



2024 CHARTERS TOWERS COUNTRY MUSIC FESTIVAL

SPONSORSHIP PROPOSAL

CONTACT:



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www.charterstowerscountrymusicfestival.com



OUR STORY

The Charters Towers Country Music Festival (CTCMF) was first held in 1978 to give the hard-working country folk of the region an opportunity to come together, put aside the daily grind of working on the land, sit back, relax and be entertained by a weekend of country music. Now, the Festival attracts a wide range of demographics and target markets, all of whom have one thing in common – a desire to hear great country music in a family-friendly festival atmosphere.

CTCMF combines an amateur Talent Search held during the day, with 3 nights of quality professional toe-tapping music. Friday night at the Festival focusses a spotlight on local artists, seeking to raise awareness of the amazing talent the north of our great state has to offer. The Talent Search sees competitors travel from all over Australia to compete for the Overall winner prize package presented on Sunday evening. While Saturday night is the key night of the event, offering a showcase of incredible professional artists, including the Major Guest Artist.

KEY GOALS

The key goals of CTCMF are:

1. To continue to deliver a weekend of affordable quality country music entertainment.
2. Encourage visitors to our town
3. Nurture creativity in Charters Towers and our wider region by providing a stage to showcase local talent

DEMOGRAPHICS

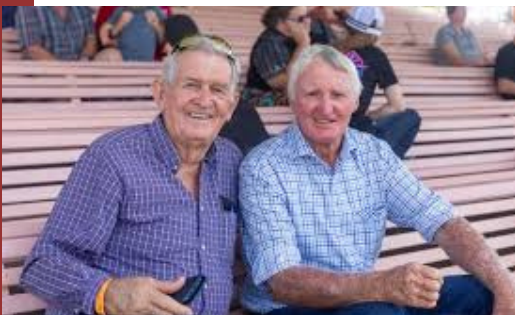
The weekend caters to a mixed demographic, which each session offering different attractions. The Festival has attracts between 1750 - 3000 patrons across the weekend.

Friday night is aimed at families (adults aged between 35-45 with children) and mature patrons aged 55+.

Saturday night is aimed a a younger audience from 18-55.

While the Talent Quest Finals on Sunday night are targeted at both families and our mature audience.

Camping facilities onsite encourage a large number of 'Grey Nomads' who include the event in their travel itineraries for the cooler months of the year.



SPONSORSHIP

There are different ways to support the Charters Towers Country Music Festival:

- ~ Financial sponsorship
- ~ Donation of products or services
- ~ Volunteering

CTCMF relies on generous financial sponsorship to ensure the continued success of the event. Some of our financial sponsors have supported the Festival for a number of years, and we are always looking to engage with new companies to continually grow the Festival. Attractive benefit packages are available including exclusivity deals for maximum brand exposure. Details of our Financial Sponsorship can be found over the page.

The donation of products or services can benefit CTCMF in a number of ways, including as Talent Search prizes, income-producing raffles and donation of various goods and services required for the successful running of the event.

Volunteer positions exist in the lead up to the Festival, over the weekend, and during the pull-down of the Festival. Volunteers are given session passes to show appreciation for their time. Please contact the Committee to register your interest in volunteering over the Festival period.

The key benefit of sponsoring the 2024 Charters Towers Country Music Festival is creating a partnership with a long-standing event, that will see your business gain exposure through print, radio and social media platforms. CTCMF has over 5000 followers on social media which is a key method of communication with our patrons.

FINANCIAL SPONSORSHIP AT A GLANCE

SPONSORSHIP BENEFITS	NAMING RIGHTS	SATURDAY SHOWCASE	MAJOR SPONSOR	MINOR SPONSOR	TALENT QUEST SUPPORTER
Naming rights to the Charters Towers Country Music Festival	✓	✗	✗	✗	✗
Naming rights to the Charters Towers Country Music Saturday Night Showcase	✗	✓	✗	✗	✗
Backstage access to meet Major Guest Artist/s*	✗	✓	✗	✗	✗
Naming rights and presentation of prizes to Overall Talent Quest winners	✓	✗	✗	✗	✗
Naming rights and presenting awards to section winners at Talent Quest Finals on Sunday night	✗	✗	✗	✗	✓
Logo displayed on advertising banner hung at prominent location in Charters Towers	✓	✓	✗	✗	✗
Company logo and name to appear on official advertising poster and in radio advertising	✓	✓	✗	✗	✗
Company logo and name to appear on social media	✓	✓	✓	✓	✓
Full page of advertising in official program	✓	✓	✗	✗	✗
1/2 page of advertising in official program	✗	✗	✓	✗	✗
1/4 page of advertising in official program	✗	✗	✗	✓	✓
Logo and website link to appear on official website	✓	✓	✓	✓	✗
Logo to appear in Sponsors section on official website	✓	✓	✓	✓	✓
Acknowledgement of sponsorship throughout the Festival weekend	✓	✓	✓	✓	✓
Company banners to be displayed during the event	✓	✓	✓	✓	✓
V.I.P. Weekend Pass/es	6	5	3	1	0
Talent Quest Pass/es	Included	Included	Included	Included	1**

FINANCIAL SPONSORSHIP IN DETAIL

NAMING RIGHTS SPONSORSHIP \$10,000 - \$15,000

Naming Rights Sponsorship builds brand awareness with CTCMF patrons through the company name and logo appearing prominently on all print, social media, website and radio advertising material, as well as on the stage signage. The Festival's official program has a readership of over 2,000 people. Naming Rights Sponsorship sees the logo and company name on the front cover and a full colour page of advertising inside the program. This package also offers the opportunity for a representative of the company to present the prize packages to the Overall Winners of the Adult/Open, Junior and Juvenile sections at the Finals Awards ceremony on Sunday night, with each award featuring the name of the company. 6 V.I.P passes are also included in this sponsorship package, which entitles the holders to full access to each session over the Festival weekend.

SATURDAY NIGHT SHOWCASE SPONSORSHIP \$10,000

Saturday night features talented professional country music artists working their magic with the crowd. The Saturday Night Showcase Sponsor will build brand awareness with Festival patrons by the company name and logo appearing prominently on all print, social media, website and radio advertising material for Saturday night. The Festival's official program has a readership of over 2,000 people throughout the Festival weekend and the Saturday Night Showcase Sponsor will receive a full colour page of advertising. 5 V.I.P passes are also included in this sponsorship package, which entitles the holders to full access to each session over the Festival weekend.

FINANCIAL SPONSORSHIP IN DETAIL CONT.

MAJOR SPONSORSHIP

\$2000 - \$10,000

By choosing to become a Major Sponsor of the Festival, businesses are building awareness of their brand through engaging with target audiences, while also supporting an event with a long, strong and proud tradition in the Charters Towers region. Major sponsors will receive a range of benefits, including company name and logo receiving a 1/2 page advertising in the official program, and on the Sponsor section of the CTCMF website. 3 V.I.P passes are also included in this sponsorship package, which entitles the holders to full access to each session over the Festival weekend.

MINOR SPONSORSHIP

\$500 - \$1999

Minor sponsorship offers a range of benefits, including company name and logo receiving a 1/4 page advertising in the official program, and on the Sponsor section of the CTCMF website and regular mentions on the stage throughout the weekend. 1 V.I.P pass is also included in this sponsorship package, which entitles the holders to full access to each session over the Festival weekend.

TALENT QUEST SPONSORSHIP

\$300 / SECTION

This level of sponsorship offers naming rights of individual sections within the Talent Quest, which runs during the day on Saturday and Sunday, with the Finals of the sections being the culminating event on Sunday night. Sponsors can choose to sponsor one, two or more sections of the Talent Quest and chose from Pee Wee, Juvenile, Junior, Adult and Open sections. Talent Quest Support Sponsors are invited to present the award/s for their sponsored section/s at the Finals. Sponsors also benefit through receiving advertising in the official program, logos to appear in the sponsors section of the website, company banners to be displayed during the event and regular mention of sponsorship from the Main Stage throughout the Festival weekend. This sponsorship package also includes 2 Talent Quest passes for each section sponsored, giving the ticket holders full access to the Talent Quest sessions on Saturday, Sunday and Sunday night.

(Please note, this level of sponsorship does not give free access to the Saturday night Showcase).

OFFICIAL AGREEMENT

This is a sponsorship agreement between Charters Towers Country Music Inc.

AND Sponsor/Company Name: _____

Contact person: _____

Business phone number: _____

Business email address: _____

Level of sponsorship

- Naming Rights Sponsor
- Saturday Night Showcase Sponsor
- Major Sponsor
- Minor Sponsor
- Talent Quest Sponsor Select sections to be sponsored

- | | |
|----------------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Pee Wee Country Vocal | <input type="checkbox"/> Junior Country Vocal |
| <input type="checkbox"/> Juvenile Country Rock | <input type="checkbox"/> Junior Country Rock |
| <input type="checkbox"/> Juvenile Country Gospel | <input type="checkbox"/> Junior Country Gospel |
| <input type="checkbox"/> Juvenile Australian Bush Ballad | <input type="checkbox"/> Junior Australian Bush Ballad |
| <input type="checkbox"/> Juvenile Country Vocal | |
| <input type="checkbox"/> Adult Female Country Vocal | <input type="checkbox"/> Adult Australian Bush Ballad |
| <input type="checkbox"/> Adult Male Country Vocal | <input type="checkbox"/> Open Duo/Group |
| <input type="checkbox"/> Adult Country Rock | <input type="checkbox"/> Under 18 Anything But Country |
| <input type="checkbox"/> Adult Country Gospel | <input type="checkbox"/> Over 18 Anything But Country |

Signed for on behalf of the Sponsor by an authorized representative:

Representative Name: _____

Date: _____

Please return this signed form to ctcm@bigpond.com after which we will forward an invoice for payment.