



PRESENTS THE

BUNGENDORE HARVEST FESTIVAL

local food wine farm tours
gardening sustainability
cooking demos workshops

28 - 30 APRIL 2017

Sponsor Information Pack

Bungendore Harvest Festival Sponsor Information 2017

For more information contact Donna Camac on 0421 962 147 or donna@southernharvest.org.au
www.southernharvest.org.au



Growing local and regional food communities in Southern NSW and the ACT

EVENT SNAPSHOT

The Bungendore Harvest Festival will be a celebration of local, cold climate food, how it grows, where it grows, where to get it, how to prepare it and how to eat it. The weekend Festival will occur across a weekend to encourage overnight visitors and people from further afield.

On Saturday, the streets of Bungendore will come alive with stalls, talks, cooking demonstrations and other activities that are inviting and attractive to locals and visitors alike. The Festival will take place in marquees along the footpaths in Ellendon Street, at the Carrington Hotel, in the vacant blocks along Ellendon Street and at the Village Square. Stalls along Ellendon Street will include food stalls from local farmers and will include garlic, tomatoes, fruit and other seasonal vegetables and produce, as well as food preserved from local harvests.

Sunday will see visitors explore and recognise Bungendore as a regional food destination. Visitors will participate in farm and winery tours, sample Bungendore's freshest and finest local food at local cafes and restaurants, and attend courses focused on growing and preserving food.

The Bungendore Harvest Festival will engage as many local businesses to participate in the Harvest Festival as possible, and has the support of the Queanbeyan Palerang Regional Council and the Bungendore Chamber of Commerce and Industry.

AIMS OF THE BUNGENDORE HARVEST FESTIVAL

- Promote Bungendore and QPRC as a regional food destination
- Bring overnight and day visitor tourism to Bungendore
- Profile regional food
- Celebrate our farming history
- Help to create a community feel for Bungendore

ABOUT THE ORGANISER

Southern Harvest is a business and community led organisation focused on growing local and regional food communities in the ACT and South East NSW through education, market opportunities, networking and advocacy.

It is run by volunteer representatives from across the region including farmers, local food retailers, educators and consumers. Southern Harvest runs the weekly Southern Harvest Farmers Market in Bungendore and has a wider network of regional producers plus interested consumers, we also have good connections into the local food businesses such as Le Tres Bon and The Carrington. We have an active website and social media presence in the region as well as partnering with a number of regional sustainability groups including: FuturePLANS, Slow Food Canberra and Capital Region, SCPA-South East Producers and Canberra City Farm

Southern Harvest aims to:

- **Develop a strong regional brand that provides opportunities for the diverse businesses in the region.**
- **Add value to regional products and services.**
- **Grow the economic sustainability of local agriculture.**
- **Promote the region as a food destination.**

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BUNGENDORE HARVEST FESTIVAL LOCATION MAP

On Saturday, the Festival will take place in Ellendon Street from the Carrington Hotel to Gibraltar Street plus the Village Square and Gibraltar street shops from Bungendore Cellars to the Royal Hotel.



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WHY SPONSOR THE BUNGENDORE HARVEST FESTIVAL?

The organiser, Southern Harvest Association is a non-profit organisation at the forefront of supporting our local and regional food industry having played a leading role in all major “fair food” initiatives in Southern NSW and the ACT in recent years. Southern Harvest, through the Southern Harvest Farmers Market in Bungendore, has had a significant impact on local farmers, food businesses, and other local businesses and sees potential for Bungendore to become a regional food destination.

Southern Harvest is organising the Bungendore Harvest Festival as a major fundraiser. Sponsorship funds will be used to pay for media and administrative expenses for the Bungendore Harvest Festival.

This is an opportunity for the local business community to get behind this Festival to show locals and visitors from Canberra, Sydney and surrounding areas that Bungendore is a regional food destination. This will have flow on effects for other Bungendore businesses, which we believe is the ideal reason not only for the Festival, but also for the business community supporting such an event.

PROMOTIONAL PLAN

- Event advertisement via Southern Harvest email newsletters, Facebook and website
- Press releases to media in SE NSW and Canberra
- Festival information will be located on the Southern Harvest Association website.
- Partner organisations will support promotional activities and disseminate information to their networks
- Event sales via Southern Harvest website
- Advertisements in the Bungendore Weekly and Canberra newspapers (dependent on funding)
- Advertise event on Destination NSW and Visit Canberra websites

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SPONSORSHIP OPPORTUNITIES

MAJOR SPONSOR \$2500

One exclusive Major Sponsor will receive the following benefits:

1. Exclusive naming rights as “Bungendore Harvest Festival’s Major Sponsor”.
2. Premium Reserved trade site (6m x 3m) on Ellendon Street on Saturday.
3. Nominated representative to officially open the Festival
4. Major Sponsor recognition on www.southernharvest.org.au in the lead up to Festival, and for one month after the Festival.
5. Major Sponsor recognition on promotional material and media releases.
6. Recognition in social media promotions pre and post event.
7. Company banners on display at the Festival in several locations as negotiated.
8. Certificate of Major Sponsorship.

GOLD SPONSOR \$1000

Gold Sponsors will receive the following benefits:

1. Gold Sponsor recognition on www.southernharvest.org.au in the lead up to Festival, and for one month after the Festival.
2. Premium reserved trade site (3m x 3m) on Ellendon Street on Saturday.
3. Gold Sponsor recognition on promotional material and media releases.
4. Recognition in social media promotions pre and post event.
5. Company banners on display at the Festival in several locations as negotiated.
6. Certificate of Gold Sponsorship.

SILVER SPONSOR \$450

Silver Sponsors will receive the following benefits:

1. Silver Sponsor recognition on www.southernharvest.org.au in the lead up to Festival, and for one month after the Festival.
2. Reserved trade site (3m x 3m) on Ellendon Street on Saturday.
3. Silver Sponsor recognition on promotional flyer and media releases.
4. Recognition in one social media promotion pre and post event.
5. Certificate of Silver Sponsorship.

BRONZE SPONSOR \$100

Bronze Sponsors will receive the following benefits:

1. Bronze Sponsor recognition on www.southernharvest.org.au in the lead up to Festival, and for one month after the Festival.
2. Bronze Sponsor recognition on promotional flyer and media releases.
3. Recognition in one social media promotion pre and post event.
4. Certificate of Bronze Sponsorship.

IN-KIND SPONSORSHIP

Please contact Donna to discuss in-kind sponsorship possibilities.

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SPONSORSHIP ACCEPTANCE FORM

Contact Name _____

Company Name _____

Postal Address _____

Street Address _____

Telephone _____ Email _____

SELECT PACKAGE

- \$2500 **Harvest Festival MAJOR SPONSOR**
 - \$1000 **Gold sponsor**
 - \$450 **Silver Sponsor**
 - \$100 **Bronze Sponsor**
 - Other amount** _____
 - In kind - details** _____
-

DETAILS FOR INVOICE (IF DIFFERENT TO ABOVE)

Invoice to _____

Email address _____

RETURN TO donna@southernharvest.org.au or respond by phone to Donna 0421 962 147

BEFORE Friday 17th March 2017

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