

SPONSORSHIP PROPOSAL

FOGGY MOUNTAIN

Bluegrass Festival

2017

Bringing people to the mountain
Bringing the community together





Invitation To Participate

Dear potential sponsor,

Foggy Mountain Inc. is pleased to invite you and your business to become a Sponsor of the annual Foggy Mountain Bluegrass Festival. With a captive audience of approximately 2000 people across the weekend, your message, product or brand, will receive great exposure.

Foggy Mountain Inc. provides ongoing access to cross cultural education and expression, enriching the community through artistic learning experiences, culminating in an Annual Festival celebrating Bluegrass Music. In our second year the community cultural value of the festival has been regularly acknowledged and further evidenced by the support of Government bodies, such as Regional Development Victoria, Regional Arts Victoria, Tourism Vic and Murrindindi Shire. The festival is proud of its commitment to providing free children's education in schools and the festival, and recognises the assistance of Murrindindi Shire Council, and local business.

Foggy Mountain Inc. invites long term partnerships with organisations and individuals who share the goals of social, cultural and environmental responsibility in the community. This vibrant festival is held in the picturesque Kinglake Ranges located just one hour from Melbourne CBD.

We are pleased to offer several levels of investment partnerships to organisations and businesses who share the goals of responsible social, cultural and environmental development. We are able to tailor sponsorship packages to meet your organisation's marketing objectives.

Creating a cultural identity community has many benefits, new industries, new businesses more employment and arts is an integral part of our future wellbeing and prosperity.

I look forward to welcoming you to be a part of a proven successful event.

Kind Regards,

Brad Quilliam
Festival Director

Event Overview

**Foggy Mountain Bluegrass Festival is in its fourth year.
This event has been proven to be a great success and will continue to grow each year.**

Date: 13th – 15th October 2017
Location: Kinglake

The aim of the Foggy Mountain Bluegrass Festival 2017 is to:-

- Aid in economic development in the greater Kinglake Ranges by showcasing our regional tourism strengths and enhancing the image of our town.
- Boost national and intrastate visitors to the region and build awareness of our region.
- Make this event on festival goers calendars as a must attend festival each year. We will achieve this through developing a quality event with top line artists and a great atmosphere.
- To make the Kinglake Ranges a culturally and economically richer place to live, through the development of an annual festival. Festivals are an opportunity to develop a cultural identity and showcase our local talent and increase vitality to our community.

The Foggy Mountain Bluegrass 2017 event provides a chance for the participants to enjoy: -

- See some of the best Bluegrass Australian and international musicians
- Participate in Workshops
- Enjoy great facilities and food
- Bring together the region's Community
- Enjoy all that the Kinglake Ranges has to offer
- Experience a unique event close to Melbourne

Key stakeholders

- Regional Development Victoria
- Murrindindi Shire Council
- Rotary club of Kinglake Ranges



Activities



INCREDIBLE CONCERTS

A fantastic lineup of :

- World class international performers,
- Award winning national artists,
- Local and young artists
- And family community concerts



FAMILY BUSH DANCE

A fun filled night of :

- Old style bush dancing for all ages
- A tasty meal and delightful desserts
- A chance to bid in an fast paced auction to raise money for local community groups



COMMUNITY CONCERT

All the primary schools, the Kinglake community and festival goers come together for a very special performance. The children from schools across the Kinglake Ranges perform bluegrass songs that they have written about their hometown with help from Golden Guitar Winners Carter & Carter



SPECIAL WORKSHOPS

A variety of workshops for all ages are held throughout the festival - run by the performers. Festival attendees will have the chance to learn from professional artists the techniques and tips to be able to make a start, or an improvement, on an instrument or in a particular performance skill.

The Festival



13 -15 OCTOBER 2017



Music lovers of all ages are welcomed to the picturesque Kinglake Ranges for the Foggy Mountain Bluegrass Festival.

This intimate celebration of bluegrass music is set to feature some of Australia's best bluegrass musicians and international acts as well as the best country hospitality the region has to offer.

Attendees will be treated to a toe-tapping hoedown bush dance; bluegrass concerts Friday, Saturday and Sunday, musical workshops, gospel and community concerts, jam sessions at all hours and many great activities. Do not miss a weekend full of great atmosphere, country hospitality and unique musical riches.



TARGET AUDIENCE

It is expected that there will be a mix of all ages. The event is a family friendly event and in the fourth year will further expand the audience of the festival through innovative initiatives to run alongside the festival. There will also be a mix of free and ticketed events aimed at expanding the live music audience and engaging an increasing number of the local community.

COMMUNITY FOCUS

The festival has a fun family friendly atmosphere which includes music lovers from all walks of life and brings visitors and locals together in a way that enriches the lives and experiences of all involved. From songs written by primary school children, to everyone having a go at the bush dance, from the blinding fast picker to the novice picking up their first instrument - the Kinglake Foggy Mountain Bluegrass Festival builds community and friendships.

A Festival For Everyone





plus a beard competition



A Celebration of Sound

Sponsorship Options

PLATINUM SPONSOR



\$ 5 0 0 0 +

ENTITLEMENTS

- Photo opportunities at selected performances
- 6 x festival weekend passes
- Up to 20 weeks of exposure
- Full page advertisement in Souvenir Festival Program
- Logo on all Festival advertising and promotional material
- Prominent banner and signage shown throughout the festival precinct
- Logo on Foggy Mountain Bluegrass Festival official website
- Link to sponsor's event website
- Sponsor posters
- Logo on event posters
- Premier mention and acknowledgement of support in all media releases
- Free site during festival for promotional display

Sponsorship Options



\$ 2 0 0 0

ENTITLEMENTS

- Photo opportunities at select major performances
- 4 x festival weekend passes
- Logo on Foggy Mountain Bluegrass Festival official website
- Link to sponsor's home page from event website
- Up to 20 weeks of exposure
- Half page advertisement in Souvenir Festival Program
- Logo on all Festival advertising and promotional material
- Mention and acknowledgement of support in all media releases
- Logo on Festival correspondence
- Free site during festival for promotional display

Sponsorship Options



\$ 1 0 0 0

ENTITLEMENTS

- 2 x festival weekend passes
- Logo on Foggy Mountain Bluegrass Festival official website
- Link to sponsor's home page from event website
- Up to 20 weeks of exposure
- Quarter page advertisement in Souvenir Festival Program
- Logo on selected Festival promotional material
- Mention and acknowledgement of support in all media releases
- Logo on Festival correspondence
- Free site during Festival for promotional display

Sponsorship Options

BRONZE SPONSOR



\$ 5 0 0

ENTITLEMENTS

- 1 x festival weekend pass
- Logo on Foggy Mountain Bluegrass Festival official website
- Sponsor posters Up to 16 weeks of exposure
- Link to sponsor's home page from event website
- Mention and acknowledgement of support in all media releases
- Logo on selected Festival promotional material



Friends Of The Festival

\$ 2 0 0

ENTITLEMENTS

Friends of the Foggy Mountain Bluegrass Festival help ensure the Festival remains a high quality event for our community. By supporting the festival, we will provide the followings:

- 1 x festival weekend pass
- 1 x Foggy Mountain Bluegrass Festival T-Shirt



WHY GET INVOLVED?





Invitation To Participate

Do you want to build awareness of your brand or services? Are you looking for a new opportunity showcase your offerings? This is your opportunity to grab their attention in an intimate setting with a captive audience.

Key benefits for Sponsors

- Access to attendees
- Opportunity to grow and showcase your business or services
- Contribute to the rebuilding of the Kinglake Ranges
- Festival will be widely marketed through
 - o Print
 - o Social media
 - o Its own website
 - o Key influential websites
 - o Shire publications
 - o Major radio stations and community radio
 - o Print and online partners and tourism networks

Who to contact

Brad Quilliam - Sponsor Manager
Phone: 0488 998 338

Sarah Macdonald - Event Manager
Phone: 0409 028 511

info@fmbluegrass.com.au

Foggy Mountain Inc. PO Box 120 Kinglake Vic 3763.

**Help support the Foggy Mountain Bluegrass Festival.
We're looking forward to hearing from you!**



FOGGY MOUNTAIN BLUEGRASS FESTIVAL

13th, 14th, 15th October 2017

**Sensational Australian and International
Bluegrass Performers are coming to Kinglake.**

**Bush Dance, Music Workshops, Bluegrass Concerts,
Beard Competition and so much more....**

Accommodation and Camping Available

TICKETS Available Online

www.fmbluegrass.com.au



foggymountainbluegrass