



SUPPORTED BY



Stable on the Strand Sponsorship

TOWNSVILLE'S CHRISTMAS FESTIVAL | 18-22 DECEMBER

A free interactive experience celebrating the Christmas Story

Be part of the Stable Team!

Together we ...

BUILD the Townsville Community

GIVE a gift to our city at Christmas

ENGAGE families and children in the wonder & awe of the Christmas Story

ENCOURAGE 700+ volunteers

JOIN with 60+ congregations of the Combined Churches in unity

DEVELOP relationships with 50+ like-minded businesses

CONNECT with 38000+ people

INVEST in our city and region

NEW BENEFITS

Increased brand visibility through:

- ✓ Media opportunities
- ✓ Exposure in Stable App (due Nov)
- ✓ Greater digital connection (website & social)
- ✓ Recognition & feature in Stable Newsletters
- ✓ Recognition in the Official Opening

AVAILABLE NAMING RIGHTS

As at 1 May 2017 | Platinum Sponsorship

Stable Beach Theatre

Youth Program

NEW! Film Space

NEW! Photo Booth in Stable Village

NEW! Carols Song Book

NEW SPONSORSHIP OPPORTUNITY | Match the funds raised at the Trivia Night!

How you can support Stable on the Strand

1. **Budget now** for your sponsorship for Stable on the Strand 2017
2. **Consider ways** you can provide in-kind goods & services
3. **Commit to multi-year sponsorship** e.g. the next 3 years
4. **Support our Trivia Night Fundraiser.** Book a Table (8 Tickets @ \$10 each), donate prizes, encourage your colleagues, friends, and family to attend

Sign up TODAY!

Stable on the Strand Inc ABN 31729326119

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SPONSORSHIP LEVELS & BENEFITS

BENEFIT	MAJOR	PLATINUM	GOLD	MEDIA	SILVER	BRONZE
Sponsorship Value incl. GST	\$55000+	\$16500+	\$11000+	\$11000+	\$3850+	\$550+
Exclusivity within business category & sponsorship level	✓	✓	✓	-	-	-
Minimum Sponsorship Value in Cash	✓	✓	-	-	-	-
Cash, service &/or product sponsors	✓	✓	✓	✓	✓	✓
NAMING RIGHTS						
Naming / Presenting Rights to an aspect of Stable on the Strand [outside Town of Bethlehem]	✓	✓	-	-	-	-
MEDIA						
NEW! Sponsorship recognition in Media Interviews by Stable Representatives	✓	-	-	-	-	-
NEW! Your logo included on Media Releases	✓	-	-	-	-	-
NEW! Joint Media Conference	✓	-	-	-	-	-
Your logo featured in newspaper & TV advertising	✓	✓	✓	✓	-	-
DIGITAL						
NEW! Showcase section in the Stable App [due Nov]	✓	-	-	-	-	-
NEW! Banner Ad with other ads in the Stable App [due Nov]	✓	✓	-	-	-	-
NEW! Your video featured on our Facebook Page [subject to Stable on the Strand approval]	1 min	1 min	-	-	-	-
NEW! Feature News Item on our Facebook Page	2	1	1	1	-	-
NEW! Your video featured on our Web Page [subject to Stable on the Strand approval]	1 min	1 min	-	-	-	-
NEW! Your ad featured on the Stable on the Strand website [timing & size to be negotiated]	✓	✓	✓	✓	-	-
NEW! Your logo featured with the Stable on the Strand logo & other Major Sponsors in header of our e-Newsletters	✓	-	-	-	-	-
NEW! Feature News Item in our e-Newsletter	2	1	1	1	-	-
Your logo on the Stable on the Strand website with link to your website	✓	✓	✓	✓	-	-
Your organization acknowledged on the Stable on the Strand website	-	-	-	-	✓	✓
PRINT MATERIAL						
NEW! Your logo featured with the Stable on the Strand logo & other Major Sponsors in the header of our Church Newsletter, Stable Connections	✓	-	-	-	-	-
NEW! Feature News Item in our Church Newsletter, Stable Connections	2	1	1	1	-	-
Your logo included on printed promotional material including posters & flyers	Front	Featured	Featured	Featured	Double sided materials	-
Your logo included in printed Programs	Front	Featured	Featured	Featured	✓	✓
ON SITE SIGNAGE						
Your banners displayed at key locations	Up to 3	-	-	-	-	-
Your logo displayed on corflute signs supplied by us at key locations	✓	✓	✓	✓	✓	✓
Your logo prominently displayed in rotation on the Main Stage Screen	Full frame	Full frame	Full frame	Full frame	2 / frame	4 / frame
ON SITE PROMOTION						
NEW! Participation in the Official Opening	✓	-	-	-	-	-
NEW! Recognition by Stable Representative at the Official Opening	✓	✓	-	-	-	-
Your video shown on the main stage screen each night of the Event [subject to Stable on the Strand approval]	1 min	1 min	30 secs	30 secs	-	-
Display space in exclusive Tent (3m x 3m) or Banner (1)	✓	✓	-	-	-	-
Display space (2m x 2m) in shared Sponsors Tent or Banner (1)	-	-	✓	✓	-	-
Announcements by the MC that you are a Major, Platinum, Gold or Media Sponsor	✓	✓	✓	✓	-	-
POST EVENT						
NEW! Digital 'Thank You' Banner featured on Stable website	✓	-	-	-	-	-
Thank You gift and Invitation to the Sponsors Function after the Event	✓	✓	✓	✓	Cash Sponsors	-
Certificate of Appreciation	-	-	-	-	In-kind Sponsors	✓
Full Annual Report	✓	✓	✓	✓	On request	On request

Note: There is opportunity to negotiate your sponsorship package. Contact Belinda on 0411 756 273.