



  
**fruehlingsfest.**

# SPONSORSHIP PROPOSAL

Saturday, 10 August 2019  
#ILCfruehlingsfest

Presented by



**Immanuel**  
**Lutheran College**

Parents & Friends Community



# Welcome

Fruehlingsfest - Immanuel Lutheran College's spring fair, is an iconic Sunshine Coast event. 2019 is the 39th year of this wonderful community gathering and a perfect opportunity for local businesses to get involved.

The afternoon features an abundance of entertainment for the whole family including rides for children of all years, entertainment provided by Immanuel's very own music and dance students, an abundance of delicious food and treats, and a mix of stalls selling various items.

Fruehlingsfest is a P&F event, organised by a team of parent volunteers. The money raised is distributed directly back into projects and events to benefit students and the Immanuel Lutheran College community. Fruehlingsfest is one of the College's largest fundraising activities and this year, the P&F are raising funds to upgrade the bus shelter to an all-weather facility for students.

The support of our local business community is fundamental to the event and this year, there are a number of sponsorship opportunities available. The monster raffle is back and we will be giving away in excess of \$10,000 worth of prizes, along with opportunities to sponsor the stage or bar area, and the ever popular silent auction.

We invite you to connect with our community as a sponsor or with a donation. I welcome the opportunity to discuss these with you further and hope you'll support this exciting community event.

Thank you in advance for your consideration.

*Carlie*

Carlie Brial  
Convenor - Fruehlingsfest  
**email:** [fruehlingsfest@immanuel.qld.edu.au](mailto:fruehlingsfest@immanuel.qld.edu.au)  
**mobile:** 0417 763 769



# Sponsorship Packages

For your sponsorship, you will receive marketing exposure through radio, print, digital and social media.

Fruehlingsfest runs an extensive advertising and promotional campaign through media releases, radio campaign, College community-based newsletters and website, local newspapers and social media from June to August each year.

## AUDIENCE

- Immanuel Lutheran College students, parents and grandparents
- Friends of students, parents and grandparents
- Other local Sunshine Coast residents
- There is something for everyone at Fruehlingsfest!

## MARKETING CHANNELS

- Regular Facebook and Instagram posts
- Comprehensive radio campaign leading up to event
- Local newspaper editorial and advertising
- College website event page
- College community newsletter sent out via email and the ILC app

Linking your company's brand with Fruehlingsfest will also bring many intangible benefits:



- Increased brand awareness
- Enhance your corporate presence throughout the community
- Great exposure that will attract community support
- Opportunity to team build and incorporate staff in community initiatives



# Stage sponsor

One available only - cash donation of \$2000

As a key Fruehlingsfest partner, your organisation will enjoy key positioning and exposure at our event and benefit from a school community targeted promotional period until August 2019.

## ACKNOWLEDGEMENTS:

- ✓ Exclusive stage naming rights and advertising
- ✓ 'Sponsorship Shoutout' on social media sites #sponsorshoutout and throughout the event by our MC, Mark Darin (of Mix FM's Mark and Caroline Show) including an interview
- ✓ Corflute or banner signage around the perimeter of the stage and up to four pull-up banners or tear drop banners adjacent to the side of the stage area. Please contact us to discuss sizing and location
- ✓ Opportunity to set up a promotional display to promote your business and/or products
- ✓ Logo acknowledgement in our fortnightly school newsletter until August 2019
- ✓ Feature logo under 'fruehlingsfest champion' title on the Fruehlingsfest website page, with a link back to your website
- ✓ 4 complimentary ride passes to be used at the event
- ✓ Acknowledgement in pre event press releases
- ✓ Acknowledgement in radio advertising for a fortnight leading up to event
- ✓ Logo recognition on Fruehlingsfest marketing collateral (i.e. program flyer)
- ✓ Tax invoice
- ✓ Certificate of Appreciation acknowledging your support
- ✓ Other benefits by negotiation



# Bar sponsorship

One available only - cash donation of \$2000

As a key Fruehlingsfest partner, your organisation will enjoy key positioning and exposure at our event and benefit from a school community targeted promotional period until August 2019.

## ACKNOWLEDGEMENTS:

- ✓ Exclusive bar naming rights and advertising
- ✓ 'Sponsorship Shoutout' on social media sites #sponsorshoutout and throughout the event by our MC, Mark Darin (of Mix FM's Mark and Caroline Show) including an interview
- ✓ Corflute or banner signage around the perimeter of the fenced area and up to four pull-up banners or tear drop banners inside the bar area. Please contact us to discuss sizing and location
- ✓ Opportunity to set up a promotional display to provide merchandise (at your own cost) to patrons
- ✓ Logo acknowledgement in our fortnightly school newsletter until August 2019
- ✓ Feature logo under 'fruehlingsfest champion' title on the Fruehlingsfest website page, with a link back to your website
- ✓ 4 complimentary ride passes to be used at the event
- ✓ Acknowledgement in pre event press releases
- ✓ Acknowledgement in radio advertising for a fortnight leading up to event
- ✓ Logo recognition on Fruehlingsfest marketing collateral (i.e. program flyer)
- ✓ Tax invoice
- ✓ Certificate of Appreciation acknowledging your support
- ✓ Other benefits by negotiation



# Fruehlingsfest Monster Raffle sponsorship

\$1000 cash or goods in kind

As a key Fruehlingsfest partner, your organisation will enjoy key positioning and exposure at our event and benefit from a targeted promotional period until August 2019.

## ACKNOWLEDGEMENTS:

- ✓ Prominent signage affixed to the raffle display at the event
- ✓ 'Sponsorship Shoutout' on social media sites #sponsorshoutout and throughout the event by our MC, Mark Darin (of Mix FM's Mark and Caroline Show)
- ✓ Logo acknowledgement in our fortnightly school newsletter until August 2019
- ✓ Business logo under 'raffle sponsorship' title on the Fruehlingsfest website page with a link back your business
- ✓ 2 complimentary ride passes to be used at the event
- ✓ Logo recognition on Fruehlingsfest marketing collateral (i.e. program flyer)
- ✓ Certificate of Appreciation acknowledging your support
- ✓ Tax invoice





# Friends of Fruehlingsfest

Unlimited - Cash donation and/or goods & services

As a key Fruehlingsfest partner, your organisation will enjoy key positioning and exposure at our event and benefit from a targeted promotional period until August 2019.

## ACKNOWLEDGEMENTS:

- ✓ Feature logo under 'friends of fruehlingsfest' title on the event website page
- ✓ Logo recognition on Fruehlingsfest marketing collateral (i.e. program flyer)
- ✓ Certificate of Appreciation acknowledging your support
- ✓ Tax invoice



# Review & Approval Process

Although all applications will be considered, sponsors need to align with our community values. They should have a good community image and encourage children and family, fun and well being.

If you believe sponsoring this event is right for your business.

Please make contact with:

Carlie Brial

**email:** [fruehlingsfest@immanuel.qld.edu.au](mailto:fruehlingsfest@immanuel.qld.edu.au)

**mobile:** 0417 763 769

We look forward to hearing from you!

## Terms & Conditions

Sponsorship Proposal is current as at May 2019.

Fruehlingsfest shall provide the Sponsor with the acknowledgements described in the prospectus.

Fruehlingsfest may adjust, substitute or provide other acknowledgements with the approval of the Sponsor.

Any variations to the description of each package must be as agreed by both parties.

Sponsorship entitlements will not commence until the Application Form and full payment is received.

No portion of the sponsorship cash payment or donor goods or services are subject to refund for any reason except governed by Fruehlingsfest.

The Organising Committee reserves the right to reject an application at any time.

Applications will be processed in strict order of receipt.



# Sponsorship Acknowledgment

Here is a snapshot of the acknowledgement each package receives. As a Fruehlingsfest partner, your organisation will enjoy exposure at our event and benefit from a targeted promotional period until August 2019.

	Exclusive Stage or Bar naming and advertising	Event Signage	Promotional display at event	Event MC Sponsor Shoutout	Event Website	Social Media	Ride Package	Press Release	Radio Advert	Tax Invoice	Certificate of Appreciation
BAR & STAGE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
MONSTER RAFFLE				✓	✓	✓	✓			✓	✓
FRIEND					✓					✓	✓