2027 SPONSORSHIP PROPOSAL

ArtSouthWA

2027 EASTER ARTS FESTIVAL



Promoting the Arts of the greater southern region of WA

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ArtSouthWA is an incorporated not-for-profit organisation, run by a Board of volunteers and contracted personnel. We promote a diverse range of arts and crafts for our members within the southern region of Western Australia. Members include regional based art galleries, practitioners, and arts organisations.

ArtSouthWA Inc. operates all year round, with our newest undertaking being the organisation and running of the inaugural Easter Arts Festival.

Throughout the year, we promote our sponsors and members through their listing on our website directory, Facebook, and Instagram. We also run professional skill development activities and workshops. Constant networking with other similar organisations means we can inform our Members of events and opportunities of interest, while constantly promoting Sponsors, with the newest opportunity being the Easter Art Festival

The Easter Arts Festival

The Easter Arts is the major annual event run by ArtSouthWA and the first of its kind in the region. It will be a community Arts Festival that will bring together a multitude of differing artists, which will include art & craft, music, dance, poetry, literature and varying workshops for the participation & enjoyment of the local community and our visitors. The Easter Arts Festival will bring together the communities of Albany, Torbay, Denmark, Walpole, Narrikup, Mt Barker and Bremmer Bay.

The 2027 Easter Arts Festival will run over 31 days from 26 March to the 26 April. This period includes Easter & the school Holidays. It is also traditionally one of the busiest tourism periods on the South Coast and adjacent inland areas. ArtSouthWA is anticipating at least 25 plus different venues, including cafes, wineries, galleries, shop fronts, community halls, libraries, art centres, studios and pop-up spaces. The venues will be supplied with an Easter Arts Festival Kit that can include Sponsor's materials, offers and general promotions.

Our website supports the promotion of our Sponsors and Members and enables visitors to find Sponsor's web-site and contact details, find artists geographically and read about their works, and interact through Facebook and Instagram.

10,000 copies of the professionally designed A5 Easter Arts booklet will be distributed across Albany, Torbay, Denmark and Walpole, Mt Barker and Bremmer Bay. The distribution will also include all types of accommodation throughout the area. It will provide an advertising opportunity for sponsors and local businesses, with most levels of sponsorship receiving advertising space as part of their benefits.

The Event Objectives

The Easter Arts Festival event seeks to promote and market a wide range of venues and artists in a 16-day timeframe, and attract locals and tourists to explore, experience and purchase local artworks, enjoy performance art and music and participate in workshops within the South Coast Region of WA. The event endeavours to bring additional income from tourists, increasing overall visitor numbers, with the flow-on effect of increased use of services and interaction with the South Coast Region of WA businesses and Community.

Benefits to your Business

While an association with the 2027 Easter Arts Festival aligns your business with the values and ethics of an enriched community, it is expected that it will also make you a preferred choice of supplier with current and new customers.

ArtSouthWA

2027 SPONSORSHIP PROPOSAL

"Domestic arts tourism supports local jobs and economies while enriching and connecting Australians through creative experiences. Arts experiences play a vital role in the daily lives of Australians and a growing number of Australians are engaging with the arts on both daytrips and overnight trips".

This continuing trend is summarised in the "Domestic Arts Tourism" study (Australian Council for the Arts 2020). Their research brings together data from Tourism Research Australia's (TRA) National Visitor Survey with additional resources to provide insights into domestic arts tourism in Australia. It says: "*In 2018, Australians took 12.3 million daytrips and 13.4 million overnight trips within Australia that included arts activities. Since 2014, there have been increases in the total numbers of tourists engaging with arts activities on both daytrips (+14%) and overnight trips (+20%)"* (p 3) and "Arts tourists are high value tourists – they are more likely to stay longer and spend more when travelling than domestic tourists overall" (p 7).

The Demographic Match

Through your support of the Easter Arts Festival, you gain access to a demographic that matches those you are wanting to make your own customers.

The Easter Arts Festival visitors and buyers either live in the greater southern region of WA or are on holidays from further afield for the during the Easter break. The majority of the event's promotional spend is also in this region. This means that if you are wanting to be seen and heard by a regional audience, then you are assured that your sponsorship investment will reach your target.

If these are the people with whom you would like to connect, then Sponsorship of the 2025 Easter Arts Festival would provide an intelligent spend in your promotional budget.

Visitor numbers

2027 Estimated total number of attendees: 10,000 to 15,000

Participant numbers

Estimated total number of Artists: 500+

Geographic spread

North to Lake Grace, east to Esperance, south to Albany, west to Manjimup and Nannup. Other visitors are from Perth, Busselton, Margaret River and other southwest areas predominately. It is anticipated that visitation from eastern states and overseas visitors will increase further in 2027.

ArtSouthWA

2027 SPONSORSHIP PROPOSAL

2027 Promotional Strategies

Below is a summary of the main exposure opportunities planned for 2025.

ITEM	DESCRIPTION	DURATION/REPS	TIER
Advertising	Media		
Press	The Sponsors' logos would appear in various press ads	The extent of the press advertising is yet to be determined.	D P G S B
Radio	Advertising	The extent of the radio advertising is yet to be determined.	
Promotions			
Easter Arts Festival booklet	Your ad or logo in 10,000 Easter Arts Festival booklets; 60,000 readership.	Booklets to all venues and local cafes, restaurant, food outlets, libraries, Visitor Centre's, Tourist Bureaus across full geographic area	D P G S B
Easter Arts Festival packs	Information packs for Venues	Packs are distributed to participating venues – approx.50 x	D P G
Outdoor signage	Posters	Your logo on posters throughout the town sites of every participating town	D P G
Invitations	e- mail outs	Up to 150 digital copies emailed to Supporters, sponsors, Councils and dignitaries	D P G
Magazines	Logo/mentions	Aurora, Southerly Magazine, Wanderlust	D P G
Press	Mentions and stories	Albany Advertiser, Aurora, Southerly Magazine, Countryman, Wanderlust Other regional TBA	D P
Radio	Interviews and news stories	7 and ABC will be invited to all major events. Potential for News coverage The extent of the radio advertising is yet to be determined.	
Social Media Promo	Your logo in our social media platforms (with a reach of over 125,000 in 2025)	ArtSouthWA, Facebook and Instagram. Members profiles and Others TBA	D P G S B
Digital Promo	Your logo in digital media (website views of over 30,000 in 2025)	ArtSouthWA website, City of Albany Website and multiple other website TBA. Member's pages.	D P G S B

TIER KEY

Diamond Platinum Gold Silver Bronze

ArtSouthWA

2027 SPONSORSHIP PROPOSAL

Sponsor Benefits

***DIAMOND* SPONSOR - $20 000 +**

- Use of ArtSouthWA logo to use in your own marketing, in the lead up to and during the event.
- A full-page advertisement in the Easter Arts Festival booklet (hardcopy and online). Valued at $1118 1/3 page valued at $560
- Offer to advertise further in the Easter Arts Festival booklet at a discounted rate.
- Inclusion of your logo as the DIAMOND EVENT SPONSOR in approx. 8,000 to 10,000 printed booklets and event marketing material.
- Inclusion of your logo as the MAJOR DIAMOND SPONSOR on the ArtSouthWA website.
- Your logo to appear on all advertising material and in press ads.
- A link to your website from the ArtSouthWA website.
- Logo displayed on Albany, Denmark and Mount Barker horizontal canvas street banners.
- Mentions in all media releases.
- Social media mentions and tags.
- Ability to place promotional flyers/incentives/samples in Easter Arts Festival venue kits*
- A special invitation for four guests to the official opening of the 2025 Easter Arts Festival.
- Ability to display banner at official opening and other relevant occasions.
- Invitation to speak at official opening and other events.
- Ability to integrate product or service demonstrations at events or in conjunction with artists where applicable.
- Advance copy of the Easter Arts Festival Booklet posted to you.
- Invitations to Artist's Exhibition openings and performances. (managed by the Artists)

PLATINUM SPONSOR – $10,000+

- Use of ArtSouthWA logo to use in your own marketing, in the lead up to and during the event.
- A full-page advertisement in the Easter Arts Festival booklet (hardcopy and online). Valued at $1118.
- Offer to advertise further in the Easter Arts Festival booklet at a discounted rate.
- Inclusion of your logo as the PLATINUM EVENT SPONSOR in approx. 8,000 to 10,000 printed booklets and event marketing material.
- Inclusion of your logo as the PLATINUM SPONSOR on the ArtSouthWA website.
- Your logo to appear on all advertising material and in press ads.
- A link to your website from the ArtSouthWA website.
- Logo displayed on Albany, Denmark and Mount Barker horizontal canvas street banners.
- Mentions in all media releases.
- Social media mentions and tags
- Ability to place promotional flyers/incentives/samples in Easter Arts Festival kits*
- A special invitation for two guests to the official opening of the 2025 Easter Arts Festival.
- Ability to display banner at official opening and other relevant occasions.
- Invitation to speak at official opening and other events.
- Ability to integrate product or service demonstrations at events or in conjunction with artists where applicable.
- Advance copy of the Easter Arts Festival Booklet emailed to you.
- Invitations to Artist's Exhibition openings and performances. (managed by the Artists)

***GOLD* SPONSOR – $5000**

- Use of ArtSouthWA logo to use in your own marketing in the lead up to, and during, the event.
- A 2/3rd page advertisement in the Easter Arts Festival booklet (hardcopy and online). Valued at $870
- Offer to advertise further or upgrade your ad in the Easter Arts Festival booklet at a discounted rate.
- Inclusion of your logo as a GOLD EVENT SPONSOR in approx. 8,000 to 10,000 printed booklets

- Inclusion of your logo as a GOLD EVENT SPONSOR on the ArtSouthWA Inc. website.
- Ability to place promotional flyers/incentives/samples in Easter Arts Festival venue kits*
- A special invitation for two guests to the official opening of the 2025 Easter Arts Festival.
- Advance copy of the Easter Arts Festival posted to you.
- Invitations to Artists Exhibition openings and performances. (managed by the Artists)

SILVER* SPONSOR – $2500

- Use of ArtSouthWA logo to use in your own marketing, in the lead up to and during the event.
- A 1/3rd page advertisement in the Easter Arts Festival booklet (hardcopy and online). Valued at $560
- Offer to advertise further or upgrade your ad in the Easter Arts Festival booklet at a discounted rate.
- Inclusion of your logo as a SILVER EVENT SPONSOR in approx. 8,000 to 10,000 printed booklets and event marketing material.
- Inclusion of your logo as a SILVER EVENT SPONSOR on the ArtSouthWA Inc. website.
- A special invitation for two guests to the official opening of the Easter Arts Festival
- Advance copy of the Easter Arts Festival Booklet emailed to you.

BRONZE* SPONSOR – $1000

- Use of ArtSouthWA logo to use in your own marketing, in the lead up to and during the event.
- A discounted rate on advertising in the Easter Arts Festival booklet (hardcopy and online).
- Your logo listed as a Bronze Event Sponsor in approx. 8,000 to 10,000 printed booklets and event marketing material.
- A special invitation for two guests to the official opening of the 2025 Easter Arts Festival

Easter Arts Festival kits* go to all venues, with number depending on venue numbers for each year. In 2025 it is expected to be 40 + venues. They contain the Venue's Easter Arts Festival display materials and resources. Putting your information into these packs means you are talking directly with multiple commercial venues and their visitors throughout the Easter Arts Festival area.

Flexible packages

Sponsorship arrangements are designed to be flexible and negotiated with each individual Sponsor; for example, you might supply goods and services as part of your arrangement. We are happy to sit down with you and create an arrangement that benefits all.

Other Opportunities

If Sponsorship is not part of your 2027 promotions strategy, then other opportunities to be involved and show support of the Easter Arts Festival Trail include:

Donations and In Kind: These can be in the form of cash, or vouchers for services and/or products. These can be used for competitions and prizes throughout the Easter Arts Festival

Advertising: The Easter Arts Festival booklet offers advertising space. See Appendix 1 for details.

Measures of Success

Measuring the success of your Sponsorship comes in two parts.

What we will do:

- Take visitor surveys throughout the 9 day Easter Arts Festival. These will record both quantitative data – numbers of visitors, and qualitative data
- Measure social media and advertising, online traffic, visits to Sponsors' information on the website.

This data will be made available to you at the end of the Easter Arts Festival, as soon as it is gathered, collated, and analysed.

What you can do:

- Ask new customers where they heard about you and record this. It is not difficult to set staff up with a simple document that prompts them to ask a couple of questions and allows them to record the answers.

It is recommended that this would be done during and up to a month or more after the Easter Arts Festival ends. Between both sets of data you will be able to analyse the benefits of the Sponsorship to your organisation.

What also needs to be pointed out are what is immeasurable, that is, your enhanced reputation, word of mouth referrals, your standing in the community, and more. These are Public Relations benefits that help to support and grow your business.

ArtSouthWA

2027 SPONSORSHIP PROPOSAL

Summary of Sponsorship Terms and Conditions

The Agreement below is an outline only of the key elements in the Contract. Full details will be discussed and detailed in the final Contract.

ArtSouthWA Inc agrees to:

- Provide the agreed benefits.
- Communicate with the Sponsor on a regular basis before, during and after the 2025 Easter Arts Festaival Event, and throughout the 12-month Sponsorship period.
- Assist the Sponsor with ideas on how they can maximise their ASWA and Easter Arts Festival benefits and experience.
- Manage any changes, requests, or alterations to the Sponsor agreement swiftly and professionally.
- Conduct promotions and events, to the best of their ability, in a manner that maintains the reputation of the Sponsor.

The Sponsor agrees to:

- Respond and communicate with ArtSouthWA as required to maintain a smooth and successful partnership.
- Promote ArtSouthWA and the 2025 Easter Arts Festival in a professional and supportive manner whenever the opportunity arises.

Sponsorship Tiers and Value

Sponsorship Opportunities are available at 5 levels

DIAMOND	$20 000+
PLATINUM	$15 000
GOLD	$5000
SILVER	$2500
BRONZE	$1000

Duration of Sponsorship arrangement

The Sponsorship arrangement starts from the first of March 2025 and continues until the end of February 2025

Payment Terms

A deposit of 30% is required as soon as possible after document signing. The balance of payment is required by 1st March. Other payment arrangements can be discussed.

Insurance details

ArtSouthWA holds the following insurances:

LCIS Personal and Accident cover; Public Liability $20,000,000

Contact details

Anne Sparrow | Administration Officer ArtSouthWA | email - admin@artsouthwa.com.au

APPENDIX 1 Advertising Statistics and Prices

Easter Arts Festival A5 full colour brochure. Approx. 40+ printed pages

Circulation 8,000 to 10,000 (approximate amount distributed)

Readership 60,000 (the amount of different people likely to read the same brochure, estimated at 4 people brochure – a normal typical rate for a longer shelf-life item). Estimated 'active time' of readership is from distribution – about 4 months. Full shelf life of the Easter Arts Festival booklet is 12 months.

Geographic distribution area and Brochure sites *(likely to include but not limited to)*:

Albany	Visitor Centre and Library, Vancouver Arts Centre, Albany Town Hall, artist venues caravan parks, cafes, restaurants, retail outlets, wineries, galleries, hotel/motels and B&Bs
Bremmer Bay	TBC
Denmark	Visitor Centre and Library, Chamber of Commerce, Community Resource Centre, artist venues, caravan parks, cafes, restaurants, retail outlets, wineries, galleries, hotel/motels and B&Bs
Mount Barker	Visitor Centre and Library, Chamber of Commerce, Community Resource Centre, artist venues, caravan parks, cafes, restaurants, retail outlets, wineries, galleries, hotel/motels and B&Bs
Narrikup	TBC
Northcliffe	Visitor Centre and artist venues
Manjimup	Visitor Centre and artist venues
Walpole	Visitor Centre, artist venues, caravan parks and gallery
Torbay	Artist venues, cafes, restaurants, galleries, hotel/motels and B&Bs

Advertising Costs

All ads in Full Colour

Full page	$1118
2/3 page	$870
1/3	$560

Loadings

Back Page	Cost +100%
Inside covers	Cost +50%

NB Sponsors at Diamond, Platinum, Gold and Silver will have advertising space included in their package. They are also able to 'upgrade' their ad or take out further advertising at a discounted rate of 30%.
Bronze packages do not have advertising included but can purchase it at a 30% discount.