

# THE CYGNET FOLK FESTIVAL

## Sponsorship packages 2024 Festival

### Background

Established in 1982, the Cygnet Folk Festival has a history as one of Tasmania's most unique and loved events and is a leading celebration of folk, acoustic and world music, dance, circus acts, poetry, performance art, food and culture.

Since this time the Cygnet Folk Festival has grown into a significant event on Tasmania's cultural calendar and on the national circuit of music events. The Cygnet Folk Festival attracts thousands of people annually to Cygnet for a three-day sold-out event, contributing financially and culturally to the local community and the greater Huon Valley region.

Many interstate and international performers and volunteers plan their annual holidays around coming to Cygnet in January each year to be part of this wonderful event.

Audiences include families, youth, professionals, grey nomads and more enjoying the many attributes of the Cygnet and Huon Valley region including boutique accommodation, food, history and beautiful scenery. A significant economic boost is contributed to the region on this weekend each year.



# THE CYGNET FOLK FESTIVAL

## Mission, Objectives and Overview

### Mission & Objectives

The Cygnet Folk Festival is a family friendly event with significant ties to the local community.

#### The aims:

To offer folk, ethno, world, singer-songwriter, roots and acoustic music, dance, poetry and workshops from local, national and international artists.

To encourage interest in and awareness of folk music and associated activities to people of diverse ages and backgrounds.

To foster mutually beneficial relationships with the local community, businesses and associations

### Festival Overview

- 3 days and nights of concerts covering a diverse choice of folk and acoustic music and related events
- Attendance of 2000+ ticket holders every year and thousands of other visitors to the Cygnet municipality, including hundreds of volunteers
- Over 100 local, national and international acts
- Over 350 performances across 15 venues
- Free programming in Loongana park for the general public
- Kids programming and youth specific events including the Youth Blackboard Concert
- A range of workshops and masterclasses offered across the weekend
- Festival Market showcasing quality craft and food producers from the local region
- Willie Smiths very own Cider Bar-do we need to update and include our bars?



# THE CYGNET FOLK FESTIVAL

## Festival Management & Benefits

The Cygnet Folk Festival is managed by a non-profit community organisation registered under the name of Huon Folk Inc. It has a dedicated volunteer management committee with broad areas of expertise, and a part-time Festival Coordinator and Artistic Director who work year-round.

The Festival would not be possible without massive support from the local community and a large team of enthusiastic volunteers, some of whom have been working on the Festival for many years.

A wide variety of benefit for businesses and organisations can achieve real benefits from involvement with the Cygnet Folk Festival.

Examples of some of these benefits include:

- Developing a strong image through involvement with the local community and fostering goodwill
- Increasing sales
- Advertising the company to a variety of visitors
- Providing an opportunity for joint marketing of the company's products or services
- Creating opportunities for ongoing support of products/services with interstate customers (broadening customer base)
- Providing a focus for summer holiday activities in the region
- Strengthening ties and opportunities within the local community



# THE CYGNET FOLK FESTIVAL

## Promotional Activities

### Media coverage

The Festival generally attracts a significant quantity of media coverage of each event, including TV, radio and print and electronic media. The Festival has a strong profile in the wider Tasmanian community that is leveraged each year through an editorial campaign across the state and nationally.

### Print Materials

- Posters – over 600 distributed around Tasmania with a limited distribution run in Melbourne.
- Flyers – 2500 distributed around Tasmania and interstate.
- Festival programme – 2700 printed and distributed to Festival attendees and available electronically via the website.
- Electronic Direct Marketing (e-newsletters) – 10-12 Newsletters go out each year to our receptive subscriber base of over 7000 recipients.

### Website/Online

Our website is located at [www.cygnethfolkfestival.org](http://www.cygnethfolkfestival.org) it has high ranking on search engines for all topics covering festivals and events in Tasmania.

The Festival also receives a large quantity of online mentions and articles year-round on travel and tourism websites.

The Festival has a broad reach on social media and has two dedicated Facebook pages, an Instagram page and a dedicated you tube channel.

### Signage

Signage opportunities exist at the Festival in our 15+ venues and the Festival Information Hub.



# THE CYGNET FOLK FESTIVAL

## Partnership Packages

The Cygnet Folk Festival has a range of partnership opportunities for business, organisations and individuals offering profiling opportunities to a discerning and diverse audience. These packages can be tailored to meet the needs and profile objectives of prospective partners. Your organisation will benefit from a partnership with a unique, well attended, highly visible event with a strong history over 40 plus years. The event celebrates our diverse musical culture and traditions in a showcase suitable for young and old.

By partnering with the Festival, you will be able to promote your message or product to an important and diverse audience, while raising your profile and standing in the Tasmanian community. Our communications are targeted across media locally and nationally.

All partnership packages are GST inclusive. We are also able to offer some benefits to those willing to support the Festival with in-kind services and discounts.

**Please note:** As there are only a limited number of partnership packages available, selection is on a first in, first served basis. Huon Folk Inc has an ethical responsibility to align with like-minded businesses and organisations and partnerships may be declined based on the Festival's ethical sponsorships policy.

**All prices are EX GST**

**Complimentary Tickets do not include camping.**



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## Partnerships

### Friends of the Festival

www.cygnethfolkfestival.org listing on the website - including logo

Advert in Festival Program (1/4 page, black and white)

Thankyou in Festival Program acknowledgement section

Complimentary Ticket x 2 Friday Passes

### TOTAL MEDIA VALUE



| **\$800+**

### Concert Package

Naming of a concert

www.cygnethfolkfestival.org listing on the website - including logo

Advert in Festival Program (1/2 page, black and white)

Thankyou in Festival Program acknowledgement section

### TOTAL MEDIA VALUE



| **\$1000+**



# THE CYGNET FOLK FESTIVAL

## Bronze Partnership

### Bronze

Listing on the website [www.cygnethfolkfestival.org](http://www.cygnethfolkfestival.org) - including logo and link

Naming of a concert

MC announcement acknowledging sponsor at concert

Thankyou in Festival program acknowledgement section

Advert in Festival program (1/2 page, black and white)

Complimentary Tickets x 3 Weekend Passes

### TOTAL MEDIA VALUE



**\$2000+**



# THE CYGNET FOLK FESTIVAL

## Silver Partnership

### Silver

Naming of a concert

MC announcement acknowledging sponsor at the concert

Cheque presentation before the finale of the entertainment program with opportunity for your representative to address the audience to tell them about your organisation's support

Advert in Festival Program (full page, colour)

Thankyou in Festival Program acknowledgement section

Listing on the website [www.cygnethobartfestival.org](http://www.cygnethobartfestival.org) - including logo and link

Promotional material displayed at the information hub and additional signage at the event

Logo on posters

Logo displayed in Electronic Direct Marketing (e-newsletters)

Feature story about your business' involvement with the Festival in our e-newsletter highlighting your strategic objectives

Acknowledgement at Festival launches in Cygnet, Hobart and Melbourne

Complimentary Tickets x 4 Weekend Passes

## TOTAL MEDIA VALUE



**\$5,000+**





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## Gold Partnership

### Gold

The gold package offers the maximum tier of sponsorship acknowledgement. In addition to all the benefits listed in the silver and bronze packages above, the gold package offers naming rights to the Opening Night concert in the main Festival Auditorium, opportunity to sponsor and major act and brand alignment throughout the year including in media releases relating to the Festival.

Also includes complimentary tickets x 6 Weekend Passes

### TOTAL MEDIA VALUE



**\$10,000 +**

### Contact

For further information about partnership opportunities please contact:

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Festival Coordinator

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