



SNOWFEST

GIPPSLAND

What Is Snowfest Gippsland?

Snowfest Gippsland is an initiative of the Warragul Business Group. It is run by a committee of volunteers, supported by local businesses, community groups and regional authorities such as the Baw Baw Shire Council. Snowfest is a great opportunity to showcase our diverse & beautiful region, including our local Ski Resort at Mt Baw Baw, from where our snow is sourced!

It will have many of our regular activities that kids and adults love including; Snow Play areas, Face painters, Jumping Castle, Japanese Taiko drummers, Animal Zoo, live music, fabulous food stalls & vans, marshmallow toasting, competitions, our dazzling fireworks display and much more.



Sponsorship Coordinator

Felicity Wilson 0407376513

fwilson@wilgen.com.au

Warragul Business Group—snowfest@warragulbusinessgroup.org.au

**Warragul
Business
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Sponsorship Packages 2022

Friday 22rd July 4pm—8pm

Snowfest Gippsland is back with our annual celebration of Winter for the Gippsland region for 2022 and is sure to provide great opportunities to promote your business & showcase our region's wonderful offerings.

Established in 2016 and now in its 6th year, Snowfest Gippsland has proven itself to be an extremely popular event providing great advertising exposure for the businesses that choose to be involved. Snowfest Gippsland is a true destination event with the potential to attract locals and visitors to explore our beautiful region—which also offers you a rich opportunity to advertise & showcase your brand.

With 2022 being different to how we normally host our event our sponsorship packages are being offered in a slightly different format.

That does not change the complex logistics of running Snowfest —from trucking real snow to the CBD from Mt Baw Baw, to financing the special activities, providing the required equipment & personnel, lighting and liaising with stakeholders - Snowfest requires a strong team of volunteers, hours of time and of course, money.

Sponsorships from businesses such as yours will help ensure we can continue to run Snowfest - providing loads of energetic family fun & wonderful experiences for all. We would very much appreciate you partnering with us in 2022!

Please note if our event is cancelled due to Covid we will be offering you either a full refund or roll over your sponsorship to the next Snowfest.

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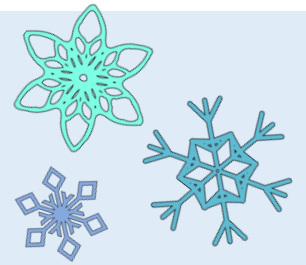
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[Warragul Business Group—snowfest@warragulbusinessgroup.org.au](mailto:snowfest@warragulbusinessgroup.org.au)

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Snowfest Gippsland 2022

Sponsorship Opportunities



Bronze Sponsorship \$500

Naming or Shared Naming Rights to minor activity at event

- Sponsor included in some advertising leading up to and during event online and print
- Digital Logo displayed on screen during event, rotating through multiple shared screen displays of bronze sponsors
- Listed as sponsor in Warragul Gazette Snowfest lift out

Silver Sponsorship \$1000

Shared naming rights to one of the popular event activities.

- Sponsor included in advertising leading up to and during event online, print and radio.
- Named during event by roaming MC
- Signage/marquee etc provided by business displayed at event.
- Digital Logo displayed on screen during event, rotating through multiple half screen displays.
- Advertising slot in Warragul Gazette Snowfest lift out
- Logo on maps and event day information handouts



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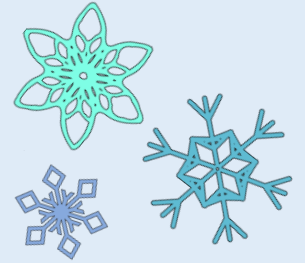
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Snowfest Gippsland 2022

Sponsorship Opportunities



Gold Sponsorship \$2000 + Naming rights to a Major Activity

- Sponsor included in major advertising leading up to and during event including online, print and radio.
- Personalised logo signage at activity location 1220mm x 2440mm included
- Named during event by announcer
- Digital Logo displayed on screen at side of stage during event, rotating through multiple half screen displays.
- Representative to be interviewed on stage or make presentation during event
- Advertisement in the Warragul Gazette & on Radio about the business & Snowfest leading up to event
- Advertising slot in Warragul Gazette Snowfest lift out
- Logo on maps and event day information handouts

Fireworks Naming rights Sponsor \$5,000 Package includes:

- Sponsor included in multiple major advertising leading up to and during event online, print and radio.
- Business named in extended Snowfest activities.
- Personalised logo signage in prominent position 1220mm x 2440mm included
- Named during event by announcer.
- Digital Logo displayed on screen at side of stage during event, rotating through multiple full screen displays.
- Representative to be interviewed on stage or make presentation during event
- Editorial/advert in the Warragul Gazette & mention on radio about the business & Snowfest leading up to event
- Advertising slot in Warragul Gazette Snowfest lift out
- Logo on maps and event day information handouts

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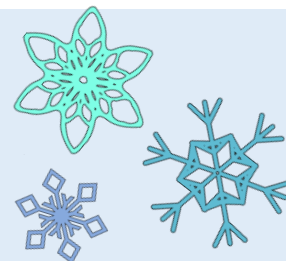
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In-kind Donations



Snowfest Gippsland relies on both financial and generous in-kind offers to prepare a successful community event. Below is a list of in-kind donations that will greatly help with the running of Snowfest however it is not complete and we are open to ideas and suggestions on how you could further Snowfest. If you have an idea for something not already on the list, please contact a member of the Snowfest team to discuss.

To enable the Warragul Business Group to properly publicise the in-kind involvement of your company (optional) leading up to and during the event, please complete the following below:

Company Name: _____

Contact Person: _____

Email: _____ Phone: _____

Description of in-kind donation:

Estimated value of in-kind donation: _____

Please also email a high resolution company logo & short business profile to:

snowfest@warragulbusinessgroup.org.au **no later than the 21st of June 2022** to ensure advertising as described in the sponsorship packages.

Our Wishlist & Examples of Existing In-Kind Help

Volunteers for set up/pack up

Volunteers for manning activities

Donations of prizes

Signage for sponsors & event management

Advertising

Printing and Artwork Design

Street decorations

Trucks to transport real snow from Mt Baw Baw

Machinery & people to help move & remove snow

Use of marquees, fencing or other equipment

Use of electronic signage

Use of outdoor light towers

Outdoor screen & projector

Activity donations, face painting etc

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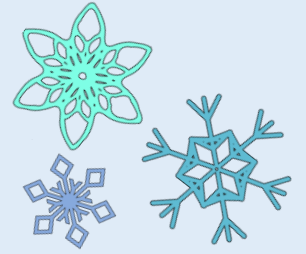
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Snowfest Gippsland 2022

Activities



Snow Play area under 6

Snow play area 6+

Mountain Boarders

Snowflake machines

Jumping castle, Dunk Machine

Rock climbing wall



Snowball Target

Fireworks Finale

Howling Huskies

Animal Zoo, Face painting,

Live Music & MC

Japanese Taiko Drummers

Food trucks

Plus so much more!



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