



Autumn Festival sponsorship menu 2023

Exclusive naming rights of Autumn Pie & Tart Trail

Eg. 'XYZ Autumn Pie & Tart Trail'

Investment: \$7500

In return, **your business name** will appear on:

- Festival website homepage as a 'featured hero event'
- Event listing on website program (title and description)
- Reference in all relevant press releases
- Reference on promotional postcard about the festival
- Reference in minimum three visitor e-newsletters about the trail
- Facebook event listing for trail
- Linktree menu tab from Instagram bio
- On window decals for all pie/tart trail participants

You will also receive:

- Logo on all event posters and print advertisements (alongside Gold Leaf sponsors), including Melbourne metro poster distribution (**if sponsorship confirmed by 14 November 2022**)
- Logo on festival homepage sponsor section with backlink to your website
- 'Proud sponsor of the Autumn Festival' window decals and digital file



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Gold Leaf Festival Sponsor: **5 spots available only*** | one per business sector
Investment: \$2500

In return, your logo will appear on:

- All posters and print advertisements (alongside Autumn Pie & Tart Trail sponsor). This includes poster distribution in Melbourne metro and print advertisement in Daylesford Macedon Life magazine inserted in The Age Newspaper
- Festival website (sponsorship section on homepage) with backlink to your website

Note: Sponsorship must be confirmed by 14 November 2022 to feature on print materials. All Gold Leaf sponsors will be potentially sharing space with two other major sponsor logos on posters and advertisements.

You will also receive:

- 'Proud sponsor of the Autumn Festival' window decal and digital file
- Chalk art outside business (either shopfront or pavement) by local artist Chalky promoting Autumn Festival
- Four tickets to Council organised events for staff and family
- Possible opportunity to display signage at Festival Hub in Kyneton Town Hall (hub to be confirmed)



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Crimson Leaf Sponsor - **Boutique accommodation package** for major festival prize

Investment: \$1000 | One spot only

In return, your logo will appear on:

- Festival website (sponsorship section on homepage) with backlink to your website

You will also receive:

- Business mentioned on unique 'Competitions' page featured on main menu of Autumn Festival website, including images and link to your accommodation listing on visitmacedonranges.com
- Business tagged on competition posts and paid ads via Facebook and Instagram
- Business promoted in three visitor EDMs (individual promotion plus two competition promotions)



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Bronze Leaf Sponsor - Prizes for major festival giveaway (perfect for restaurants, cellar doors, spas, garden nurseries and retail businesses).
In-kind investment: Minimum \$200

In return, your logo will appear on:

- Festival website (sponsorship section on homepage) with backlink to your website

You will also receive:

- Business mentioned on website competitions page under relevant competition (with link to VMR business listing or website)
- Business tagged on organic and paid social media posts promoting competition (Facebook and Instagram)

Sponsorship Expressions of Interest due by
Monday 3 October 2022
Please email tourismadmin@mrsc.vic.gov.au