

THE 25TH
WINTER
MAGIC
FESTIVAL

Sponsorship Prospectus
2018



Festival Strategy



- The Blue Mountain's Winter Magic Festival is one of the highest profile and most anticipated NSW annual events.
- A Not-for-Profit community event bringing 43,700 visitors to the Blue Mountains greater region.
- A weekend when artists, musicians, dancers, drummers, choirs, stalls and the community take over one of Australia's most famous tourist towns to celebrate the winter solstice.
- In 2018 Katoomba celebrates the 25th Anniversary of the Winter Magic Festival on Saturday 23 June.



Festival Highlights and Demographics



HIGHLIGHTS

- Grand Parade 1,000 participants
- 43,700 Visitors
- 80 performances
- 3 stages
- 7 Venues
- Publicity and advertising in the lead up
- Solo songsters, poets and performance artists, roving entertainers and children's activities
- Environmental installations, workshops and talks.
- Themed art exhibition 'ARTSTREET'
- Gourmet local food
- Festival opening by State Member

DEMOGRAPHICS

- 200 stalls and local retailers, 200 performers
- Highest proportion of visitors are between the age 25-34
- 92% Visitors to the festival are aged under 65 years .
- 82% of all visitors visit from the Blue Mountains or Sydney area.
- Urban professionals, students, families, creatives environmental enthusiasts, foodies, Art collectors, photographers, musicians.

THE GRAND PARADE

The Grand Parade starts at 11.30am but it is a good idea to get into position along Katoomba, Main and Parke Streets by 11.00am so you don't miss anything.

If you are part of the parade, assemble at Katoomba Public School oval (Waratah Street entrance) no later than 10.30am.

IMPORTANT NOTICE FOR PARADE SPECTATORS

The Parade does NOT end at the top of Katoomba Street. It keeps going around the corner along Main Street to Yearmans Bridge roundabout and up Parke Street, ending at Carrington Cellars.

(See map)

11:30 AM
TO
12:30 PM



Official Program



OFFICIAL PROGRAM

- The official Winter Magic program becomes the printed cover of the Blue Mountains gazette for the week of the festival. 35,400 copies are printed and circulated from Lithgow to Lapstone.
- The Gazette a Fairfax paper has a digital network coverage of 2.5 million across Australia each month. Social media has a reach of 31,247 FB
- The Winter Magic program is circulated in hardcopy on the day at all information booths.
- The program is a prime place to feature your logo and branding.
- Previous corporate sponsors featured on the program include: AGL , ESI, Bendigo Bank, Scenic World, ANL, Escarpment Group, Carrington Hotel, Kirrinari Community Services, Crisp Audio, KFM Media Pty Ltd



Sponsorship Benefits



The festival offers a range of benefits, inclusions, acknowledgments and brand activations depending on your level of investment. The following is a selection of potential festival sponsorship benefits:

- Naming rights of stages and or key spaces
- Stall/Trade space within the festival precinct
- Audience engagement opportunities during activities and MC sponsorship callouts
- Branded promotional characters
- Logo placement on all associated marketing including print and online
- Sponsor and guest attendance at 'VIP events' and mentions in official opening address
- An association with a top 10 tourism destination
- Give-a-ways, photo opportunities, parade entries, competitions
- Parade entry group allocation



SPONSORSHIP PACKAGES



- **CORPORATE \$10,000**
NAMING RIGHTS OF STAGES AND OR KEY SPACES.
RECOGNITION AS A MAJOR SPONSOR/FESTIVAL PARTNER INCLUDING THANKS IN OPENING SPEECH.
COMPLIMENTARY VIP PACKAGE INCLUDING ENTRY TO THE WINTER MAGIC BALL AND ACCOMMODATION FOR 2
INCLUSION OF PROMOTIONAL CHARACTER IN PARADE AND FESTIVAL ENVIRONS
SPONSOR LOGO ON ALL MARKETING COLLATERAL AND ALL PRINTED MATERIAL SUCH AS PRESS RELEASES, PROGRAMMES, NEWSLETTERS, BROCHURES.
PROGRAM OF BMBG ADMINISTERED SOCIAL MEDIA
PR CAMPAIGN BY BM WMF REACHING LOCAL AND OUT-OF-REGION PRINT AND EDM
- **GOLD SPONSOR \$5,000**
RECOGNITION AS A MAJOR SPONSOR/FESTIVAL PARTNER INCLUDING THANKS IN OPENING SPEECH
COMPLIMENTARY VIP PACKAGE INCLUDING ENTRY TO THE WINTER MAGIC BALL AND ACCOMMODATION FOR 2
SPONSOR LOGO ON ALL MARKETING COLLATERAL AND ALL PRINTED MATERIAL SUCH AS PRESS RELEASES, PROGRAMMES, NEWSLETTERS, BROCHURES.
PROGRAM OF BMBG ADMINISTERED SOCIAL MEDIA
INCLUSION OF YOUR GROUP OR BUSINESS IN GRAND PARADE
PR CAMPAIGN BY BM WMF REACHING LOCAL AND OUT-OF-REGION PRINT AND EDM
- **SILVER SPONSOR \$2,500**
LOGO ON ALL MARKETING COLLATERAL AND ALL PRINTED MATERIAL SUCH AS PRESS RELEASES, PROGRAMMES, NEWSLETTERS, BROCHURES.
PROGRAM OF BMBG ADMINISTERED SOCIAL MEDIA
INCLUSION OF PROMOTIONAL CHARACTER IN PARADE AND FESTIVAL ENVIRONS
PR CAMPAIGN BY BM WMF REACHING LOCAL AND OUT-OF-REGION PRINT AND EDM
- **BRONZE SPONSOR \$1,250**
LOGO ON ALL MARKETING COLLATERAL AND ALL PRINTED MATERIAL SUCH AS PRESS RELEASES, PROGRAMME, NEWSLETTERS, BROCHURES.
PR CAMPAIGN BY AUSTRALIA PR AND BM WMF REACHING LOCAL AND OUT-OF-REGION PRINT AND ELECTRONIC MEDIA
- **PARADE SPONSOR \$500 BASE RATE** INCLUSION OF YOUR GROUP OR BUSINESS IN GRAND PARADE
- **FRIENDS OF THE FESTIVAL** : PHILANTHROPIC SPONSOR/CREATIVE PARTNERSHIP OF AN INDIVIDUAL INSTALLATION OR PERFORMANCE OF YOUR CHOICE - BESPOKE PACKAGE

Stakeholders



Festival Organisers acknowledge the advice and assistance provided by the following organisations in bringing this event together for the community

- Blue Mountains Economic Enterprise
- MTNS MADE
- Blue Mountains Artist Network
- BM Cultural Centre
- Scenic World
- Blue Mountains Business Chamber
- Transport NSW assists the event by providing extra train services on the day
- Blue Mountains City Council
- NSW RFS, NSW Police, NSW SES, Pink First Aid, NSW Fire & Rescue, Local Members,
- Local community volunteers, Church groups and sustainability groups will assist with parade marshalling, rubbish rooms and safe spaces on the day

ARTSTREET

Art Street is all around you in the shops of Katoomba Street.

Vote for your favourite artwork of the 2017 WMF Art Street exhibition in shops on Katoomba Street, via ballot or QR code.

Keep an eye out for the paper flowers & vine leaves outside participating shop-front windows. These will let you know where the art is located.

Art Street tours will start at the Festival Information Stand at the top of Katoomba Street at 1pm, 3pm and 5pm to help you navigate the walk and find all the beautiful art.

Look for the Gaia mascot holding the giant rose.



For regular updates & ArtStreet News, check ArtStreet's FaceBook page: www.facebook.com/ArtStreetKatoomba



RUBBISH ROOMS

To reduce the amount of waste going to landfill, there will be 10 Rubbish Rooms throughout the Festival precinct, each providing bins for the following items:



GREEN ORGANIC WASTE - biodegradable packaging, food scraps, paper, serviettes

YELLOW RECYCLING - cans, bottles, recyclable plastics, glass

RED GENERAL WASTE - everything else

Please use the bins provided for this Festival.
Your cooperation is greatly appreciated.
Thank you.

LOCATIONS

- RR1:** Corner of Parke & Main Street (outside the Corner Roast, near the Yeaman's Bridge roundabout)
- RR2:** Roundabout at the top of Katoomba Street
- RR3:** Carrington Hotel steps on Katoomba Street
- RR4:** Main stage Carrington Place
- RR5:** In front of St Hilda's church in Katoomba Street
- RR6:** In front of Civic Place
- RR7:** The entrance to Katoomba Street from Pryor Place
- RR8:** Upper Studleigh Place
- RR9:** Lower Studleigh Place
- RR10:** Bottom of Katoomba Street (near public tables and Ha'penny Lane)

The Rubbish Rooms are staffed by volunteers who will assist you to use the correct bin for your waste. **NOTE: THE REGULAR STREET BINS WILL BE COVERED AND NOT IN USE FOR THE DAY.**

For more information on The Rubbish Rooms, go to our website: www.wintermagic.com.au/waste-management-plan

Festival Overview



- In 1994, the festival's first year attendance was at 2000. The Blue Mountains Winter Magic Festival has emerged as one of Australia's largest community street festivals.
- The number of attendees in 2017 was at its highest recorded attendance of 43,700
- Coordinated entirely by volunteers since its inception the Festival's original goal was to enhance 'Christmas in July' celebrations by calling on local musicians and artists.
- In 2017 the Festival delivered around \$2.4 million into the local economy making it appealing to sponsors and local businesses.

**80 performances
across
7 venues**

**26% of visitors are
day- visits**

**Average visitors
43,700**

**Over 12K followers on
Facebook**

3 STAGES

**Overnight visitors made up
66% of attendees in 2017**

Contact Details



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LINKS

<https://www.wintermagic.com.au/>

<http://bluemountaincitytourism.com.au/whats-on/>

<https://www.bluemts.com.au/>