



Sponsorship Kit 2025

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Harvest Festival Sponsorship Opportunities

Thank you for considering sponsorship of the Home Hill Harvest Festival. Your support plays a crucial role in making this community event a success. As a sponsor, you'll gain valuable exposure and demonstrate your commitment to the Burdekin community.

Why Sponsor?

- **Community Engagement:** The Harvest Festival is deeply ingrained in the local community, attracting a diverse audience of residents, families, and visitors. By sponsoring the event, your organization demonstrates its commitment to supporting community initiatives and engaging with local residents. You can demonstrate your company's dedication to supporting local communities and fostering positive relationships with residents. Your involvement not only strengthens community ties but also showcases your commitment to social responsibility.
- **Brand Exposure:** As a sponsor, your organisation will benefit from extensive brand exposure before, during, and after the festival. With opportunities for logo placement on promotional materials, event banners, and the festival website, sponsoring the Harvest Festival offers valuable visibility for your brand. Gain extensive brand exposure to a diverse audience of attendees, including local residents, visitors, and participants.
- **Targeted Marketing:** Sponsoring the Harvest Festival provides unique marketing opportunities to showcase your products or services to a captive audience. From booth spaces at the festival to customized marketing initiatives, sponsors can leverage the event to promote their offerings and connect with potential customers. The Harvest Festival offers a unique platform to target your marketing efforts specifically to the Burdekin community and surrounding areas. Connect with potential customers in a relaxed and festive atmosphere, allowing for meaningful interactions and engagement opportunities.
- **Networking Opportunities:** The Harvest Festival offers sponsors the chance to network with other businesses, community leaders, and festival attendees. By participating in festival activities and events, sponsors can build valuable relationships and foster connections within the community. Forge valuable connections, explore potential collaborations, and expand your professional network while supporting a worthy cause.
- **Positive Brand Association:** Align your brand with the positive sentiments and community spirit of the Harvest Festival. By supporting this beloved event, you position your company as a caring and involved member of the community, enhancing brand reputation, and fostering goodwill among consumers.
- **Long-Term Impact:** Your sponsorship not only contributes to the success of the current Harvest Festival but also lays the foundation for future collaborations and partnerships. Establishing a positive presence at community events can lead to ongoing brand loyalty and sustained customer engagement over time. By sponsoring the Harvest Festival, your organization contributes to the success of a beloved community event that celebrates local culture, heritage, and tradition. Your sponsorship helps ensure the festival's continued growth and success for years to come.
- **Customized Marketing Opportunities:** As a sponsor, you'll have the flexibility to tailor your marketing activities and engagement initiatives to align with your company's objectives and target audience. From branded activations to customized promotions, the Harvest Festival offers a range of opportunities to showcase your brand in a way that resonates with attendees.
- **Supporting Local Economy:** Investing in community events like the Harvest Festival contributes to the economic vitality of the region by stimulating local businesses, supporting job creation, and driving tourism. Your sponsorship directly contributes to the prosperity and growth of the Home Hill community.
- **Enhanced Corporate Image:** Sponsoring the Harvest Festival allows your company to enhance its corporate image by showcasing its commitment to supporting cultural events, promoting community well-being, and fostering a sense of belonging. Strengthen brand authenticity and trust by actively participating in meaningful community initiatives.

Sponsorship Levels:

Sponsorship Level	Investment	Benefits
Naming Rights Sponsor	\$8000	Exclusive naming rights to the Home Hill Harvest Festival
		Prominent logo placement on all promotional materials
		Event banners placed at every event
		Prominent listing on the festival website with a clickable link, as well as in the printed program and coffee table book
		Recognition in press releases, radio, and media coverage
		Customised marketing opportunities
		Customised Social Media Shout-outs and mentions
		Complimentary booth space at the festival
		Access to Sponsorship tent at the Harvest Festival Street Party
		8 Complimentary Tickets to the Harvest Festival Ball
		A coffee table book for prominent display in your reception or office area
		Opportunity to distribute marketing materials at events
		If sponsoring a Harvest Festival Queen, the queen fee is included in the sponsorship package
Platinum Sponsor	\$5000	Logo placement on all promotional materials
		Event banners placed at every event
		listing on the festival website with a clickable link, as well as in the printed program and coffee table book
		Recognition in press releases, radio, and media coverage
		Customised marketing opportunities
		Customised Social media shout-outs and mentions
		Access to Sponsorship tent at the Harvest Festival Street Party
		6 Complimentary Tickets to the Harvest Festival Ball
		A coffee table book for prominent display in your reception or office area
		If sponsoring a Harvest Festival Queen, the queen fee is included in the sponsorship package
Gold Sponsor	\$3000	Event banners placed at all events
		Recognition in press releases, radio, and media coverage
		Customised Social media shout-outs and mentions
		Listing on the festival website with a clickable link, as well as in the coffee table book
		A coffee table book for prominent display in your reception or office area
		Access to Sponsorship tent at the Harvest Festival Street Party
		If sponsoring a Harvest Festival Queen, the queen fee is included in the sponsorship package
Silver Sponsor	\$1500	Verbal acknowledgment during festival announcements
		Opportunity to provide branded merchandise or samples
		Social Media Shout-outs and mentions
		Listing on the festival website and any advertising for the event you are sponsoring
		If sponsoring a Harvest Festival Queen, the queen fee is included in the sponsorship package
Bronze Sponsor	\$750	Social Media Shout-outs and mentions
		Listing on the festival website and any advertising for the event you are sponsoring
		Listing on the festival website with a clickable link, as well as in the coffee table book
In-Kind Sponsor	Varies	Recognition equivalent to the corresponding sponsorship level
		Customized benefits based on the value of the in-kind contribution
		Social Media Shout-outs and mentions

Breakdown of 2023 Radio Stats:

Triple M reach from Cardwell to Bowen, with 69,500 people tuning in each week.

We received in total 246 x 30 second commercials, all placed between 6am and 8pm, valued at \$14,760.

Home Hill Harvest Festival Program



EVENTS SCHEDULE 2025

12 SEPT	Harvest Festival Launch	6pm
28 SEPT	Ephemera	3pm
10 OCT	Students Ball	6pm
19 OCT	Town of Origin	1pm
25 OCT	King & Queen of the Hill	6am
5 NOV	Pet Show	6pm
7 NOV	Harvest Festival Ball	6:30pm
8 NOV	Parade & Street Party	3pm



www.hhharvestfestival.com.au
Theme - Hollywood Elegance



Sponsoring the Harvest Festival represents more than just a marketing opportunity; it's a chance to deeply embed your brand within the fabric of the Burdekin community while strategically advancing your business objectives. As a sponsor, you'll enjoy extensive brand exposure across various platforms, including digital and print media, ensuring your message reaches a wide audience. This exposure is complemented by tailored marketing opportunities designed to resonate with your target demographic, offering a unique avenue to connect with potential customers.

Moreover, sponsoring the Harvest Festival provides invaluable networking opportunities, allowing you to forge connections with other local businesses, community leaders, and festival attendees. These connections can lead to mutually beneficial partnerships, collaborations, and business opportunities that extend beyond the duration of the event.

Beyond the tangible benefits, sponsoring the Harvest Festival demonstrates your company's commitment to community engagement and corporate social responsibility. By supporting this cherished event, you align your brand with values of inclusivity, celebration, and community spirit, enhancing your reputation and fostering goodwill among local residents.

In essence, sponsoring the Harvest Festival is more than a business transaction; it's an investment in the vibrancy and vitality of the Burdekin community. It's an opportunity to leave a lasting legacy of support and involvement, creating meaningful experiences for festival-goers and contributing to the cultural richness of the region. We invite you to join us in celebrating the Harvest Festival and becoming an integral part of this cherished community tradition.

Contact Information: For more information or to discuss sponsorship opportunities, please contact:
Debbie Simpson – Sponsorship Coordinator – 0422 637 326 or email us at info@hhharvestfestival.com.au