

JUNE 7-9TH

2024

WINTERSUN  
FESTIVAL

# SPONSORSHIP OPPORTUNITIES

WinterSun Festival

Created by the community, for the community.



[www.wintersunfest.com.au](http://www.wintersunfest.com.au)



[hello@wintersunfest.com.au](mailto:hello@wintersunfest.com.au)

# ABOUT US



WinterSun Festival is an annual winter celebration of our town's connection to the water that surrounds us.

Staged in Merimbula over the three days of the June long weekend, celebrations include cold water swims, trail running/walking and a street party done in the way only Merimbula knows how!

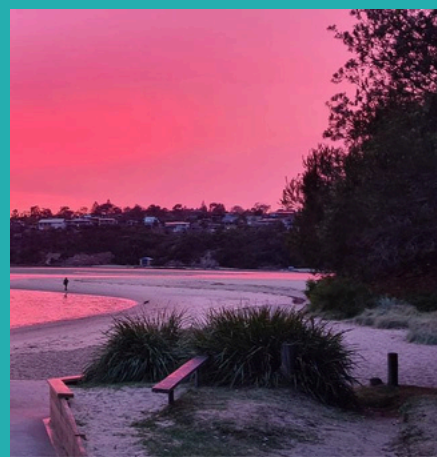
[www.wintersunfest.com.au](http://www.wintersunfest.com.au)



## WINTERSUN BY NUMBERS

# 3,000

People attended the 2023 WinterSun Festival, a **20%** increase from the previous year.



WinterSun was created to not only draw people to the region during its quietest season, but to showcase one of the best regions on the Sapphire Coast.

WINTERSUN

# Festival Naming Rights Sponsorship

## OVERVIEW

Length of sponsorship: 3 years  
Total amount: \$20k  
Payable: Year 1 & 2

## BREAKDOWN

Along with the naming rights to the festival, we'll create a social media post promoting your business, a personalised thank you video posted to our socials, media mentions across newspapers and radio, your logo and a thank you on our website. Plus, an invitation to our opening night event...

DESCRIPTION	YEAR	TOTAL
Festival Naming Rights	1	\$8k
Festival Naming Rights	2	\$8k
Festival Naming Rights	3	\$4k

**TOTAL CONTRACT: \$20K**

## TERMS AND CONDITIONS:

- Amounts payable by the 26th April 2024/5.
- All promotion and advertising will state "The WinterSun Festival - Sponsored by "Your company name".
- Further sponsorship options will be discussed at the end of WinterSun 2026.

# Event Naming Rights & General Sponsorship

## OVERVIEW

Length of sponsorship: 1 Year

Total amount: Varied

Payable: By April 26th 2024

## BREAKDOWN

Along with the naming rights to your chosen event, we'll also include a thank you write up on or socials with your logo and a thank you on our website. Plus, an invitation to our opening night event.

DESCRIPTION	YEAR	TOTAL
<b>Pups on SUPS (Saturday 8th)</b>	1	\$1k
<b>Ripple Racers (Saturday 8th)</b>	1	\$1k
<b>Mitchies Jetty Salty Swim (Saturday 8th)</b>	1	\$1k
<b>Jetty to Jetty 1.2k swim (Saturday 8th)</b>	1	\$2k
<b>StreetFest on Market (Saturday 8th)</b>	1	\$3k
<b>Wharf to Wharf Challenge (Sunday 9th)</b>	1	\$3k
<b>Donations with a group social media thank you post</b>	1	\$300-

## TERMS AND CONDITIONS:

- Amounts payable by the 26th April 2024.
- All promotion and advertising will state for example "Pups on SUPS - Sponsored by "Your company name".
- Further sponsorship options will be discussed at the end of WinterSun 2024

# Payment plus Terms & Conditions

## OVERVIEW

Please email us at [hello@wintersunfest.com.au](mailto:hello@wintersunfest.com.au) with your choice of sponsorship, then use the reference code attached to your choice plus your business/personal name when donating. For example, **WSF POS John M**

DESCRIPTION	REFERENCE CODE	TOTAL
WinterSun Festival Naming Rights	WSF SR	\$8k
Pups on SUPS (Saturday 8th)	WSF POS	\$1k
Ripple Racers (Saturday 8th)	WSF RR	\$1k
Mitchies Jetty Salty Swim (Saturday 8th)	WSF SS	\$1k
Jetty to Jetty 1.2k Swim (Saturday 8th)	WSF JTJ	\$2k
StreetFest on Market (Saturday 8th)	WSF SF	\$3k
Wharf to Wharf Challenge (Sunday 9th)	WSF WTW	\$3k
Donations with a group social media thank you post	WSF Don	\$300-

## TERMS AND CONDITIONS:

- Amounts payable by the 26th April 2024.
- All promotion and advertising will state for example "Pups on SUPS" - Sponsored by 'Your company name'.

## PLEASE SIGN AND DATE BELOW

FULL NAME:  
\_\_\_\_\_

DATE:  
\_\_\_\_\_

## BANK DETAILS

Bendigo Bank  
WinterSun Festival  
Account Number: 203001920  
BSB: 633000