



2018 SPIRIT OF CHRISTMAS FAIR  
SPONSORSHIP PACKAGE



## SLEIGH BELLS RING...

The Gunnedah Chamber of Commerce is excited to invite you to be part of the annual Spirit of Christmas Fair – where Christmas comes to life in the heart of the Gunnedah CBD. We would like to invite you to become an official event sponsor and to hang your hat on an event that benefits the local economy and the Gunnedah community.

With a focus on keeping local dollars local this Christmas season, the fair provides an opportunity for shoppers to explore unique boutiques and stores, browse pop-up designer stalls and indulge in Christmas inspired entertainment, performances, activities and fun!

Please find enclosed information about the 2018 Spirit of Christmas Fair, what it is and how you can benefit from being a sponsor.

Please do not hesitate to contact our Events Manager Lisa Davis on 0434 368 267 or email [events@gunnedah.org.au](mailto:events@gunnedah.org.au) should you have any questions or require further information.

## ABOUT THE EVENT

The annual Spirit of Christmas Fair will be held on **Friday 30 November in Conadilly Street Gunnedah from 6pm – 10pm.**

This is a fun, family focused community event that provides an opportunity for the Gunnedah community to explore unique boutiques and stores, browse pop-up designer stalls and indulge in Christmas inspired entertainment, food, performances and activities. There will also be a visit by Santa!

The annual '**Shop Gunnedah**' campaign will also run in the lead up to the fair. This is a shop local campaign designed to encourage local shopping this Christmas period with local shoppers rewarded for purchasing goods and services from participating businesses by going into the draw to win cash equivalent prizes of up to \$1,500.

How it works:

- Business signs up to participate in the Spirit of Christmas Fair which will automatically make them an eligible 'Shop Gunnedah' participant
- Business will receive a pad of entry tickets, collection box and A3 poster to promote the campaign and event
- Customers are eligible to go into the prize draw when they spend over \$30.00 in store
- Entries will be collected weekly and placed into the competition barrel
- Prize winners will be announced at the 2018 Spirit of Christmas Fair

## HOW YOU CAN BENEFIT

The 2018 Spirit of Christmas Fair provides official sponsors a prime platform to:

- Leverage business profile and build brand recognition within a broad and motivated audience.
- Take advantage of PR opportunities associated with this fun, popular event
- Support and celebrate local business, community groups and special interest groups involved with the event
- Help to keep customer spend local this Christmas which will have wide impacts on the local economy and the community
- Bring joy and happiness to the Gunnedah community during the Christmas season

## PACKAGE OPTIONS

Sponsorship Level	Inclusions	Investment (incl GST)
GOLD	<ul style="list-style-type: none"> <li>• Sponsor logo / and or business name given prominent placement in the event program and marketing associated with the event including print and digital medias.</li> <li>• Sponsor logo / and or business name given prominent placement on 'Shop Gunnedah' Campaign In Store Posters</li> <li>• Sponsor business name announced by MC at the event.</li> <li>• Sponsor Logo included on Chamber of Commerce website.</li> <li>• Invitation to participate as a stallholder and showcase business or supply goods / services</li> <li>• Naming sponsor of two (2) activities, competitions or rides. <i>E.g. Merry-Go-Round proudly brought to you by {insert your business name here}</i></li> <li>• One (1) free standing banner on display in prime position on event stage or similar. Sponsor to supply banner and positioning is at discretion of event manager.</li> </ul>	\$5000.00
SILVER	<ul style="list-style-type: none"> <li>• Sponsor logo included in the event program and marketing associated with the event including print, TV and digital medias.</li> <li>• Invitation to participate as a stallholder and showcase business or supply goods / services</li> </ul>	\$1,500.00

	<ul style="list-style-type: none"> <li>Sponsor Logo included on Chamber of Commerce website.</li> </ul>	
BRONZE	<ul style="list-style-type: none"> <li>Sponsor logo included in the event program and marketing associated with the event including print and digital medias.</li> <li>Sponsor Logo included on Chamber of Commerce website.</li> </ul>	\$500.00
ACTIVITY	<ul style="list-style-type: none"> <li>Naming sponsor of one (1) activity, competition or minor event. E.g. Art Display kindly brought to you by <i>{insert your business name here}</i></li> </ul>	\$250.00
MEDIA PARTNER	<ul style="list-style-type: none"> <li>Package depended on level of support and will be negotiated with individual partners.</li> </ul>	Negotiable

#### WHAT NEXT?

Sponsorship Opportunities will close on **5PM, FRIDAY 12 OCTOBER 2018**.

Simply email Lisa Davis on [events@gunnedah.org.au](mailto:events@gunnedah.org.au) with the level of sponsorship you would like to secure along with your logo file (min 300dpi).

An invoice will be sent to you for payment from the Gunnedah Chamber of Commerce in due course.

#### SPONSORSHIP CONTACT

Lisa Davis, 2018 Spirit of Christmas Fair Event Coordinator

Email: [events@gunnedah.org.au](mailto:events@gunnedah.org.au)

Phone: 0434 368 267

[www.gunnedah.org.au](http://www.gunnedah.org.au)

