

SPONSORSHIP OPPORTUNITIES

# The inaugural Camden Haven Words & Music Festival





Jeanell Carrigan  
President

“More than a sponsorship,  
this is an opportunity to enhance  
your organisation’s profile  
through community relationships”

I am pleased to offer you this exclusive sponsorship opportunity to join us in the inaugural **festival of literature and music** known as:

### **Camden Haven Words & Music Festival**

Camden Haven Words & Music Festival is a volunteer not for profit organisation working towards providing a festival of the arts as an annual event.

After listening to the local community and visitors alike, we have started to turn ideas into reality. The notional research we have garnered identifies that the community is crying out for something to replace the festivals from the past. Camden Haven Music Festival and Watermark (literature).

We have developed an integrated event that features authors, poets, musicians, singers and to tie it all together a composer who combines poetry and words into musical compositions, therefore bridging the gap.

We are looking for sponsors to make this a successful event and assist with the running costs.

This event will be promoted widely. We are able to give your business an excellent publicity opportunity as the event is being advertised on NSW Destination websites and promoted to a great number of entertainment bodies in the wider region.

As well as having large multi-media coverage.

We would love to welcome you aboard this exciting adventure.

Dr Jeanell Carrigan AM  
President





## Introduction

**A multilayered event combining literature and various music genres**

### **Camden Haven Words & Music Festival**

The vision for the Words & Music Festival is for it to become a significant annual Mid North Coast event.

This new event brings together an impressive program of high-quality music and literature from chamber music, opera and jazz to author talks, poetry readings and workshops. It's a rare opportunity for local audiences to experience performances of this calibre in their own community, while also attracting visitors to the region over the June long weekend.

The committee has been instrumental in driving the concept and has liaised with the Port Macquarie Hastings Council in obtaining seed funding for marketing purposes. The event will be listed on several Council and associated event websites. Particularly as it is running as a satellite to Port Macquarie's **Artwalk** event. A single Friday night with 30,000 visitors.

The Mayor of the Hastings Port Macquarie Council is the official opener of the event, and other political and arts figures are being approached.

As the tourism and financial benefits to the community are positive, there has been good response from accommodation houses as being a cohesive part in enabling bed nights for participants, performers and audiences.

Sponsorship is important to effect positive-cash-flow outcomes in the reception of the event and will be a positive tool in brand awareness for both the event and the sponsors that participate.

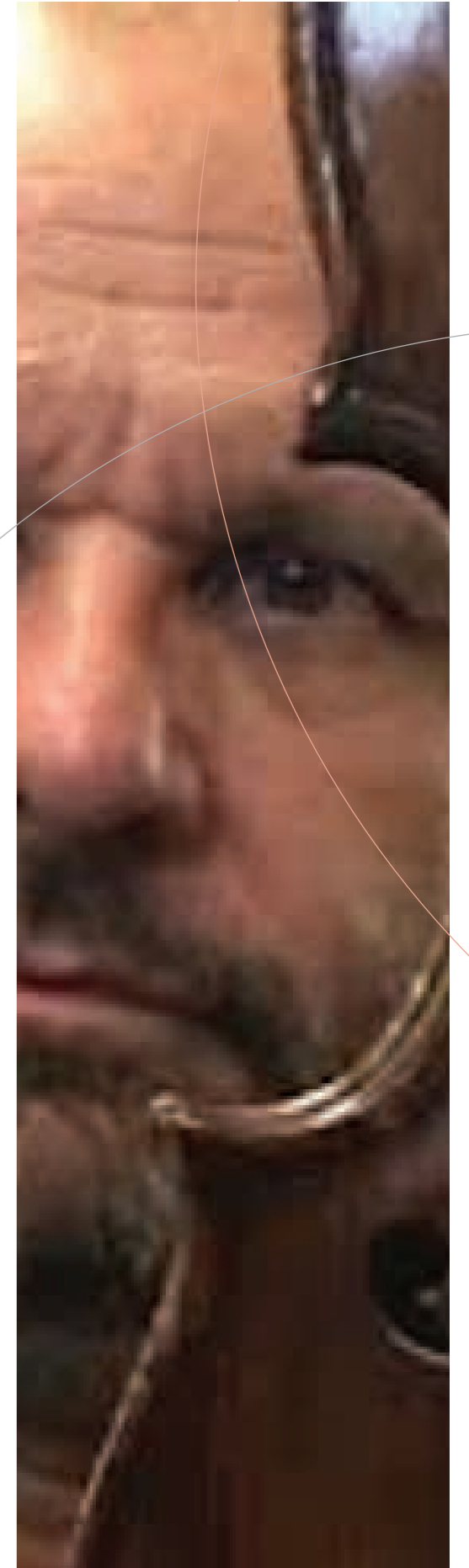




## Performer profiles

Current programmed performers/presenters:

- Dr Jeanell Carrigan AM – Associate Professor, Sydney Conservatorium of Music
- Dr Goetz Richter AM – Violinist, Philosopher, Educator, Sydney Conservatorium of Music
- Kevin Hunt – Jazz Pianist, Head of Jazz & Improvised Music, Sydney Conservatorium
- First nations performer Troy Russell
- Narelle Yeo – Vocalist, Head of Musical Theatre Program, Sydney Conservatorium of Music
- Dinner with Milton – Traditional Jazz Band
- George Palmer OAM – Composer, Former Supreme Court Judge
- Mark Tredinnick OAM – Poet, Essayist
- Inga Simpson – Novelist and Nature Writer
- Callan J Mulligan – Science Fiction and Children’s Author – Video presentation





## Event Objectives

To promote the Camden Haven as an arts community.

- To showcase the talent in the region.
- To showcase other quality talent from the New South Wales region.
- For audiences to have access to quality performances/presentations.
- For audiences to participate in talks and workshops in the literature field.
- To showcase world-class professional performers and up and coming talent.
- To inject funds into the Camden Haven with overnight visitations, meals, fuel and spending in our shops and attractions.
- To encourage visitors to return for further holidays and to tell their family and friends what a wonderful time they had.

## Contact

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Vice President and Committee Member

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[www.wordsandmusicfestival.com.au](http://www.wordsandmusicfestival.com.au)





## Media Coverage

Extensive media coverage will be provided by radio leading up to the event, as well as local news support and announcement collateral at key locations. Local affiliated television and radio stations will be approached to cover the event as part of the day-to-day news coverage of Mid North Coast happenings.

Sponsors should be aware, that as an inaugural community event it will attract good media coverage. The actual ROI is yet to be determined, but with the expected coverage, an above average return on invested sponsor dollar is to expected.

## Online

The Camden Haven Words & Music Festival website is online (soon) for news updates, registrations and general information. This website will be regularly maintained to keep all interested parties up-to-date on everything happening. Sponsors logos and stories can be part of the website.

## Magazines

Regular updates and information will be achieved via Camden Haven's electronic and print magazine - Camden Haven Local News (a sponsor). These updates are sent to all relevant media as a public service, in order for them to keep their readers informed.

## Media/PR

Ongoing media releases, email newsletters and press releases are an integral part of the communications process. As well as mainstream media interview/story opportunities are regularly distributed.

## Social Media

A Facebook page, and several other Social Media opportunities will be massaged through our Communications arm in order to get maximum output through social below-the-line avenues.

## Signage

There will be banner style signage around the region promoting and acting as directionals for the event.





## Sponsorship Opportunities

This event will be promoted far and wide. We are able to give your business/service/organisation great publicity as the event is being advertised on the Destination NSW website and promoted across the mid north coast region.

**The following pages have the Sponsorship packages offered.**

In-kind sponsorship arrangements will also be considered.





## Platinum 'Event Naming' Package - \$3,000

- The event identity Naming Rights as Camden Haven Words & Music Festival by {your name} Included as part of the Event Logo.
- 4 free entry tickets to all the performances/presentations.
- Inclusion in a video shoot on the days (as a promotions package for the next year's event). This footage will be supplied to you on USB stick, posted to YouTube and to any or all of your social media sites if required.
- Letters of appreciation and certificates.
- Advertising exposure on all marketing activities held by the event managers.
- Branding on garments worn by all organisers and as merchandise; logos featured on all POS.
- Still photo shoot in chosen format for your business marketing to be done as a predominant sponsor of the day.
- Inclusion in all our social media and marketing material.
- Exclusive invitation to meet'n'greet with the performers present and the event management team.





## Gold Package - \$1,500

- Naming rights to a specific Performance - to be determined as a by-line on the logo i.e. "{your name} presents.." or "Brought to you by {your name}"
- 4 free entry tickets to the performances on the day.
- Second tier Logo on some advertising materials and some event merchandise.
- Still photo shoot in chosen format for your business marketing to be done as a predominant sponsor of the day.
- Letters of appreciation and certificates.
- Inclusion in all our social media and marketing material.





## Silver Package - \$750

- 2 free entry tickets to the performances on the day.
- Advertising exposure to some marketing activities held by the event managers.
- Third tier Logo on some advertising materials and some event merchandise.  
Listed as secondary sponsor on the day.
- An appreciation letter and copies of appreciation certificates.
- This will entitle you to have your name on our website and social media.

## Bronze Package - \$250

- 2 free entry tickets to the performances on the day.
- Advertising exposure to some marketing activities held by the event managers.
- Fourth tier Logo on some advertising materials and some event merchandise.
- An appreciation letter and copies of appreciation certificates.

## Partner Package - \$100

- Link on our Website
- Link on social media

## Merchandise

- Event merchandise will be available for purchase at wholesale price.

