



## 2021 Sponsorship Invitation

### What is it?

The award-winning 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 9,000 spectators! The 2021 Theme is "Time Travel". In addition to the extraordinary body art, visitors can expect a feast of other entertainment including wearable art, street performers, music and fabulous food and market stalls. 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 free event is being held in the heart of Noosa Country, at Apex Park in Cooroy. Cooroy is only a 20-minute drive from Noosa Heads or an hour and a half from Brisbane. The event has been held since 2017 in Cooroy (previously held in Eumundi from 2009 to 2015) and it has been a fantastic success with amazing feedback from artists, models, community, sponsors and spectators and steady growth each year we which expect to continue into the future.

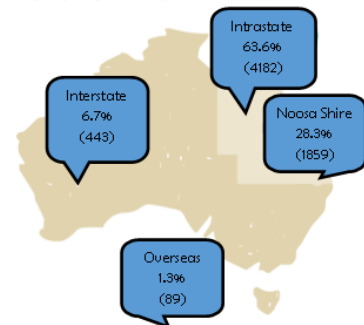
### When is it?

The 2021 Australian Body Art Festival will be held on **Saturday 10<sup>th</sup> and Sunday 11<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?

Over **6,000 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 graph at right. Of course with covid restrictions, it will probably be a bit different this year but will still be an awesome event!

VISITOR ORIGINS



### 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 conservatively generates **over \$100,000 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!** The event conservatively generates \$1M in economic value 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 run by 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.

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

### Event Partner – Sponsored by Noosa Outback (sold)

Be on the billing card as the official event partner with your logo on all promotional material.

### Opening Night Function Sponsor - \$4,000

Sponsor the Opening Function for approximately 200 people. This is a great opportunity for artists, models, volunteers, special guests and dignitaries to network prior to the weekend long event. A great opportunity to play the host and showcase your business and/or products and services. This function will only be held if there is a sponsor secured.

### Competition Naming Rights Sponsorship - \$600 (5 sold, 2 left)

Chose to be a naming rights sponsor for one of the seven competitions – Brush & Sponge, Airbrush, Special Effects, Face Painting, Junior Face Painting, Surfboard Art (sold) and Wearable Art

### 1<sup>st</sup> Prize Sponsor - \$300 (one sold)

Be named as a prize sponsor for 1<sup>st</sup> prize for one of the seven competitions.

### 2<sup>nd</sup> Prize Sponsor - \$200

Be named as a prize sponsor for 2<sup>nd</sup> prize for to one of the seven competitions or as a prize sponsor for the best model on either Saturday or Sunday.

### Volunteer Shirt Sponsor - \$2,500 (sold)

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. Plus we'll even put a few shirts aside for you (give them to your staff or clients).

### Photo Booth - \$1,000 (sold)

Sponsor the photo booth and we'll put your logo on all the photos strips taken during the event!

| Sponsorship Benefits                                       | Event Partner<br>\$15,000<br>(sold) | Opening Night<br>Function<br>\$4000 | Volunteer<br>Shirts \$2,500<br>(Sold) | Photo<br>Booth<br>\$1,000<br>(sold) | Comp<br>Naming<br>Rights<br>\$600 | Comp<br>1 <sup>st</sup> Prize<br>\$300 | Comp<br>2 <sup>nd</sup> Prize<br>\$200 |
|--|-------------------------------------|-------------------------------------|---------------------------------------|-------------------------------------|-----------------------------------|--|--|
| Number of available sponsorships                           | 1                                   | 1                                   | 1                                     | 1                                   | 7 (2 left)                        | 7 (6 left)                             | 7                                      |
| Naming rights  | Yes - stage                         | Yes - function                      | Yes - shirt                           | Yes – photo strip                   | Yes - competition                 | -                                      | -                                      |
| Announcements during festival                              | Yes                                 | Yes                                 | Yes                                   | At Award Ceremony                   | Yes                               | At Award Ceremony                      | At Award Ceremony                      |
| Cross promotion on Facebook                                | Yes                                 | Yes                                 | Yes                                   | Yes                                 | Yes                               | Yes                                    | Yes                                    |
| Logo on Program  | Yes                                 | Yes                                 | Yes                                   | Yes                                 | Yes                               | Yes                                    | -                                      |
| Logo on Poster   | Yes                                 | Yes                                 | Yes                                   | -                                   | -                                 | -                                      | -                                      |
| Logo on Website (with link to your website)                | Yes                                 | Yes                                 | Yes                                   | Yes                                 | Yes                               | Yes                                    | Yes                                    |
| Logo on ABAF e-newsletters (with link to your website)     | Yes                                 | Yes                                 | Yes                                   | Yes                                 | Yes                               | -                                      | -                                      |
| Logo on sponsors board                                     | Yes                                 | Yes                                 | Yes                                   | Yes                                 | Yes                               | Yes                                    | Yes                                    |
| Stall Space  | 3m x 3m                             | 3m x 3m                             | 3m x 3m                               | 3m x 3m                             | -                                 | -                                      | -                                      |
| Mention in Media Releases                                  | Yes                                 | Yes                                 | Yes                                   | Yes                                 | Yes                               | -                                      | -                                      |
| Banners displayed (sponsor to provide)                     | Yes                                 | Yes                                 | Yes                                   | Yes                                 | -                                 | -                                      | -                                      |
| Body artists and models for imagery promoting your brand   | Yes                                 | Yes                                 | -                                     | -                                   | -                                 | -                                      | -                                      |
| Opportunity to present prizes to winners at Award Ceremony | -                                   | -                                   | -                                     | -                                   | Yes                               | -                                      | -                                      |

All prices quoted include GST.

Looking for something less? We also accept donations for prizes and in-kind support. We are open to your suggestions – let us know your thoughts! To secure your preferred sponsorship option, please contact:

**Danielle Taylor, Event Manager, phone: 0403 023 802 or email: [danielle@australianbodyart.com.au](mailto:danielle@australianbodyart.com.au)**