

VICTOR HARBOR
**ROCK 'N' ROLL
FESTIVAL**



**SPONSORSHIP
PROSPECTUS**

www.rocknrollfestival.com.au

Why sponsor the Victor Harbor Rock 'N' Roll Festival?

- Be part of one of the largest community events in Victor Harbor.
- Exposure to more than 100,000 people through pre-event marketing activities
- Exposure to more than 14,000 attendees
- Exposure to over 500 vehicle enthusiasts
- Prime position on-site display sites providing opportunities to engage with attendees
- Pre and post event marketing opportunities offering tailored messages through email, Facebook and website promotions
- Engage with 4000+ locals that attend the event

Sponsorship packages and commitment levels can be tailored to suit your marketing strategies.

Contact our Event Coordinator to discuss a custom package to suit your needs and your budget.

About the Victor Harbor Rock 'N' Roll Festival

The Victor Harbor Rock 'N' Roll Festival is a key regional event managed by the City of Victor Harbor in collaboration with the Historic Motor Vehicles Club.

Held in the heart of Victor Harbors' Main Street Precinct, Warland Reserve and the Causeway, the festival boasts eight live bands over two dance floors, over 500 vehicle displays, market stalls, evening entertainment and has become recognised as a major event on the Australian Rock n' Roll circuit.

The Festival continues to grow each year, and shows a proven track record of delivering an estimated \$3.9 million in economic benefits to the local region since the Festivals inception in 2008.

17-19 SEPTEMBER 2021
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SPONSORSHIP PACKAGES

VICTOR HARBOR

ROCK 'N' ROLL FESTIVAL

NAMING RIGHTS SPONSOR

\$5000 + GST

Benefits:

- Naming rights sponsor recognition on all marketing and promotional material
- Logo placement on festival program
- Logo placement on all pages of website
- Logo placement on email promotions
- Two dedicated Facebook posts on the Rock 'N' Roll Facebook page
- Two dedicated electronic emails to our Rock 'N' Roll database (1500+) pre or post event

On-site benefits

- Banner display on festival site and all stages.
- Four 3 x 3 display prime position sites for promotion
- Acknowledgment by MC each day
- Logo on all vehicle display entry stickers
- Flyer included in all vehicle entry packs
- Flyers distributed at event

PLATINUM SPONSOR

\$3000 + GST

Benefits:

- Logo placement on festival program
- Logo placement on festival website
- Logo placement on email promotions
- Two dedicated Facebook posts on the Rock 'N' Roll Facebook page
- Two dedicated electronic emails to our Rock 'N' Roll database (1500+) pre or post event.
- Flyer circulation to vehicle entrants

On-site benefits

- Banner display at naming rights stage.
- 6 x 3 display prime position site
- Acknowledgment by MC each day

GOLD SPONSOR

\$1650 + GST

Benefits:

- Logo placement on festival program and website
- Logo placement on email promotions
- Two Facebook posts and one dedicated email to Rock N' Roll e-newsletter and vehicle entrant database. (1500+)
- Flyer circulation to vehicle entrants

On-site benefits

- 6 x 3 display prime position site and banner placement for promotion
- Acknowledgment by MC each day

SILVER SPONSOR

\$750 + GST

Benefits:

- Logo placement on website
- Logo placement on Festival program
- One facebook post and inclusion of an offer in email to Rock N' Roll e-newsletter and vehicle entrant database. (1500+)

On-site benefits

- One 3 x 3 display prime position site and one large banner at festival
- Acknowledgment by MC promoting event.
- Flyer distribution to vehicle entrants

BRONZE SPONSOR

\$300 + GST

Benefits:

- Logo placement on website
- Flyer distribution to vehicle entrants.
- Standard 3 x 3 site.

CONTACT

Julie Irwin
Event Coordinator
Rock 'N' Roll Festival
info@rocknrollfestival.com.au
0409 080 051