is for one adult and includes entry to all sessions of all eisteddfod sections.

## 1.5 Bronze - \$250

As a Bronze Sponsor of the Coffs Harbour and District Eisteddfod Society for 2020, your organisation will receive recognition in the lead-up to and during the 2020 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
- 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 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.

## 1.6 Copper - \$150

As a Copper Sponsor of the Coffs Harbour and District Eisteddfod Society for 2020, 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
- 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.

## 1.7 Brass - \$60

- 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.



## 2. Program Advertising Rates

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

All programs will be available on line

- Full Page \$175
- Half Page \$100
- Quarter Page \$ 75
- Banner (across bottom of page) \$ 50

## 3. 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.

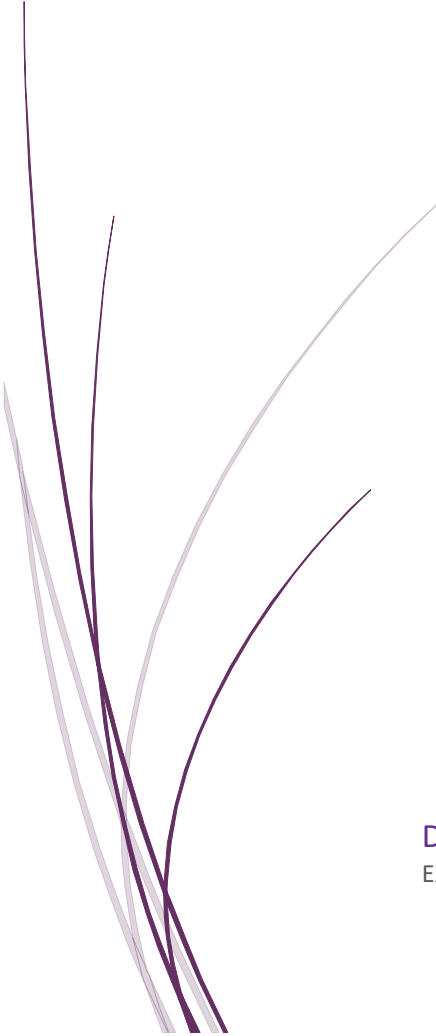
A membership form will be provided upon request.

## 4. Trophies

If you wish to remain a trophy sponsor, a contribution of \$12.00 is required to maintain the award in your name

# 5. Contact Us

Piano Alice Jamison - [piano@coffseisteddfod.org.au](mailto:piano@coffseisteddfod.org.au)  
Instrumental Peter Morgan – [instrumental@coffseisteddfod.org.au](mailto:instrumental@coffseisteddfod.org.au)  
Vocal Vanessa Crossley – [vocal@coffseisteddfod.org.au](mailto:vocal@coffseisteddfod.org.au)  
Drama Vanessa Crossley– [drama@coffseisteddfod.org.au](mailto:drama@coffseisteddfod.org.au)  
Facebook <https://www.facebook.com/coffseisteddfod/>  
Webb Site <http://coffseisteddfod.org.au/>



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