

# AUSTRALIAN BODY ART FESTIVAL

**SAT 8th & SUN 9th APRIL 2017**  
**COOROY - SE QLD**



## Sponsorship Invitation

### What is it?

The Australian Body Art Festival is Australia's premier body art event, attracting artists and spectators from across Australia and overseas to compete over 2 days in front of over 10,000 spectators! In addition to the extraordinary body art, visitors can expect a feast of other entertainment including wearable art, street performers, fabulous food stalls and music to groove to. There are also parades at the completion of each day. The event is a community event run by volunteers and is free for spectators.

### Where is it?

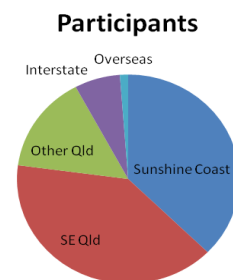
This major event is being held in the heart of Noosa Country, at Mill Place in Cooroy. This will be the first time the event is held at this location in 2017 (previously held in Eumundi from 2009 to 2015). Cooroy is only a 20-minute drive from Noosa Heads or an hour and a half from Brisbane.

### When is it?

The 2017 Australian Body Art Festival will be held on **Saturday 8<sup>th</sup> and Sunday 9<sup>th</sup> April** and will be a "Festival of Colour" drawing together cutting-edge artists from around the globe, who will create masterpieces before your eyes using the human body as their inspiration – and canvas!

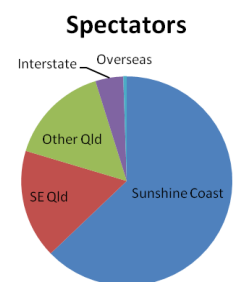
### Who does it attract?

Approximately **10,000 spectators** attend to watch **dozens of competitors** create living canvases. Visitors and competitors come from across Australia and overseas. The Festival continues to amaze with its ability to attract a diverse range of people that keep coming back. We attribute it to the amazing atmosphere - full of colour, fun and frivolity. An analysis of People's Choice Entry Forms and Competitor Registrations in previous years identified attendee geographic origins as outlined in the graphs at right of page.



### What's in it for you?

As a sponsor, your business will get **extensive brand exposure** through a variety of avenues (refer to page 2 in this document for sponsorship benefits) including our Facebook page and our website which both attract strong followings as well as extensive exposure over the weekend.



The media publicity that the event attracts not only highlights the event but also provides exposure for our major sponsors. The event generates **over \$500,000 worth of media coverage** including international, national and local media across all mediums (television, radio, print and internet). And of course you have the opportunity to be a partner to an event that has significant **social, economic and cultural returns to the community!**

If you are interested in being a sponsor, please read this document to see how you can partner with the event. And if you have an idea or proposal not covered, please don't hesitate to contact us as we are always eager to talk about new ideas!

### Who Runs It?

The Australian Body Art Festival is being run by not for profit organisation, Cooroy Chamber of Commerce Inc with support from sponsors, volunteers and other local community organisations. Our aim with sponsorships is to create a partnership that is of benefit to both parties. Please contact us to secure your preferred sponsorship option. To ensure maximum exposure for your business and to obtain all of the benefits listed above we recommend securing your preferred sponsorship option as a priority.

Contact:

**Danielle Taylor, Event Manager**

**Ph: 0403 023 802 or Email: [danielle@australianbodyart.com.au](mailto:danielle@australianbodyart.com.au)**



The following sponsorship opportunities are available (refer to the table at the bottom of the page for the full benefits of each):

**Naming Rights Sponsorship - \$1,500**

Chose to be a naming rights sponsor for one of the six competitions – Brush & Sponge, Airbrush, Special Effects, Face Painting, Wearable Art or Photography.

**1<sup>st</sup> Prize Sponsor - \$500**

Provide cash or a prize to the value of \$500 which will be allocated as 1<sup>st</sup> prize for one of the six competitions.

**2<sup>nd</sup> Prize Sponsor - \$250**

Provide cash or a prize to the value of \$250 which will be allocated as 2<sup>nd</sup> prize for to one of the six competitions or as a prize for the best model on either Saturday or Sunday.

**Volunteer Shirt Sponsor - \$2000**

Sponsor the volunteer shirts and have your logo emblazoned across the backs of all the volunteers over the weekend. Volunteers have been known to wear their shirts socially so you'll get branding throughout the year with this sponsorship.

**Staging & Entertainment - \$3,000 (can be a shared sponsorship of 2 or more sponsors)**

Sponsor the staging, entertainment and catwalk and we'll put your name on the stage throughout the event including at the final parades each day.

Sponsorship Benefits	Staging & Entertainment \$3,000	Volunteer Shirts \$2,000	Naming Rights \$1,500	1 <sup>st</sup> Prize \$500	2 <sup>nd</sup> Prize \$250
Number of available sponsorships	1 (can be shared)	1	6	6	8
Naming rights	Yes - stage	Yes - shirt	Yes - competition	-	-
Announcements during festival	Yes	Yes	Yes	At Award Ceremony	At Award Ceremony
Cross promotion on Facebook	Yes	Yes	Yes	Yes	Yes
Logo on Program	Yes	Yes	Yes	Yes	Yes
Logo on Website (with link to your website)	Yes	Yes	Yes	Yes	Yes
Logo on e-newsletters (with link to your website)	Yes	Yes	Yes	Yes	Yes
Logo on sponsors board	Yes	Yes	Yes	Yes	Yes
Stall Space	6m x 3m	6m x 3m	6m x 3m	6m x 3m	3m x 3m
Mention in Media Releases	Yes	Yes	Yes	-	-
Official seating at parades	Yes	Yes	Yes	-	-
Banners displayed (sponsor to provide)	Yes	Yes	Yes	-	-
Body artists and models for imagery promoting your brand	Yes	Yes	Yes	-	-
Opportunity to present prizes to winners at Award Ceremony	-	-	Yes	-	-

All sponsorship amounts can be cash and/or in kind (providing in-kind is useable by the event).

Want something more substantial? We would even consider a naming rights sponsor for the entire festival for \$15,000. Contact us to discuss it further at [danielle@australianbodyart.com.au](mailto:danielle@australianbodyart.com.au) or 0403 023 802.