

# BIRREGURRA FESTIVAL & ART SHOW 2015

## SPONSORSHIP PACK

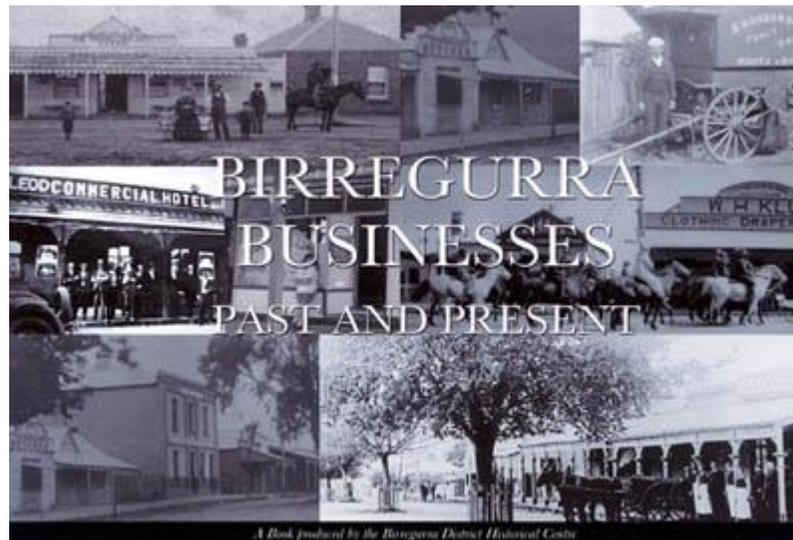


## THE HISTORY

Welcome to Birregurra 'By the Barwon' at the foot of the Otway Ranges and edge of volcanic plains, only 30 minutes from Lorne on the Great Ocean Road. Pick up a brochure from the General Store, follow the Heritage Walk and discover the history and scenic beauty of this special country town.

Undoubtedly one of the most spectacular buildings in town is the Anglican Christ Church. Built in the 1870's of local Mount Gellibrand bluestone, the church is home to the original brass bell from Bunting Dale Aboriginal Church Mission (1839-1851), the first in the Port Phillip Colony. From here it is only a short walk to McLennan Memorial Uniting Church and St Peter's Roman Catholic Church.

The Native Youth Hotel in Main Street was constructed in the 1860's as a Cobb & Co coaching station between Inverleigh and Lorne and features an original 'Bills' horse water trough. It was delicensed in 1921 and served as a coffee palace and boarding house prior to World War 11. More information is available by visiting the Historical Centre on Sundays, 2-4pm.



Walk or drive to the top of town and experience panoramic views of the surrounding countryside, the magnificent Otway Ranges, Mount Gellibrand and the picturesque public golf course by the Barwon River.

Our vibrant community has a population of over 500 residents and celebrates country life every October with the Birregurra Weekend Festival.

# THE FESTIVAL

Welcome to the 16th annual Birregurra Festival & Art Show, an event synonymous with quality farm produce, agricultural displays, craft and live local music.

The festival begins with the art show launch in the Main Street Hall on Friday night, October 9, from 7.30pm.

The Art Show – lauded as one of Victoria’s most successful – consistently attracts artists from across the State.

Over the weekend explore Main Street for a vast array of market stalls selling a range of quality crafted goods, check out the main stage for some of Victoria’s best live musical acts.

Visit the children’s play area in the ‘Back Paddock’ (behind the front section of the park) the always popular petting zoo, rides and great kids’ entertainment. Don't miss the highly entertaining dog jump that's contested over the weekend.



Also included in the ‘Back Paddock’ are the experts in action in the competitive woodchop competition on the Sunday. Camel rides are near the skate park.

So welcome to our 16th annual Birregurra Festival & Art Show in the picturesque Otway hinterland, there's so much on offer this year, we know the whole family will enjoy one of Victoria’s most popular events.

# TARGET AUDIENCE

Our target audience is geographically defined as people within Victoria, however outside Victoria is also attempted through publications such as the Royal Auto magazine. Survey results tell us that people come from all over Australia.

In terms of those people attracted, it is reasonable to expect that people with a food and wine interest, those that are thinking of the 'country' tree change and those city dwellers that just want to escape to the country for a weekend are our major targets.

Repeat visitors to the festival are another ideal subject. The age demographic is from the very young to the elderly – where no-one is not charmed by the beauty of the Otway's and hospitality of our small country town.

To meet this challenge of reaching this population and demographic requires a mixed media campaign and imagination that is built within our limited budget. It includes media, radio, websites, face book, posters – the more traditional print and electronic mediums. Above all else – is the ultimate power of the 'word of mouth'. So many visitors to our festival are invited to our festival by our residents, families, their families and so on. Our reputation has grown so that we can now boast numbers of over 5,000 patrons on each day.

Survey Results showed:

25.32% surveyed came with 5 or more persons.

26.25% surveyed were between 35 to 44 years of age.

75% surveyed were local.

42.5% surveyed were there to support the festival

55% surveyed gave the festival a 55% Excellent rating whilst 32.5% said Very Good

68.35% surveyed identified that the Stage and the market stalls were the main reasons for attending the festival.

48.72% surveyed said they attended the festival as they had been there before.



# FEATURES

**Art Show** - The Birregurra Art Show launches on October 10 as part of the Birregurra Festival & Art Show. The Art Show, held in the Birregurra Main Street Hall, is a popular and central aspect of this vibrant community festival. In fact the Opening of the Art Show (and award night) is a highlight of the festival and considered our 'jewel in the crown'.



The Birregurra Art Show draws a diverse and enthusiastic audience. As a community event and an award show it attracts both amateur and professional artists. This year prizes are awarded in each of nine exhibition categories. The categories are Botanical Art, Drawing, Pastel work, Watercolour/ Wash work, Painting, Mixed Media, Printmaking, Photo media and others.



**Food & Wine** – The Food and Wine area boasts local cuisine, products, wine and beer from all over Victoria. Stalls include local wines, boutique beers, local preserves, local olives, olive oil, cordials, jams, spices and bread are on display for purchase or consumption over the weekend. Fantastic food to eat such as Calamari, BBQ's, Vegetarian meals, noodles, doughnuts and locally made ice cream are there for everyone to enjoy.

**Entertainment** – We are currently in negotiations with a major headline act and hope to announce our line-up by May/June for the Main Stage on Saturday. Sunday sees the huge choir 'Orchestral Manoeuvres' of over 100 locals including our own Birregurra school choir participating in a mass participation event that is sure to bring a 'tear to everyone's eye'. Other music on the main stage will be Jazz, Blues and Rock. Dancing will again return with the Rock 'n' Rollers.



**Children** – We don't forget our young ones. They will be entertained by the Animal Nursery and petting area. The Primary School provides children's rides and slides and this year includes a Laser Tag activity. Face Painting is always a feature and ever popular with the young and 'not so young'. Look out for the camel rides and the children's train.



**Other Features** – The Woodchop event has become an annual feature on the Sunday. And the crowd favourite – the Dog Jumping competition for all size canines is not to be missed. Also look out for 'All things Dog' including dog obedience, skills course and other 'doggy' inclusions. 'Earl' the wonder dog will be back again to defend his crown for the 3<sup>rd</sup> year running.



# MEDIA CAMPAIGN

Our promotional campaign is intended use a range of media platforms including print, online, radio and television to run well targeted stories and editorial features where possible to promote the event.

This will include:

- Newspapers including local News Sheets.
- Radio both local and regional.
- Specialist magazines, e.g. Royal Auto
- This year, we have been negotiating with **WIN TV** and look forward to an intense media campaign of commercials 3 weeks prior to the festival.
- Websites both local and regional.
- Face book, Twitter and festival website. Continually upload new items of interest about the festival and art show.
- Paid Advertising – local newspapers, What's On, other regional newspapers
- Posters and DL cards



## SPONSORSHIP

Your business has the opportunity to be visible and participating in the Birregurra Festival & Art Show. Your business will be exposed to thousands of locals and visitors from all over Australia. Our commitment levels of sponsorship are:

<b>Amount</b>	<b>Benefits</b>
Above \$1,000	A designated area named after your business e.g. Main Stage, Food & Wine Area, Park, Ag centre etc. All features as listed below in the \$1,000 sponsorship. Special mention in media articles including the TV advertisement campaign.
\$1000.00	Stall site at the Festival for commercial purposes and customer interaction. Your logo on our festival website. Acknowledgement of support by public announcement from the Main Stage and the Art Show opening. Two complementary tickets to the Art Show on the opening night – 9 <sup>th</sup> October. Logo on our official poster and program.
\$500	Logo on Festival's website and program. Acknowledgement of support by public announcement from Main Stage. Two complimentary tickets to the Art Show on the night of 9 <sup>th</sup> October.
\$250	Logo on Festivals' website and program. Acknowledgement of support by public announcement from the Main stage.
Under \$250	Acknowledgement of support in program and website.
In-kind Sponsorship	You may prefer to provide sponsorship by way of goods or in-kind services. The amount would be measured on the sponsorship above.

**All you need to do – is let us know:**

Address: Birregurra Festival and Art Show, PO Box 88, Birregurra 3242

Email: [vaj001@bigpond.net.au](mailto:vaj001@bigpond.net.au)

Website: [www.birregurra.com](http://www.birregurra.com) and go to the festival page.

Talk to someone:

Co-ordinator Vicki Jeffrey: 0419 367 994

Co-ordinator Noel Lidgerwood: 0407 507 245

**COME AND JOIN US for the Birregurra Festival & Art Show 2014. Your business will be exposed to 10,000 plus of consumers and you will also be involved in a wonderful community event!!**

**Our business:** \_\_\_\_\_

**Amount to Sponsor:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_ **Email:** \_\_\_\_\_