

2019 PORT DOUGLAS Carnivale

24-26 MAY



PARTNERSHIP PROSPECTUS



PORT DOUGLAS Carnivale



CELEBRATING SUNSHINE AND SILVER

It's time to celebrate the 25th anniversary of Carnivale and be a part of this much loved and well recognised event. Building on a successful Carnivale in 2018, we're taking things to the next level with ARIA award winning entertainment, stunning art installations, world class performances and a program of free events that has something for everyone.

Attracting large numbers of diverse demographics, Carnivale is seen as the quintessential Port Douglas experience and offers locals and visitors a chance to celebrate our unique lifestyle and stunning tropical region. With the world famous Spiegeltent secured for the next three years and under the stewardship of the Douglas Shire Council, the Port Douglas Carnivale is set to be a favourite for years to come. To provide these free and low-cost events the Douglas Shire Council actively seeks corporate partnerships from the local business community.

As a Carnivale partner you can achieve tremendous business exposure and create a desirable brand image among Far North Queensland, interstate, national and international visitors and locals alike. So join us for Carnivale 2019!



THE BENEFITS OF SPONSORSHIP

- Benefit from more than \$900,000 worth of targeted local, regional and national media exposure over a five month period.
- Reach up to 296,075* social media followers from a wide range of demographics and regions.
- Feature in 13,000 programs letter-dropped to the FNQ region, from Townsville to Cooktown.
- Align your business with a much-loved local event that reinforces your own brand values and positioning.
- Support the Douglas community, encourage tourism growth and economic development.
- Be a part of destination marketing activities that extend beyond the event time line.
- Enhance your corporate image and credibility as a committed supporter of the Douglas Community.

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

- Raise awareness of your business's products and services in a cost-effective manner to increase store traffic, generate leads and ultimately increase sales.
- If your marketing objective is to gain significant brand exposure, achieve brand linkage with a community event and increase sales opportunities in a non-retail environment then a Naming Partnership is most suitable to you.
- For brand exposure and to demonstrate your support of the local community consider becoming a Major Partner.
- If you have never partnered an event and would like to get involved but don't have a large budget the Community Partnership is for you.

*Figures from February to May 2018



PARTNER PACKAGES

NAMING RIGHTS PARTNERS

Street Parade \$15,000 / Tropic Rock \$10,000 / GAS Art Inflatables \$7500

- Naming partner recognition in TV/Radio/ Print advertising valuing over valued at more than \$525,000 in publicity.
- Naming Partner recognition on radio advertising.
- Naming Partner logo representation on all printed promotional material including posters, flyers and press advertising.
- Access to the Carnivale logo and branding for your own marketing purposes.
- Regular promotional opportunities throughout supported event (content to be supplied).
- Naming rights partner recognition on Carnivale website.
- Naming Partner acknowledgment during mayor's speeches well as plus recognition across all Carnivale run events.
- Principal logo positioning on banners at main event stage.
- Promotional site for display/retail at the Family Beach Day.
- Signage at supported event venue (your own).
- Let's Talk - tickets to Tropic Rock, Spiegel Tent, Cabaret & VIP function.
- Certificate of partnership acknowledgment.
- Full or half-page space (your design) in the Carnivale Program.
- Opportunity to donate prizes.
- Social media links and access to website promotion.
- Official merchandise packages.

Get creative and talk to us about your needs and the scope for customising your engagement during the Carnivale.

Last year Proud & Punch gave away over more than 12,000 samples of their Ice ice treats over 3 three days of the event, a terrific result for the new brand.



SPONSORSHIP PACKAGES

MAJOR PARTNER

Five available \$5000

- Major Partner recognition in all TV advertising.
- Major Partner recognition in radio advertising.
- Major Partner logo representation on all printed promotional material including posters, flyers and press advertising.
- Major Partner recognition on Carnivale website.
- Major Partner acknowledgment during mayor speeches as well as recognition across all Carnivale run events.
- Quarter page space in the Carnivale program (your design).
- Promotional site for display/retail at the Family Beach Day.
- Major partner Partner logo positioning on banners at events
- Right to use the Carnivale logo.
- Ten tickets to Tropic Rock, Spiegeltent & VIP function.
- Merchandise packages.
- Opportunity to donate prizes.
- Certificate of sponsorship acknowledgment.

SUPPORTING PARTNER

Five available \$2500

- Supporting Partner logo representation on all printed promotional material including posters, flyers and press advertising.
- Supporting Partner recognition on Carnivale website.
- Supporting Partner acknowledgment across all Carnivale run events.
- Eight-page space in Carnivale program (your design)
- Supporting Partner positioning on banners at main stage.
- The right to use the Carnivale logo.
- Your own signage at event venues.
- Five Tickets to Tropic Rock & VIP Function.
- Merchandise packages.
- Opportunity to donate prizes.
- Certificate of sponsorship acknowledgment.



EVENT PARTNER

Unlimited \$1500

An Event Partnership offers an opportunity to partner with a specific event as part of the Carnivale. For example, if you were looking to support the Tropic Rock concert and wanted to expose your brand to that specific demographic and have with a presence at the event, then this singular level of partnership is for you. Event Partnerships are available for various Carnivale events, like the fireworks so contact us for more information.

- Event logo representation on all printed promotional material/alignment in Carnivale program.
- Event Partner recognition on the Carnivale website.
- Event Partner recognition on all social media platforms.
- Event Partner acknowledgment during street parade.
- Tickets to the VIP function.
- Your own signage at event venue.
- Merchandise package.
- Opportunity to donate prizes.
- Certificate of sponsorship acknowledgment.

COMMUNITY PARTNERS

Unlimited in kind up to \$1000

A Community Partnership is a great way to show your support and chip in to help make the Carnivale successful and memorable. As a Community Partner you can offer a service, voucher for prizes or even volunteer time as part of a community group or sporting club. Cash contributions up to \$1000 can also go a long way to ensuring the little things are done well and the whole experience is as good as it can be.

- Community Partner logo representation on all printed promotional material.
- Community Partner recognition on the Carnivale website.
- Community acknowledgment during Street Parade.
- Your own signage at event venue.
- Opportunity to donate prizes.
- Certificate of sponsorship acknowledgment.



TERMS AND CONDITIONS

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

All partnership money received will be used to directly support the Port Douglas Carnival.

A partner agreement will only be entered into with organisations whose image supports the values and strategic objectives of the event. The DSC reserves the right to cancel any of the events included in this partner proposal. Under such circumstances all partner agreements will be rendered void and any partnership money received will be refunded.

The DSC reserves the right to alter the partner benefits contained in this partner prospectus. Under such circumstances all confirmed sponsors will be advised in writing.

If an eligible partner elects to take a promotional site at an event, all materials for the partner site are to be provided by the partner – only the site space will be provided by the event organiser.

If an eligible partner elects to take a promotional site at an event, the partner will, in addition to the terms & conditions of the partnership, 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 DSC takes no responsibility for the erection and dismantling of partner promotional sites or the distribution of any promotional items at any DSC event.

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

The DSC will request partner signage to be delivered to the DSC 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 DSC will request partner 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 will therefore be destroyed.

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

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



FOR MORE INFORMATION

If you'd like to be a part of this wonderful event and show your support by becoming a recognised partner and contributor please contact the Events Officer at Douglas Shire Council. We aim to tailor a partnership that works for you.

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DOUGLAS SHIRE
COUNCIL