



18th Woodend Winter Arts Festival 2023

Sponsorship Prospectus

9-12 June 2023

King's Birthday Weekend

Woodend, Victoria

18th Woodend Winter Arts Festival

The brainchild of musician Jacqueline Ogeil, the Festival was founded in 2004 and first held in June 2005. It remains the longest standing winter arts festival in Australia. With a strong team, dedicated committee members and volunteers, WWAF presents around 40 events over four days of the June King's Birthday long weekend.

The Festival showcases renowned artists and speakers from Australia and overseas, provides educational incursions to local regional schools, creates a village festival atmosphere and generates a high level of economic activity in the region.

Festival concerts were broadcast by ABC for over 10 years nationally, as well as through Asia and the Asia Pacific region, extending the reach and attracting many international artists who continue to apply to perform at the festival.

An award-winning organisation

Significant awards have been won by the Festival and Artistic Director since WWAF's inception.

Organisational awards

Winner of Excellence in Tourism Award – Macedon Ranges Business Excellence Awards 2018

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- 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
- Tourism Alliance Award 2006

Awarded to Dr Jacqueline Ogeil, Artistic Director & Founder

- 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
Jacqueline Ogeil, Executive & Artistic Director
Tom Foote, Treasurer
Don Drummond, Words & Ideas Coordinator
Jane Monk, Committee Member
David Rivers, Committee Member
Rohan Miller, Committee Member
Melanie Cook, Committee Member

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

9-12 June 2023
Woodend, Victoria



2022 Festival Snapshot

A successful transition year

It was a huge thrill to resume our festival in 2022 after a two-year COVID-driven hiatus. At the opening fireworks, a record crowd of over 4000 locals and visitors enjoyed the spectacle accompanied by musical performances and local food truck refreshments.

In this transition year we presented a suite of prestigious concerts and literary events, albeit with a scaled back program, given the risk of public reticence to return to larger scale events. However enduring love for the Festival was confirmed with enthusiastic, full capacity audiences across the 4-day program.

More than 500 students participated in our school incursion program which incorporated performance and musical education sessions with the Australian Romantic and Classic Orchestra.

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	8%
51 – 60	15%
61 – 70	45%
71+	32%

Non-ticketed events

Around 4,000 families attend the opening night fireworks and participate in various free events around the village.

Art exhibitions are held throughout the weekend and in general at least 2,000 people pass through the doors of these exhibitions over the four days.

Over 1,000 primary and secondary school children participate in our school incursion program that is designed to bring world-class music and literary performance talent to regional students. This program builds knowledge, appreciation and inspiration for the creative arts for our next generation.

Postcode summary

Macedon Ranges / Woodend	40%
Regional Victoria	15%
Melbourne	40%
Interstate	5%



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.

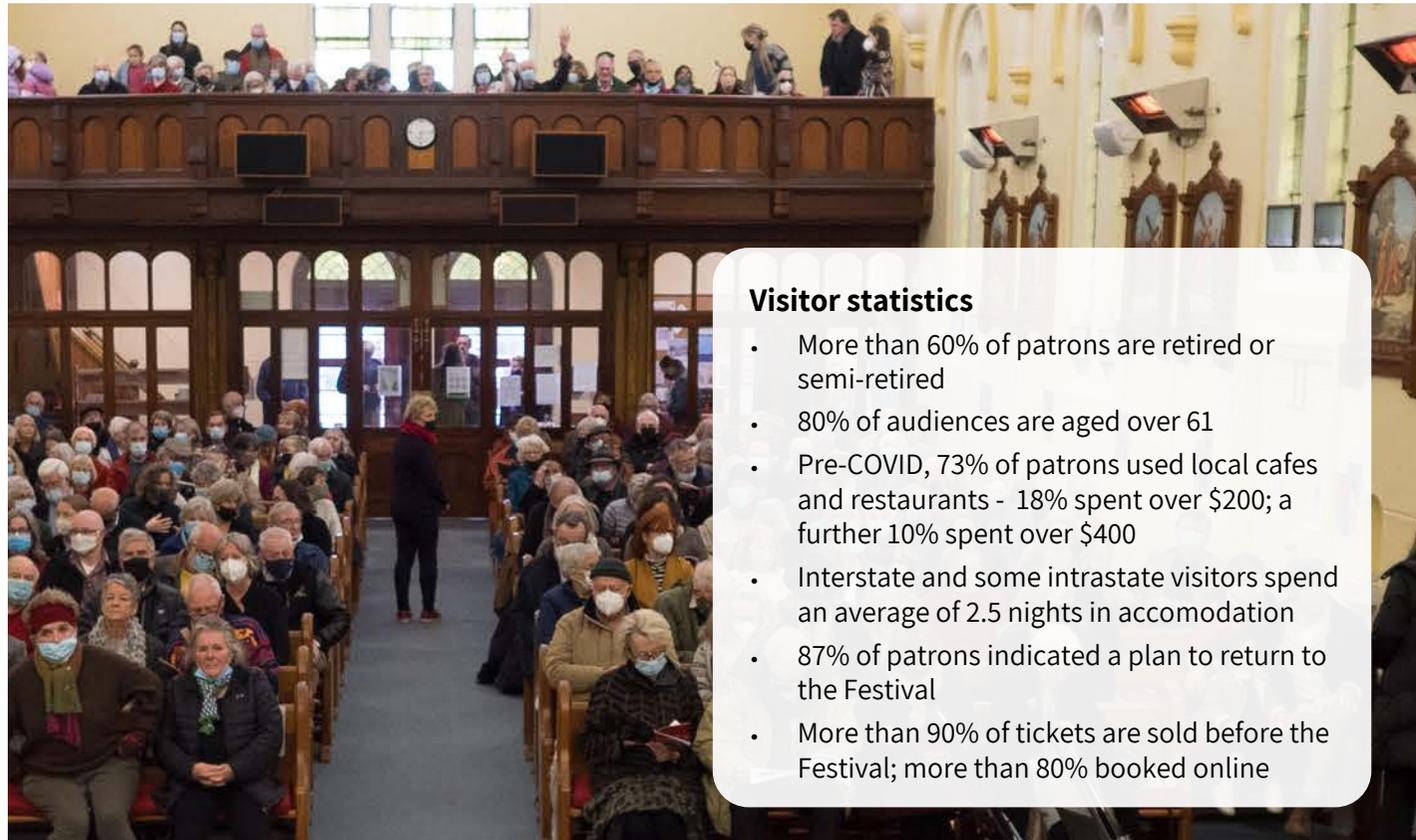
If your business or organisation aligns with our goals and ideals, we invite you to consider sponsorship with us. Your contribution will be tangible and meaningful. Our aim of bringing affordable artistic experiences to the region while professionally engaging world-class talent means that support is always needed.

Audience Development

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

All artistic events are uniquely curated for the Festival and are run interval-free and one hour duration. This keeps the events affordable to encourage attendance to multiple sessions and time efficient. And provides opportunity for audiences and artists to mingle, shop, dine in local restaurants, sightsee and spend time in the community between events.

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



Visitor statistics

- More than 60% of patrons are retired or semi-retired
- 80% of audiences are aged over 61
- Pre-COVID, 73% of patrons used local cafes and restaurants - 18% spent over \$200; a further 10% spent over \$400
- Interstate and some intrastate visitors spend an average of 2.5 nights in accommodation
- 87% of patrons indicated a plan to return to the Festival
- More than 90% of tickets are sold before the Festival; more than 80% booked online



Gold Tier

- Festival Naming Rights
- Speaking spots, promotion of products at launch event and during the Festival
- Promotion of special offers that might be relevant to your business
- Bespoke advertising package to best achieve your sponsorship objectives (4 months)
- Targeted meet and greets before and during the Festival



Silver Tier

- Joint Sponsorship of featured events
- Ability to promote your brand through information, displays or products
- Promotion of special offers that might be relevant to your business
- Deluxe advertising package (3 months)
- Targeted introductions at sponsor networking events



Bronze Tier

- Promotion of special offers that might be relevant to your business
- Standard advertising package (2 months)
- Invitation to exclusive pre- and post-Festival events

In-kind donations involving the exchange or receipt of goods, equipment, services, resources or expertise are also welcome. Examples include:

- Festival wine partner – contributing wine for closing dinner, pre-festival fundraising events and artist gatherings
- Festival accommodation partner – providing accommodation for specific artists for the Festival
- Festival transport partner – providing transport for specific artists for the Festival



Features of our activities

School Incursion Program (Music + Words/Ideas)

- Regional community education focused
- Directly benefits regional arts education and child development outcomes
- Brand awareness for over 1,000 local students and faculty
- Primary and secondary

Music & Spoken Word Ticketed Events

- Predominantly local community audiences
- 80% audience is aged over 60 years old
- Supports fair compensation of world-class talent

Village-Festival non-ticketed events (including fireworks and town lights)

- Building community focused
- Predominantly families and children
- Brand awareness for over 5,000, predominantly locals

Reach a wide audience

Our marketing plan covers print, online and radio. Highlights include:

- Radio interviews with key personnel and on air promotions through 3MBS
- Regular electronic direct marketing through our extensive database of over 2000
- 40% average open rate, 15% average click rate
- Midland Express features reaching 65,000+ homes
- wrap-around previewing the Festival in late May
- Tourism News advertising
- Melbourne, regional, local and community newspaper publicity for 2 months leading into Festival
- Flyer distribution to schools, community groups and libraries
- DMR Tourism / Visit Victoria digital marketing campaign to more than 200,000
- Inclusion in electronic direct marketing with other promoters including local council bodies (5,000+) & 3BMS
- Comprehensive and wide-reaching social media campaigns in Melbourne and Macedon Ranges
- Regular press releases to all major news agencies through AAP



Cross Promotion

Our marketing team will work with you to develop suitable cross-promotion opportunities to focus the attention of your target audience. This may be in print or online, providing content and images that increase exposure for your business and the Festival.

Networking

Given the longevity of the Festival, we have developed a mature and diverse network of local businesses and community members. Through your support of the Festival, we create opportunities for you to make first hand connections with others who may provide future professional collaboration opportunities



Artist Promotion

Performers, artists and speakers are encouraged to promote the Festival using hashtags to increase the exposure of the Festival across new audiences #wwaf2023 #woodendwinterartsfestival #onehourfrommelbourne

A sneak peek at Festival 2023 | King's Birthday Weekend, June 9 - 12

Friday 9th June Opening Night Fireworks attracting 4,000+ families and children including entertainment and local food truck delicacies

Pre-festival school incursions by visiting artists to local regional schools to provide arts appreciation and education for more than 1,000 children

More than 14 concerts and recitals featuring Australian and internationally renowned artists across classical and jazz genres including Handel's Coronation Anthems, performed by Ensemble Gombert, Accademia Arcadia.....

A series of Words & Ideas events led by Australia's most prominent voices in climate change, indigenous and current affairs including

Woodend village-festival evening with street light exhibition, Macedon Ranges sustainability group farmers market, extended trading hours and Choral Bonanza

Preceded by official launch concert in early April featuring leading Oud virtuoso, composer and 4-time ARIA winner, Joseph Tawardros AM



For further information please contact:

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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.

