



25-26 MAY 2018

www.stmargarets.qld.edu.au/community/mayo-arts-festival

MAYO Arts Festival

Sponsorship Packages

The MAYO Arts Festival is a biennial event showcasing the remarkable talents of emerging and established artists from South East Queensland and around Australia, as well as engaging the wider community in a vibrant and inspiring arts spectacular.

The festival is named in honour of one of Australia's most acclaimed sculptors, Daphne Mayo. Daphne's renowned sculpture work features on prominent Brisbane landmarks including on the façade of Brisbane City Hall and the Women's War Memorial in ANZAC Square.

The 2018 Mayo Arts Festival will be held on Friday 25 May and Saturday 26 May at St Margaret's Anglican Girls School in Brisbane's inner north, bringing together thousands of families, arts community members, the St Margaret's school community and the wider local community for this two-day celebration.

The festival program will involve an exciting mix of opportunities for the community, both young and old, to appreciate the work of local and national Brisbane artists, engage in creative workshops, savour gourmet food and wine, shop at the artisan markets and soak up the festival entertainment.

MAYO Arts Festival attendees are the very fabric of the local community, making this event an ideal platform to engage and interact with attendees.

This proposal outlines opportunities for sponsors to align with the 2018 MAYO Arts Festival. Sponsorship may take the form of monetary or in kind support, or a combination of both. Tailored solutions can be arranged upon request.

Naming Rights Partner

\$15,000 (ex GST) package includes:

- Event to be officially referred to as the "MAYO Arts Festival proudly supported by Sponsor"
- A premium space within the Saturday arts-themed festival to be used for brand engagement. Site will be in a premium location within the festival area. St Margaret's will supply the basic market stall package, that is, 3m x 3m space, trestle, chair and single power point. Any additional requirements to be the responsibility of the sponsor
- Logo on all relevant MAYO Arts Festival advertisements, printed and online marketing materials
- Logo and recognition on the 2018 MAYO Arts Festival event pages on www.stmargarets.qld.edu.au
- Recognition in MAYO Arts Festival Facebook posts on St Margaret's Facebook page (where appropriate)
- Recognition on MAYO Arts Festival promotional banner positioned at top of St Margaret's Anglican Girls School Facebook page (for 8 weeks leading up to the event)
- Recognition on MAYO Arts Festival promotional banner positioned at top of dedicated MAYO Arts Festival Facebook event page

- Logo on MAYO Arts Festival cocktail party invitation
- Inclusion of sponsor recognition in media releases relating to the MAYO Arts Festival
- Recognition on MAYO Arts Festival event invitation distributed via email to St Margaret's networks (approximately 8000)
- Recognition in weekly Enews distributed to St Margaret's community database (approximately 1000 contacts. The Enews is housed on the St Margaret's website and is accessible by the wider public)
- Logo recognition on MAYO Arts Festival advertisement on digital screen at St Margaret's Butler Street entrance (for 8 weeks leading up to and including the day of the event)
- Logo recognition on vinyl banner to be positioned at St Margaret's Petrie Street entrance (for the 8 weeks leading up to and including the day of the event)
- Logo within the MAYO Arts Festival program (print run of 1000 copies)
- Full page colour sponsor advertisement within the online and printed MAYO Arts Festival Exhibition Catalogue
- Logo projected on screen at the opening night cocktail party
- Six invitations to the opening night cocktail party
- Opportunity to display pull up banner at the opening night cocktail party (sponsor to supply signage)
- Opportunity to display pull up banner within the gallery space in the Arts Centre Foyer during the Saturday festival event (sponsor to supply signage)
- Verbal acknowledgement as official naming rights partner during Principal's welcome at the opening night cocktail party
- Signage opportunity on back of main entertainment stage during Saturday festival event (sponsor to supply signage)
- Additional signage opportunities around festival venue (to be mutually agreed. Sponsor to supply signage)
- Opportunity for a Sponsor representative to address guests at the opening night cocktail party

In addition to paying the sponsorship fee, the Sponsor will commit to the following:

- Promote the event via Sponsor networks (for example, social media, email database, website, etc)
- Provide a prize/s for the Festival raffle

Gold Sponsorship

\$5,000 (ex GST) package includes:

- Space within the Saturday arts-themed Festival to be used for brand engagement. St Margaret's will supply the basic market stall package, that is, 3m x 3m space, trestle, chair and single power point. Any additional requirements to be the responsibility of the sponsor.
- Logo on all relevant MAYO Arts Festival advertisements, printed and online marketing materials
- Logo and recognition on the 2018 MAYO Arts Festival event pages on www.stmargarets.qld.edu.au
- Recognition in MAYO Arts Festival Facebook posts on St Margaret's Facebook page (where appropriate)
- Recognition on dedicated MAYO Arts Festival Facebook event page
- Logo on MAYO Arts Festival cocktail party invitation
- Recognition on MAYO Arts Festival event invitation distributed via email to St Margaret's networks (approximately 8000)
- Recognition in weekly Enews distributed to St Margaret's community database during April and May (approximately 1000 contacts)
- Logo recognition on MAYO Arts Festival advertisement on digital screen at St Margaret's Butler Street entrance (for the 8 weeks leading up to and including the day of the event)

- Logo recognition on vinyl banner to be positioned at St Margaret's Petrie Street entrance (for the 8 weeks leading up to and including the day of the event)
- Logo within the MAYO Arts Festival program (print run of 1000 copies)
- Logo acknowledgement on screens at the opening night cocktail party
- Two invitations to the opening night cocktail party
- Opportunity to display pull up banner at the opening night cocktail party (sponsor to supply signage)
- Opportunity to display pull up banner within the gallery space in the Arts Centre Foyer during the Saturday festival event (sponsor to supply signage)
- Additional signage opportunities around festival venue (to be mutually agreed. Sponsor to supply signage)
- Verbal acknowledgement as gold sponsor during Principal's welcome at the opening night cocktail party

In addition to paying the sponsorship fee, the Sponsor will commit to the following:

- Promote the event via Sponsor networks (for example, social media, email database, website, etc)
- Provide a prize/s for the Festival raffle draw

Silver Sponsorship

\$3,000 (ex GST) package includes:

- Logo on all relevant printed and online marketing materials
- Logo and recognition on the 2018 MAYO Arts Festival event pages on www.stmargarets.qld.edu.au
- Recognition on dedicated MAYO Arts Festival Facebook event page
- Recognition on MAYO Arts Festival event invitation distributed via email to St Margaret's networks (approximately 8000)
- Recognition in weekly Enews distributed to St Margaret's community database during April and May (approximately 1000 contacts)
- Logo recognition on vinyl banner to be positioned at St Margaret's Petrie Street entrance (for the 8 weeks leading up to and including the day of the event)
- Logo within the MAYO Arts Festival program (print run of 1000 copies)
- Additional signage opportunities around festival venue (to be mutually agreed. Sponsor to supply signage)
- Two invitations to the opening night cocktail party

In addition to paying the sponsorship fee, the Sponsor will commit to the following:

- Promote the event via Sponsor networks (for example, social media, email database, website, etc)
- Provide a prize/s for the Festival raffle draw

Bronze Sponsorship

\$1,500 (ex GST) package includes:

- Logo on all relevant printed and online marketing materials
- Logo and recognition on the 2018 MAYO Arts Festival event pages on www.stmargarets.qld.edu.au
- Recognition on dedicated MAYO Arts Festival Facebook event page
- Recognition on MAYO Arts Festival event invitation distributed via email to St Margaret's networks (approximately 8000)
- Recognition in weekly Enews distributed to St Margaret's community database (approximately 1000 contacts)
- Logo within the MAYO Arts Festival program (print run of 1000 copies)
- Two invitations to the opening night cocktail party

In addition to paying the sponsorship fee, the Sponsor will commit to the following:

- Promote the event via Sponsor networks (for example, social media, email database, website, etc)
- Provide a prize/s for the Festival raffle draw

Stall Sponsorship

\$350 (ex GST) package includes:

- Exclusive naming rights to a stall
- Company logo printed and displayed on the stall
- The opportunity to display business cards or flyers on the stall to promote business
- Recognition on the 2018 MAYO Arts Festival event page on www.stmargarets.qld.edu.au
- Recognition in weekly Enews distributed to St Margaret's community database during April and May (approximately 1000 contacts)

In addition to paying the sponsorship fee, the Sponsor will commit to the following:

- Provide a prize/s for the Festival raffle draw

Raffle Sponsorship

The cost for raffle sponsorship will be the donation of goods or services up to the value of \$500:

- Mention of raffle prize and company name on 2018 MAYO Arts Festival event page on www.stmargarets.qld.edu.au
- Company name on raffle prize information distributed to school community via Enews (approximately 1000 contacts)
- Company name displayed on raffle prize table
- Recognition on dedicated MAYO Arts Festival Facebook event page

For more information or to discuss how best the MAYO Arts Festival can support your business, please contact Pru Reed on 07 3862 0828 or email preed@stmargarets.qld.edu.au.