

# 15th Woodend Winter Arts Festival 2019 Sponsorship Prospectus

7-10 June 2019  
Woodend, Victoria



## 2019 is our 15th Festival!

15 years is a significant milestone in anyone's book!

The brainchild of musician Jacky Ogeil, the Festival was founded in 2004 and the first Festival was in June 2005. With a strong team, dedicated committee members and volunteers, WWAF presents more than 40 events over four days of the June long weekend.

The Festivals showcases renowned artists from Australia and overseas, provides educational incursions to local schools and generates a high level of economic activity in the region.

Festival concerts were broadcast by ABC for over 10 years in Europe and the Asia Pacific region, extending the reach and catching the ear of many international artists who still continue to apply to perform at the festival.

### An award-winning organisation

Significant awards have been won by the Festival and Artistic Director over the past few years.

### Organisational awards

- Winner of Excellence in Tourism Award – Macedon Ranges Business Excellence Awards 2018
- Winner of The Not for Profit/Public Sector Award – Macedon Ranges Business Excellence Awards 2018
- Macedon Ranges Shire Council Australia Day Award – Community Event of the Year 2008
- Macedon Ranges Shire Council Business Excellence Award 2007
- Macedon Ranges Shire Council Community Funding Scheme 2006
- Tourism Alliance Award 2006

### Awarded to Dr Jacqueline Ogeil, Artistic Director

- 2019 Australia Day Arts Ambassador, Macedon Ranges Shire Council
- Winner in the 2015 Women of Influence, Financial Review/Westpac
- Margaret Lawrence Bequest for Women in Leadership (Arts) 2014



### Meet the Team

#### *Committee:*

John O'Donnell, President  
Jacky Ogeil, Artistic Director  
Tom Foote, Treasurer  
Kerri A'vard, Secretary & Box Office  
Don & Sheila Drummond, Words & Ideas Coordinators  
Irene O'Duffy, Marketing, Website & Box Office  
Laurissa Mirabelli, Fireworks & Incursions Coordinator  
James Hutchinson, Festival Manager & Admin

Dedicated and trained volunteers help ensure that the festival runs smoothly each year.



**7-10 June 2019**  
**Woodend, Victoria**



## 2018 Festival Snapshot

### ***An Australian Premiere***

2018 was a special year for the Woodend Winter Arts Festival with the first professional performances of *La Pellegrina: A Medici Extravaganza*, a unique production, full staged, choreographed and costumed, made possible by the experienced direction of Rodney Hall and John O'Donnell and the extraordinary talents of the musicians, singers, choir, costume design, dance and choreography.

Musicians, performers and speakers from Australia, Mexico, Italy and regional Victoria wowed audiences at the range of concerts and literary events over four days. These events were complemented by four high-quality art exhibitions featuring Macedon Ranges artists.

Our community-friendly fireworks event on the Friday night was enjoyed by local families and children, with local bands and performers from a local school. Community groups were invited to participate in the Fireworks as a fundraising opportunity, selling food and drinks gaining exposure to a wide audience.

### Age profile for ticketed events

Ticketed events include our concerts and literary events. These events have a generally mature and affluent audience makeup.

Under 50 .....	6%
51 – 60 .....	14%
61 – 70 .....	45%
71+ .....	35%

### Non-ticketed events

Around 3,500 children and parents will attend the opening night fireworks, schools incursion and free children’s literary event.

Art exhibitions are held throughout the weekend and in general we expect at least 3,000 people pass through the doors of these exhibitions over three days.

### Postcode summary

Macedon Ranges / Woodend .....	40%
Regional Victoria .....	14%
Melbourne .....	41%
Interstate .....	5%



## 2018 Visitor statistics

Some key statistics for our most recent festival:

- more than 60% of patrons are fetired or semi-retired
- 80% of the audience are aged 61 and over
- 73% of patrons used local cafes and restaurants, with 18% of patrons spending over \$200 during their visit on food/drinks with a further 10% spending over \$400
- 87% of patrons indicated they would be returning for the 2019 Festival
- at least 90% of tickets are sold before the weekend and more than 80% of tickets are booked online

## Audience development

Increasing numbers of children and families are exposed to festival activities through our festival fireworks, school incursions, discounted concert tickets and our free children's event each year.

The committee work to add a rich layer of high-quality events to appeal across all art-forms, bringing artistic events to audiences who may not otherwise be able to experience them due to distance or cost.





### Sponsorship aims

We seek business sponsors whose ideals and clientele match ours. We are proud of the connections we make with our sponsors, donors and government agencies. All share the same goal: to help us bring the arts to the Macedon Ranges, increase local tourism, boost the local economy and provide opportunities for community development through the arts.

If your business or organisation aligns with our goals and ideals, we invite you to consider sponsorship with us. Your contribution is tangible and meaningful to us. Our aim of bringing affordable artistic experiences to the region while engaging qualified artists at professional rates means that support is always needed.

## Sponsorship Levels

Sponsorships are open to businesses and are invoiced as sponsorship/advertising. GST is added to the invoice. Sponsorship benefits will vary depending on the sponsorship contribution and what is relevant to the sponsoring organisation.

Our Marketing Team will work with you on a range of inclusions that suit your brand and the sponsorship amount, which could include:

- weekly EDMs from late March, with each sponsor being featured (size and frequency commensurate on the value)
- acknowledgement on the event website
- acknowledgement on the tickets with logo
- links to social media and website
- a positive recognition by the festival and mention at related events where possible
- ability to promote your brand through information, displays or product
- included advertising in our weekend official printed program (sizing depending on contribution)
- assistance with creation of artwork and files as needed
- promotion of any special offers that might be relevant to your business
- invitations to exclusive pre- and post- festival events
- meet and greet with other sponsors, artists and key organisational leads
- inclusion of your logo and acknowledge of contribution through third-party tourism EDMs and campaigns, reaching 200,000+ people

All business sponsorships are subject to GST and will be invoiced. Please call to discuss and we will create a sponsorship package that is tailored to your business and the value of the sponsorship.

## Principal Sponsor \$10,000+

As principal sponsor, we will work with you to create significant brand exposure at our festival across all events. Your benefits will be tailored, but could include premium positioning of your logo, online and in print, linking to your website, inclusion in regular EDMs, Facebook and other social media posts, a positive engagement based on the amount of your contribution, free tickets to a variety of events, meet and greet with artists and key organisational leads, invitation to exclusive events and more. These can be extended to your team/major clients depending on the contribution.

## Major Sponsors \$5,000+

Our major sponsors have exclusive sponsorship of one of the concert events in our program. Your benefit will be tailored, and could include positioning of your logo commensurate with your contribution, acknowledgement and inclusion of your logo in print and online, inclusion in regular EDMs, Facebook and other posts, free tickets to a variety of events, and invitation to key events, meeting with artists and organisational leads, relative to the value of your contribution.

## Supporting Sponsors \$2,500+

At this level, sponsors have shared sponsorship of one of the concert events in our program. Your benefit will be tailored, and may include tickets to the concert, print and digital recognition, your logo in our programme and online, linking to your website and social media and inclusion in regular EDMs, relative to the value of your contribution.

## Words & Ideas \$1,000+

Sponsor one of our spoken panel events on various topics. We'll tailor a sponsorship package relative to the value of your contribution.

## Fireworks Sponsor \$6,000

*(alternatively two co-sponsors \$3000 each)*  
Naming and speaking rights for the Opening Night Fireworks. This community event attracts around 2,500 people, including children. Make a positive connection with the regional community at this event. Your sponsorship will include: speaking rights at event, a number of concert event tickets, promotion in a particular fireworks-feature EDM, links to your business website, branding/logo, ability to showcase your organisation at the event with information and inclusion in our printed program and website.

## Wine Partner

An in-kind contribution of wine for our closing event dinner, pre-festival fundraising events and artist gathering. Meet and greet with artists and organisational leads. You will receive free tickets to our closing night dinner, promotion in relation to the dinner and other events, your logo on the menu and associated programme, display and information about your winery at the dinner event. We anticipate the contribution will be somewhere in the range of \$2,500 to \$3,000. There will be the opportunity to sell wine between selected events.

## Accommodation Partner

Providing accommodation for specific artists during the festival (and possibly beforehand). We will promote your accommodation on our website and in EDMs, Facebook posts and more, and your business will be promoted to guests looking for accommodation.

## Individual or Philanthropic Donations

Individuals or Philanthropic foundations/trusts can make a tax-deductible donation at any time.

## Reach a wide audience

Our marketing plan covers print, online and radio, including the following list (not exhaustive):

- 25,000 postcards distributed through Readings, 3MBS and Limelight audiences and Melbourne cafes
- 10,000 brochures distributed via direct mail and in physical locations in regional tourist information centres and the wider Melbourne area
- radio interviews with key personnel and a range of on-air promotions through 3MBS
- regular EDMs to our own email database (2000) which has an average 40% open rate, 15% click rate
- *Midland Express* wrap-around late May reaching 35,000+ homes
- at least two months of publicity in Melbourne, regional, local and community newspapers
- advertising in *Tourism News* (*Midland Express*)
- distribution to schools, community groups and libraries
- inclusion in EDMs by local council bodies to a wide ranging audience of more than 5000 people
- collaboration with DMR Tourism/Visit Victoria, with digital marketing campaign reaching more than 200,000 people
- inclusion in EDMs with 3MBS and other promoters
- comprehensive and wide-reaching social media campaigns in Melbourne and Macedon Ranges
- inclusion on Visit Victoria and other prominent aggregate websites
- regular press releases to all major news agencies through AAP

*and more ...*

## Cross-promotion

Our marketing team will work with you to develop suitable cross-promotion opportunities for social media posts, providing content and images that increase exposure of your business and the festival.

## Artist promotion

Performers, artists and speakers will be encouraged to promote the Festival using hash tags to increase the exposure of the Festival across new audiences. #wwaf2019  
#woodendwinterartsfestival  
#onehourfrommelbourne





## **A sneak peek at Festival 2019**

### **Fireworks Opening Night**

Japanese Drummers Wadaiko Rindo will bring their extraordinary talents, sound and choreography to this special event. They will also be presenting a range of workshops at schools in the area.

### **Feature piano concert**

Piers Lane from London will perform a special one-only concert in St Ambrose Hall on concert grand piano.

### **Magical solo performers & ensembles**

Celebrated Australian artists including Joseph Tawadros, Marshall Maguire, Ben Opie, Cristina Russo perform in one-off concerts while Festival favourites Ensemble Gombert and Accademia Arcadia perform Haydn, Mozart & Vivaldi.

### **International artists**

Exclusive from Austria we have Concilium Musicum quartet performing Haydn and our favourite Italian violinist Davide Monti returns for solo and ensemble performances.

### **Words & Ideas program**

A stellar line up of panels, workshops and salon events this year, as well as celebrating 30 years of Writers' Victoria in a special literary event.

### **Art exhibitions to please all ages**

Local art organisations will once again host their exhibitions, open all weekend for free or low-cost entry.

## Friday 8th June Opening Night Fireworks

Our Opening Night Fireworks event attracts families and children, usually around 2,500 people in total.

This year, drummers Wadaiko Rindo will perform at the fireworks as the main event, and will be attending local schools leading up to the fireworks performing to children and families.



**We are seeking a Fireworks sponsor for \$6,000 or two co-sponsors at \$3,000 each.**

Your organisation or business can make a positive connection with the regional community at this event. Your sponsorship will include: recognition as the Fireworks sponsor, speaking rights at event, a number of concert event tickets, promotion in a particular fireworks-feature EDM, links to your business website, branding/logo, ability to showcase your organisation at the event with an information stand and inclusion in our printed program, website and more.



For information about sponsoring the Woodend Winter Arts Festival Fireworks, contact Irene O'Duffy on 0438 512 740 or [ireneoduffy@gmail.com](mailto:ireneoduffy@gmail.com)

**For further information please contact:**

**Jacqueline Ogeil**

Festival Director

0409 111 652

jackyogeil@ozemail.com.au

**Irene O'Duffy**

Development/Marketing Lead

0438 512 740

ireneoduffy@gmail.com

**[www.woodendwinterartsfestival.org.au](http://www.woodendwinterartsfestival.org.au)**

*The Woodend Winter Arts Festival Public Fund is a tax-deductible fund listed on the Register of Cultural Organisations under Subdivision 30-B of the Income tax Assessment Act 1997. Personal donations of \$2.00 or more are tax deductible.*

