

Brisbane Irish Festival 2012

St Patrick's Day Parade & Irish Fair



7 November 2011

Dear Sir/Madam,

It is my pleasure to offer your organization a great opportunity to become a valuable sponsor of Brisbane Irish Festival, St Patrick's Day Parade and Irish Fair 2012.

The Brisbane St Patrick's Day Parade is a long standing annual event that promotes and celebrates St Patrick's Day, Irish culture and its contribution in Queensland. For the past 22 years, the Parade has taken to the streets of Brisbane with a colourful convoy of floats and displays, providing free community oriented entertainment for the whole family. 2011 had an attendance figure of approximately 35,000 people.

2012 will also witness the birth of the Brisbane Irish Festival, which will encompass a week of Irish events covering a range of activities and themes, such as Irish dancing, sport, music, literature, film and food. The festival will be launched on Friday 9th March and will close on Saturday 17th March, the official feast-day of St Patrick. The Parade and Irish Fair will be held on Saturday 10th March 2012 and will be the key event of the Brisbane Irish Festival.

This fantastic event is staged by the St Patrick's Day Parade Association Inc which is a non-profit organisation made up of volunteers within the Queensland Irish Community and has been funded for a number of years by the Queensland Government, Brisbane City Council and donations. The costs involved in staging this event are substantial and as the event grows in size and attendance each year, there is a relative increase in costs.

To continue to provide this free event to the community, The St Patrick's Day Parade Association actively seek corporate sponsorship from the local business community.

As a sponsor of the Brisbane Irish Festival St Patrick's Day Parade and Irish Fair you can achieve outstanding business exposure and create a highly desirable image throughout Brisbane CBD and the surrounding suburbs.

The details of the sponsorship opportunities available and their benefits are given in the attached document.

We appreciate your consideration of our proposal of sponsorship. Please do not hesitate to call us for more information.

Yours Sincerely,

Susan McAndrew
Event Manager – St Patrick's Day Parade Association Inc

St. Patrick's Day Parade Association Inc
175 Elizabeth Street, Brisbane QLD 4000
T: 07 3221 5699 F: 07 3221 5534
E: promotions@queenslandirish.com
ABN 49 087 649 367

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CORPORATE SPONSORSHIP PROPOSAL

Background, Key Values & Objectives

The Brisbane St Patrick's Day Parade is a long standing annual event that promotes and celebrates St Patrick's Day, Irish culture and its contribution in Queensland. For the past 22 years, the Parade has taken to the streets of Brisbane with a colourful convoy of floats and displays, providing free community oriented entertainment for the whole family. 2011 saw approximately 35,000 people come into the Brisbane CBD for the event which was proudly supported by the Queensland Government and Brisbane City Council. Following the parade procession, an Irish Faire was held out Parliament House. This event was patronised by in excess of 1,500 people. Due to the increase in attendance at this post parade event, it has been proposed that the 2012 Irish Faire is to be held in King George Square to accommodate the growing numbers.

2012 will also witness the birth of the Brisbane Irish Festival, which will encompass a week of Irish events covering a range of activities and themes, such as Irish dancing, sport, music, literature, film and food. The festival will be launched on Friday 9th March and will close on Saturday 17th March, the official feast-day of St Patrick.

With almost two million people living in Australia who have Irish ancestry, according to the 2001 Census, Australians with Irish ancestry form the second largest migrant group after the 6.3 million people of English ancestry. There were approximately 72,378 Irish citizens resident in Australian as of June 30, 2010, according to preliminary estimates by the Australian Bureau of Statistics (ABS).

The continued growth of the Irish community in Australia and specifically in Queensland highlights the importance of running an event that incorporates the entire spectrum of Irish culture and which provides the people of Brisbane with valuable learning experiences and community activities. With the continued growth of the Irish community, Brisbane Irish Festival together with the St Patrick's Day Parade and Irish Fair is set to become a major event on the Brisbane calendar.

This proposal invites you to support the Brisbane community and assist in offering residents and visitors a vibrant and interactive community event.

Sponsorship Opportunities

As a sponsor of the Brisbane Irish Festival St Patrick's Day Parade and Irish Fair, you can achieve outstanding business exposure and create a highly desirable image throughout Brisbane CBD and the surrounding suburbs.

The St Patrick's Day Parade and Irish Fair will take place on Saturday 10th March at 10:30am. Over 800 participants assemble on George St and will march down Elizabeth St, Edward St and Charlotte St and the parade will conclude at the Irish

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Fair being held in King George Square. This procession has been known to attract crowds of over 40,000 people of all ages and cultures.

The Brisbane Irish Festival will incorporate a number of groups in Brisbane spanning over different age groups and interest, such as Queensland Gaelic Football Association, Brisbane Irish Rugby Club, Hurling and Camogie teams, The Queensland Irish Association Irish Dancers and Pipe Band, The Irish Australian Support Association, musicians, Irish business owners etc. Sponsors will receive immense exposure throughout the week long festival and reach many demographics.

To continue to provide this free event to the community, The St Patrick's Day Parade Association actively seek corporate sponsorship from the local business community.

Sponsorship Options

Sponsorship can be undertaken in a variety of ways:

- A cash contribution (Platinum, Gold and Silver packages)
- An in-kind offer of services (e.g. media placement, catering, printing, materials)
- A donation of prizes for us as incentives for the community to attend the event

In return for sponsorship, your business receives a package of agreed benefits that can be tailored to your individual marketing objectives.

Marketing Benefits

The St Patrick's Day Parade Association undertakes a number of marketing and advertising activities to promote the event. One of these key activities is employing the services of Sequel Communications, who have been involved in the PR of the St Patrick's Day parade for many years. See Media Sponsors below.

Sponsorship Benefits

- A significant marketing advantage
- Enhancement of corporate image through linking you company to a free community event
- Direct access to an audience of you current customers and potential customers
- Promotion through the Brisbane Irish Festival Program, the Queensland Irish Association website, social marketing websites, press releases etc
- Opportunity to display products and offer sampling
- Creation of brand awareness and acceptance
- Increase business potential
- Enhance company profile
- Support a fantastic family oriented community event

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Proposed methods to measure impact and success of sponsorship investment

From previous experience we have learned the best methods of measuring the success of sponsorship investments are:

- Participation and attendance numbers
- media exposure
- community feedback

Previous Sponsors

State and City

Queensland Government, Brisbane City Council

Corporate

Box & Co

Chill & City Backpackers

Demac Homes

Donegal Financial Planning

East Coast Gravel

Formcraft

Shamrock Civil

Swiftform

Media

Channel 7

Quest Community Newspapers

4KQ

Brisbane Marketing

Advertising Opportunities (incl GST) - Brisbane Irish Festival Program

Distributed throughout the Brisbane CBD, Tourist information kiosks, mailed to over 4,000 Queensland Irish Association Members, available for download on the QIA website, Facebook page and Twitter.

Program size is A5 full colour

\$500 – full page

\$300 – ½ page

\$150 – ¼ page

\$750 – back cover

\$600 – inside front cover

\$600 – inside back cover

DISCLAIMER

While every attempt will be made to reproduce the artwork supplied to the highest standards, St Patrick's Day Parade Association Inc and the publishers of the Brisbane Irish Festival Program take no responsibility for the quality of printing of advertising that is not supplied in the correct format required.

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Sponsorship packages:

Benefits	Platinum \$4,500	Gold \$2,500	Silver \$1,000
Opportunity to include Float/Participants in the St Patrick's Day Parade march	√		
Complimentary promotional site for display/retail (3mx3metres) at the Irish Fair held at King George Square	√	√	
Opportunity to provide Parade Marshals T-shirts with sponsors logo	√		
Signage at VIP Dais on Elizabeth St at Irish Club *	√	√	√
Signage at Irish Faire at King George Square *	√	√	√
Sponsor acknowledgement on all printed promotional material including posters, fliers and press advertising	√	√	√
Free one page advertisement in the Brisbane Irish Festival Program	√		
Free half page advertisement in the Brisbane Irish Festival Program		√	
Sponsor acknowledgement in the Brisbane Irish Festival Program	√	√	√
Sponsor acknowledgement on Radio advertising	√		
Sponsor acknowledgement in official press releases	√	√	
Sponsor logo on signage throughout the Irish Club	√	√	√
Sponsors logo on Irish Club in house LCD TV screens	√		
Tickets to the annual St Patrick's Eve Dinner held in the Tara Ballroom	x4	x2	
Invitations to attend VIP Dais in front of the Irish Club to view Parade	x4	x2	x2
Invitations to the QIA President's Morning Tea in the Shamrock Room following the Parade	x4	x2	x2
Sponsor acknowledgement in QIA Presidents address at the St Patrick's Eve Dinner	√	√	
Sponsor acknowledgement at the QIA Presidents address from the VIP Dias during the Parade	√	√	√
Sponsor acknowledgement by the MC on main stage at Irish Fair	√	√	√
Opportunity to provide extra promotion materials: balloons, bunting etc	√		
Opportunity to sponsor an event during the Brisbane Irish Festival	√		

* Signage to be provided by sponsor

Contact:

Susan McAndrew
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Application to Sponsor/Advertise

Thank you for your taking the opportunity to be a part of this fabulous event. Please complete this form and return with payment or proof of direct deposit (details below) to the St Patrick's Day Parade Association Inc. A tax invoice for GST purposes will be forwarded when payment has been received. Please retain a copy of this form for your records.

Company/Organisation Name:

Contact name: _____
Address: _____
Telephone: _____ Facsimile: _____
Email: _____

Sponsorship Preference

I/we would like to take up the following sponsorship: (please tick box required)

1. Platinum Package (\$4,500)
 2. Gold Package (\$2,500)
 3. Silver Package (\$1,000)
 4. Donation – (please specify amount \$ _____)

Total Cost \$ _____

Advertising Order

I/we wish to book the following advertisement: (please tick box required)

In the Championship Programme (please tick advertisement you require)

- Back Cover \$750 Inside Front Cover \$600 Inside Back Cover \$600
 Full Page \$500 ½ Page \$300 ¼ Page \$150

Total Cost \$ _____

Signed _____ Date _____

Payment Details:

1. Electronic Funds Transfer/Direct Deposit Details:

Bank: NAB

BSB No: 084-004

Account No: 86-942-6147

Account Name: St Patrick's Day Parade Association Inc.

Email: promotions@queenslandirish.com

2. Cheques should be made payable in Australian dollars to:

St Patrick's Day Parade Association Inc and forward to: St Patrick's Day Parade Association Inc, 175 Elizabeth St, Brisbane QLD 4000