



Sponsorship Proposal



Community spirit at its heart



7th March
9:30am - 4:30pm

Thorpdale Rec Reserve
Stockdales Rd, Thorpdale VIC 3835

2027

ABOUT THE FESTIVAL

The Thorpdale Potato Festival proudly celebrates the rich history of potato farming in the Thorpdale district, nestled in the stunning foothills of the Strzelecki Ranges in Gippsland, Victoria. This vibrant festival brings together locals and visitors alike to honour the region's agricultural heritage and community spirit.



The Festival is a fun-filled day for all ages, with live music, local food, and engaging kids' entertainment. Enjoy fashion displays, photography exhibitions, cooking demonstrations, and the ever-popular 'potato races'

Best of all, **every dollar of profit is reinvested into the community**, supporting projects and initiatives that make Thorpdale and surrounds an even better place to live, work and visit.

The Thorpdale Potato Festival isn't just about potatoes - it's a celebration of community, culture and local heritage.



OBJECTIVES

To ensure the continued success and growth of the Thorpdale Potato Festival, we have identified the following key objectives that guide the planning, delivery, and long-term sustainability of the festival:

- Community Growth
- Visitor Experience
- Sponsor Exposure



- **Secure financial and in-kind support** to deliver a successful, high-quality festival experience.
- **Enhance visitor experience** through diverse entertainment, activities, and attractions for all ages.
- **Increase attendance and regional visitation**, attracting visitors from across Gippsland and beyond.
- **Provide strong promotional opportunities** for sponsors through multi-channel exposure (media, digital, and on-site).
- **Strengthen community connections** by partnering with local businesses and organisations.
- **Support local economy and agriculture**, particularly the promotion of Thorpdale's potato farming heritage.
- **Generate funds for community reinvestment**, supporting local projects, events, and future initiatives.
- **Build long-term partnerships** with sponsors to ensure the sustainability and growth of the festival.
- **Promote Thorpdale as a destination**, showcasing the region's culture, landscape, and community spirit.



WHY SPONSOR US?

Sponsoring the Thorpdale Potato Festival is more than supporting an event. It's an opportunity to make a real difference in the local community. The festival attracts families, visitors, and media attention from across Gippsland, offering sponsors high visibility through advertising, website recognition, social media, live announcements, and on-site branding.

Your sponsorship helps fund local projects, events, and initiatives, ensuring the Thorpdale district and surrounds continue to thrive. By partnering with us, your business is aligned with community values, heritage, and sustainability, demonstrating your commitment to supporting local agriculture and culture. Whether you're looking to increase brand awareness, engage directly with festival-goers, or invest in the future of the community, the Thorpdale Potato Festival offers a unique, high-impact platform to connect your brand with locals and visitors alike.

COMMUNITY IMPACT



HIGH VISIBILITY



BRAND ALIGNMENT



SPONSORSHIP PACKAGES

PLATINUM

LIMITED TO ONE SPONSOR ONLY

- Premium recognition as the exclusive Platinum Sponsor across all festival correspondence and promotional activity.
- Prominent listing as Platinum Sponsor in the festival program's sponsors section.
- Exclusive naming rights to the main stage and potato picking event, including high-visibility business signage and the opportunity to erect banners in these key locations.
- Logo placement on the official festival map for maximum attendee visibility.
- Full-page advertisement in the festival program (advertising to be finalised by XXXX).



Logo and business exposure includes:

- Inclusion across all festival correspondence.
- Featured placement on the festival website home page, with additional acknowledgement on the Sponsors page.
- Inclusion across all advertising materials, including entrance signage into Thorpdale township and along the Princes Highway (subject to Shire/VicRoads approval).
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Extensive media coverage:

- Logo and business featured across the festival's social media channels, including Facebook and Instagram, with opportunities for collaborative content, social shoutouts, and cross-promotion. Sponsors will be acknowledged online as supporters of the festival.
- Inclusion in the festival's digital marketing campaigns, incorporating festival-focused social media posts, boosted posts to extend reach, and other online promotional activity in the lead-up to the event. Sponsor recognition will be included as part of this activity.
- Logo and business name included across newspaper advertising, with potential for editorial coverage, along with supporting promotional channels.
- Inclusion in the radio advertising campaign, including commercials and opportunities for feature interviews on local radio during prime time, where applicable.
- Opportunity to install a banner at a key festival entry point for high-impact exposure.
- Ongoing live event recognition, including live microphone promotions and regular business name and logo display on the electronic scoreboard throughout the day (minimum once per hour).
- 12 complimentary festival passes.
- Complimentary exhibit space at the festival (please contact a committee member for further details).

\$7,500

SPONSORSHIP PACKAGES

GOLD

UP TO FOUR SPONSORS

- Recognition as a major Gold Sponsor, with exclusive naming rights to one key attraction and the opportunity to erect a banner at that location.
- Opportunity to select your preferred attraction location, with allocation offered on a first in, best dressed basis.
- Acknowledgement as Gold Sponsor, including a ½-page advertisement in the festival program (advertising finalised by XXXX).
- Prominent listing as a Gold Sponsor in the festival program Sponsors section.
- Logo featured on the festival website home page, with additional acknowledgement on the Sponsors page.
- Logo placement on the official festival map for strong attendee visibility.

Media exposure includes:

- Logo and business featured across the festival's social media channels, including Facebook and Instagram, with opportunities for collaborative content, social shoutouts, and cross-promotion. Sponsors will be acknowledged online as supporters of the festival.
- Inclusion in the festival's digital marketing campaigns, incorporating festival-focused social media posts, boosted posts to extend reach, and other online promotional activity in the lead-up to the event. Sponsor recognition will be included as part of this activity.
- Logo and business name included across newspaper advertising, with potential for editorial coverage, along with supporting promotional channels.
- Inclusion in the radio advertising campaign, including commercials and opportunities for feature interviews on local radio during prime time, where applicable.
- Opportunity to install a banner at a prominent festival entry point for increased visibility.
- Consistent live event recognition, including live microphone promotions and regular business name and logo display on the electronic scoreboard throughout the day (minimum once per hour).
- 10 complimentary festival passes.
- Complimentary exhibit space at the festival (please contact the committee for further details).

\$5,000

SPONSORSHIP PACKAGES

SILVER

- Recognition as a Silver Sponsor with your business name displayed at one key festival event.
- Acknowledgement as Silver Sponsor, including a ¼-page advertisement in the festival program (advertising finalised by XXXX).
- Prominent listing as a Silver Sponsor in the program Sponsors section.
- Logo and business name featured on the festival website home page, with additional acknowledgement on the Sponsors page.
- Opportunity to erect a banner on the tennis courts on the day of the festival (maximum size 1.8m x 1m, negotiable—please contact the committee for further details).
- Ongoing live event recognition, including live microphone promotions throughout the day (business name mentioned at least three times).
- 8 complimentary festival passes.
- Complimentary exhibit area at the festival (6m x 6m).

\$2,500

BRONZE

- Recognition as a Bronze Sponsor, including a 1/6-page advertisement in the festival program (advertising finalised by XXXX).
- Logo and business name listed in the program Sponsors section and on the festival website.
- Opportunity to erect a banner on the tennis courts on the day of the festival (maximum size 1.8m x 1m, negotiable—please contact the committee for further details).
- Ongoing live event recognition, including live microphone promotions throughout the day.
- 6 complimentary festival passes.
- Complimentary exhibit area at the festival (3m x 6m).

\$1,000

SPONSORSHIP PACKAGES

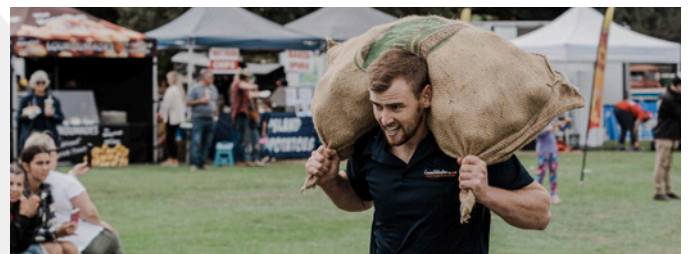
FESTIVAL SUPPORTERS

- Recognition as a Festival Supporter, with your name listed on the Sponsors page in the festival program and on the festival website.
- Opportunity to display a small promotional item or banner at a shared sponsor area during the festival
- 4 individual festival passes to the festival.

\$350

IN-KIND CONTRIBUTION

- All offers of in-kind sponsorship are warmly welcomed and valued.
- Please contact the festival committee to discuss opportunities and how your contribution can be recognised in line with its in-kind value, relative to the above packages.



Thorpdale Potato Festival

CONTACT INFORMATION

President - Ben Jenkins
0437 204 132

Sponsorship Officer - Moriah Taylor
0401 790 757

Website

thorpdalepotatofestival.com.au

Email Address

hello@thorpdalepotatofestival.com.au

