

# SPONSORSHIP OPPORTUNITIES

CELEBRATING  
THE MAGIC  
OF THE  
TROPICS



DOUGLAS SHIRE  
COUNCIL



# 2018 Port Douglas Carnivale

## CELEBRATING THE MAGIC OF THE TROPICS

Following on from a successful Carnivale in 2017, the Douglas shire is excited to be taking over as the principal event organiser and custodian of one of the regions most well recognised and attended events. Having won the Newsport award for most popular event in 2017, the impact and social importance of Carnivale is still strong and we feel there's a great opportunity for your company to align itself to the event and be seen as a valued contributor.

Council is committed to the long term success and growth of this iconic event over the coming years.

The theme for this years Carnivale is "Tropical Magic" and is a celebration of the magic of the Tropical Douglas region.

To provide these free or low-cost events to the community, the Douglas Shire actively seeks corporate sponsorship from the local business community.

As a Carnivale sponsor you can achieve tremendous business exposure and create a highly desirable brand image among Far North Queensland, Interstate, National and International visitors and locals alike.





# THE BENEFITS OF SPONSORSHIP

- Align your business with the Carnivale event to reinforces your own brand values and diversifies your marketing plan
- Support the Carnivale and Douglas community to encourage tourism growth and economic development
- Enhance your corporate image and credibility as a committed supporter of the Carnivale and Douglas community
- Raise awareness of your business's products and services in a cost effective manner to increase store traffic, generate leads and ultimately increase sales

Different levels of sponsorship are available for each event, so you can choose the package and event that best suits your business.

- If your marketing objective is to gain significant brand exposure, achieve brand linkage with a large community event and increase sales opportunities in a non-retail environment then a Platinum sponsorship is most suitable to you
- For brand exposure and to demonstrate your support of the local community consider a Gold Package
- If you have never sponsored an event and would like to get involved but don't have a large budget the Silver level is for you



## SPONSORSHIP PACKAGES

### PLATINUM SPONSORSHIP

1 Available \$10,000

- Platinum sponsor recognition in \$25,000 TV, radio, social media and print advertising campaign
- Platinum sponsor logo representation on all printed promotional material including posters and flyers
- Platinum sponsor recognition on Carnivale website
- Platinum sponsor acknowledgment during Mayor speeches and Main Friday / Saturday events
- Platinum logo positioning on mesh banners at main event stage
- Complimentary promotional site for display / retail / (3x3metres Site only)
- Signage at event venues (Sponsor to provide )
- Opportunity to donate prizes / promote / marketing
- Certificate of sponsorship acknowledgment
- 20 Tickets to main Saturday event and VIP area

### GOLD SPONSORSHIP

4 Available \$5,000

- Gold sponsor recognition in \$25,000 TV, radio, social media and print advertising campaign
- Gold sponsor logo representation on all printed promotional material including posters and flyers
- Gold sponsor recognition on Carnivale website
- Gold sponsor acknowledgment during Main Friday / Saturday events
- Gold Logo positioning on mesh banners at main stage
- Complimentary promotional site for display / retail (3x3metres Site Only)
- Signage at event venues (Sponsor to provide)
- Opportunity to donate prizes / promote / marketing
- Certificate of sponsorship acknowledgment
- 10 Tickets to main Saturday event and VIP area



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## SILVER SPONSORSHIP

Unlimited \$2,000

- Silver sponsor logo representation on all printed promotional material
- Silver sponsor recognition on Carnivale website
- Silver sponsor acknowledgment during Main Saturday concert
- Silver sponsor acknowledgment during announcements on Friday night parade
- Signage at event venues (Sponsor to provide)
- Opportunity to donate prizes / promote / marketing
- 2 Tickets to main Saturday event and VIP area
- Certificate of sponsorship acknowledgment

## BRONZE SPONSORSHIP

Unlimited In Kind to \$1,000

- Bronze sponsor logo representation on all printed promotional material
- Bronze sponsor recognition on Carnivale website
- Bronze sponsor acknowledgment during Main Saturday concert
- Bronze sponsor acknowledgment during announcements on Friday night parade
- Signage at event venues (Sponsor to provide)
- Opportunity to donate prizes / promote / marketing
- Certificate of sponsorship acknowledgment



## FOR MORE INFORMATION

If you'd like to be a part of this wonderful event and show your support by becoming a recognised sponsor and contributor please contact the events officer at Douglas Shire council. We are happy to discuss any other opportunities that you might have and do not fit into this proposal framework.

Paul Smyth | P: 07 4099 9474 | E: [enquiries@douglas.qld.gov.au](mailto:enquiries@douglas.qld.gov.au)







## TERMS AND CONDITIONS

The Douglas Shire reserves the right to acknowledge the contribution of any organisation that may assist with operational, entertainment or marketing costs.

All sponsorship money received will be used to directly support the Carnivale events.

A sponsorship agreement will only be entered into with organisations whose image supports the values and strategic objectives of the Douglas Shire.

The Douglas Shire reserves the right to cancel any of the events included in this sponsorship proposal. Under such circumstances all sponsorship agreements will be rendered void and any sponsorship money received will be refunded.

The Douglas Shire reserves the right to alter the sponsorship benefits contained in this sponsorship proposal. Under such circumstances all confirmed sponsors will be advised in writing.

If a Platinum or Gold sponsor elects to take a promotional site at the event, all materials for the sponsor site are to be provided by the sponsor – only the site space will be provided by the Douglas Shire.

If a Platinum or Gold sponsor elects to take a promotional site at the event, the sponsor will, in addition to the terms & conditions of sponsorship, be bound by the terms & conditions applied to event market stallholders. A copy of these terms & conditions will be provided by the Events Officer.

The Douglas Shire takes no responsibility for the erection and dismantling of sponsor promotional sites or the distribution of any promotional items at any Douglas Shire event.

The sponsor shall not erect any sign, stand, wall or obstruction, which in the opinion of the Douglas Shire event organisers, interferes with an adjoining sponsor site or other event activity. If in doubt, the sponsor should check with event organisers prior to the commencement of the event.

The Douglas Shire will request sponsor signage to be delivered to the Douglas Shire administration offices at least one week prior to the event. Any signage not received by this time will not be displayed at the event.

The Douglas Shire will request sponsor signage to be collected from the Douglas Shire administration offices within one week after the event. Any signage not collected within this timeframe cannot be stored and therefore may be destroyed.

The Douglas Shire will not be held responsible for the loss or damage of any sponsor signage or promotional site materials at the event.

Full payment of sponsorship money must be received by the Douglas Shire no later than 30 days from the date of the tax invoice for the total amount of sponsorship. Should full payment of the sponsorship amount not be received by this date, the sponsorship agreement will be considered null and void by the Douglas Shire.

## Event sponsorship packages application form Carnivale 2018

Please return this application form to the Events Officer at the Douglas Shire Council

Post: PO Box 723, Mossman, Q, 4873

In-Person: 64-66 Front St, Mossman, Q, 4873

Fax: 07 4098 2902

or by email: [paul.smyth@douglas.qld.gov.au](mailto:paul.smyth@douglas.qld.gov.au)

### APPLICANT DETAILS

Name:

Position:

Organisation:

Address:

Suburb:

Contact Number/s: M:

H:

Email:

Fax:

I have read and accept the Terms & Conditions outlined in the **Carnivale 2018 Event Sponsorship Opportunities** document.

Signature:

Date:

**A Tax invoice will be issued upon acceptance of this form.**

Sponsorship Package Options:	<input type="checkbox"/>	Platinum	\$10,000
	<input type="checkbox"/>	Gold	\$5,000
	<input type="checkbox"/>	Silver	\$2,000
	<input type="checkbox"/>	Bronze	\$1,000 / In-Kind

Thank you once again for your generous support for Carnivale 2018. We're looking forward to another wonderful event.





2018  
Port Douglas   
Carnivale

DOUGLAS

SHIRE  
COUNCIL

 portdouglascarnivale  @PDCarnivale

[WWW.CARNIVALE.COM.AU](http://WWW.CARNIVALE.COM.AU)