

2022

# 50th Annual Coffs Harbour & District Eisteddfod

*Sponsorship & Advertising  
Prospectus*



COFFS HARBOUR & DISTRICT  
**EISTEDDFOD SOCIETY**



*Celebrating*  
**50 YEARS**

Coffs Harbour & District Eisteddfod 2022

EXECUTIVE COMMITTEE 2022

Debbie Waters, Lousie Ray, Sandra Goodby, Anne Chittick,

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## Introduction

Currently in its 50<sup>th</sup> consecutive year, The Coffs Harbour and District Eisteddfod Society Coordinates The Annual Eisteddfod as well as Performance Concerts and Workshops for students to showcase their abilities.

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.

Each year The Eisteddfod attracts over 3000 competitors and their families to the Coffs Coast. There are six genres in the Eisteddfod – Dance, Piano, Vocal, School Choirs, 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.

The 2022 Eisteddfod competition will include Piano, Vocal and Instrumental (Including Duets, trios and small groups)

If you would like to support and encourage our youth, please contact anyone on the section listing as outlined on our webpage, [www.coffseisteddfod.org.au](http://www.coffseisteddfod.org.au) or via email, [info@coffseisteddfod.org.au](mailto:info@coffseisteddfod.org.au)

By supporting The Coffs Harbour and District Eisteddfod Society, we can immediately commence promotion of your business 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 2022.

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

2022 Coffs Harbour & District Eisteddfod Committee



## 1.1 Diamond - Overall Sponsorship

### Thankyou RJK Optometry for 2022

(Maximum of 1 only)

As Diamond Sponsor of the Coffs Harbour and District Eisteddfod Society for 2022, your Organization will have naming rights to the 2022 eisteddfod season which incorporates five genres including Dance, Piano, Vocal, Instrumental, School Choirs , Speech and Drama. You will receive the highest level of recognition in the lead-up to and during the 2022 Eisteddfod season.

This includes:

- Exclusivity of Diamond Sponsorship
- First right of refusal for Diamond Sponsorship in 2023
- Naming rights to the 2022 Eisteddfod - The RJK Optometry 2022 Coffs Harbour & District Eisteddfod
- Naming rights recognition in all marketing mediums and on Comps Online 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 2022 Coffs Harbour and District Eisteddfod. Each pass is for two adults and two children and includes entry to all sessions of all eisteddfod genres( subject to COVID restrictions )
- Two tickets to a Dance Performance Concert & our 50<sup>th</sup> Celebrations Concert featuring group performances as selected by the adjudicator from local studios, and the finals of the solo performance scholarships ( Subject to COVID restrictions )
- 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 programs for concerts.
- Naming Rights to Major Overall Award to be announced at Performance Concert
- As our Major Sponsor of the Coffs Harbour & District Eisteddfod for 2022, your organisation will be named as sponsor of the 2022 Eisteddfod 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 2022, your Organisation will have naming rights to the 2022 section (e.g.: Vocal, Drama, Piano, School Choirs, Instrumental) and receive the highest level of recognition in the lead-up to and during the 2022 Coffs Harbour Eisteddfod.

This includes:

- Exclusivity of Platinum Sponsorship
- Section naming rights to the 2022 Eisteddfod –The <Organisation Name> 2022 Coffs Harbour & District “Piano, Vocal, Instrumental / e.g., Eisteddfod
- Section naming rights recognition in all marketing mediums and on Comps Online, 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
- Your corporate logo on the front cover of your sponsored section program
- 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 programs
- Promotion via social media channels.
- One Family Season passes to the 2022 Coffs Harbour and District Eisteddfod. Each pass is for two adults and two children and includes entry to all eisteddfod genres.(Subject to COVID restrictions)
- Opportunity to present awards at disciplines event or awards ceremonies.
- Exhibition of banners and marketing materials at venues.

### 1.3 **Gold – \$500**

As Gold Sponsor of the Coffs Harbour Eisteddfod for 2022, your organization will be named as one of our sponsors of the 2022 Piano, Speech and Drama, Instrumental, School Choirs or Vocal Eisteddfod and receive significant recognition in the lead-up to this.

This includes:

- Verbal acknowledgement of sponsorship by regularly throughout the competition.
- Quarter page advertisement at the beginning of the Section Printed Program.
- Promotion via social media channels by Coffs Harbour & District Eisteddfod.
- One Family Season pass for the 2022 Coffs Harbour and District Eisteddfod. This pass is for two adults and two children and includes entry to all sessions of all eisteddfod genres ( Subject to COVID restrictions)
- Exhibition space assigned throughout the competition near venue entrance to promote your organization’s products and services.

### 1.4 **Silver - \$350**

As a Silver Sponsor of the Coffs Harbour and District Eisteddfod Society for 2022, your organization will receive recognition in the lead-up to and during the 2022 Eisteddfod season.

This includes:

- Verbal acknowledgement of sponsorship during the eisteddfod season
- One quarter page advertisement in section program
- Promotion via social media channels by Coffs Harbour & District Eisteddfod Society
- Allocation of patronage for one major award from the Eisteddfod Section. Your organization’s name or logo will be printed in section program against the allocation
- One Adult Season pass for the 2022 Coffs Harbour and District Eisteddfod. This pass is for one adult and includes entry to all sessions of all eisteddfod sections. ( Subject to COVID restrictions )

## 1.5 **Bronze - \$250**

As a Bronze Sponsor of the Coffs Harbour and District Eisteddfod Society for 2022, your organization will receive recognition in the lead-up to and during the 2022 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
- 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 organization'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 2022, your organization will receive recognition in the lead-up to and during the 2022 Eisteddfod season.

This includes:

- Your corporate logo printed in Section program
- Promotion via social media channels by Coffs Harbour & District Eisteddfod
- Allocation of patronage for one section from the selected discipline's Eisteddfod as selected by you or assigned by the Section Coordinator - your organization's name will be printed in section program against the allocation.

## 1.7 **Brass - \$60**

- Allocation of patronage for one section from the selected discipline's Eisteddfod as selected by you or assigned by the Section Coordinator – your organization'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 online

- 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 a monthly basis, with all members welcome to attend and offer input into the running of our annual community event.

As a not-for-profit organization 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 is available from our Website or can 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

### Executive Committee

President – Debbie Waters , [president@coffseisteddfod.org.au](mailto:president@coffseisteddfod.org.au)

Vice President – Louise Ray – [instrumental@coffseisteddfod.org.au](mailto:instrumental@coffseisteddfod.org.au)

Treasurer and Assist Treasurer - Debbie Waters and Sandra Goodby – [treasurer@coffseisteddfod.org.au](mailto:treasurer@coffseisteddfod.org.au)

Secretary – Anne Chittick – [secretary@coffseisteddfod.org.au](mailto:secretary@coffseisteddfod.org.au)

### Discipline Coordinators

Piano Alice Jamison - [piano@coffseisteddfod.org.au](mailto:piano@coffseisteddfod.org.au)

Instrumental Lousie Ray – [instrumental@coffseisteddfod.org.au](mailto:instrumental@coffseisteddfod.org.au)

Vocal Vanessa Crossley – [vocal@coffseisteddfod.org.au](mailto:vocal@coffseisteddfod.org.au)

Drama Elise Prosser – [drama@coffseisteddfod.org.au](mailto:drama@coffseisteddfod.org.au)

School Choirs Mary Pollack – [choirs@coffseisteddod.org.au](mailto:choirs@coffseisteddod.org.au)

Dance Jann Golding – [dance@coffseisteddfod.org.au](mailto:dance@coffseisteddfod.org.au)

Facebook <https://www.facebook.com/coffseisteddfod/>

Webb Site <http://coffseisteddfod.org.au/>

**Please Note – Changes to this agreement may be necessary due to COVID restrictions or NSW Health Orders at the time of our events or leading up to our scheduled events**

DCCD003.V2. 2022	CHDES Sponsorship Prospectus	Created Oct 2013	Updated Oct 2022	Due for Review Oct 2023
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