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PROPOSAL for sponsorship

The below is a guideline on the festival's needs and requirements. Please speak to us, should your proposed sponsorship not fall within these guidelines or if you would like to negotiate a tailor-made package.

Activity / Item	Details	Sponsorship Amount	Sponsor Publicity
General Sponsorship	Monetary	R 550	<ul style="list-style-type: none"> • durable sponsorship advertisement board on festival fencing during festival with logo (1 colour) & wording (approx A3 size – yours to keep) • logo on festival website
Accommodation	For artists or sponsors	Room cost	<ul style="list-style-type: none"> • complimentary one day passes based on amount of sponsorship • logo on festival website
Entrance Control	Armbands & Tickets	R 3 500	<ul style="list-style-type: none"> • 10 complimentary one day passes • exclusive logo / wording on armbands • logo on festival websites
Festival Ticket Purchase	Bulk Purchase	10-20 OR 21+	<ul style="list-style-type: none"> • 10% discount • 20% discount
Welcome Packs	Goodie bags OR Programmes	R5 000 / delivery thereof	<ul style="list-style-type: none"> • 10 complimentary Weekend passes • exclusive logo on bags OR advertisement on programmes • logo on festival websites & newsletters • mention in editorial article in local newspaper • opportunity to brand at festival entrance in accordance with site plan
Kiddies Club	Safe, shaded area for kids with variety of quality games; management and baby-sitters	R5 000	<ul style="list-style-type: none"> • 10 complimentary Weekend Passes • logo on programmes • logo on festival websites & newsletters • mention in editorial article in local newspaper • opportunity to brand the entire kiddies area at the festival grounds in accordance with site plan

Backstage Area	Backstage area / green room for artists – catering; seating; staffing	R10 000	<ul style="list-style-type: none"> • 10 complimentary Weekend Passes • logo on programmes • logo on festival websites & newsletters • mention in editorial article in local newspaper • opportunity to brand the entire backstage area at the festival grounds in accordance with site plan
Toilet Facility	Loo area – delivery; servicing; staffing	R10 000 / delivery	<ul style="list-style-type: none"> • 10 complimentary Weekend Passes • logo on programmes • logo on festival websites & newsletters • mention in editorial article in local newspaper • opportunity to brand along the festival fencing in accordance with site plan
Security Services	Staffing	R10 000 / delivery	<ul style="list-style-type: none"> • 10 complimentary Weekend Passes • logo on programmes • logo on festival websites & newsletters • mention in editorial article in local newspaper • opportunity to brand along the festival fencing in accordance with site plan
Infrastructure	Marquees; Fencing; Transport; Set up (co-branding with sound sponsor & main sponsor)	R25 000	<ul style="list-style-type: none"> • 20 complimentary Weekend Passes • logo on programmes • logo & company profile on festival websites & newsletters • logo on all printed promotional material (posters / flyers / T-shirts etc) • specific editorial article & photograph in local newspaper • Logo on all printed media advertisements • opportunity to display branding at the festival entrance, as well as the beer tent in accordance with site plan
Stage Extras	Sound & Lighting (co-branding with sound sponsor & main sponsor)	R35 000	<ul style="list-style-type: none"> • 25 complimentary Weekend Passes • logo on programmes • logo & company profile on festival websites & newsletters (logo on front page of website) • logo on all printed promotional material (posters / flyers / T-shirts etc) • specific editorial article & photograph in local newspaper • Logo on all printed media advertisements • Radio advertisements to feature sponsor • opportunity to display branding at the festival entrance, as well as the beer tent and main stage and other strategic positions in accordance with the site plan

IMAGE ASSOCIATION:

The festival aims to build a brand associated with **good food** (local fresh & unique cuisine); **good wine** (Overberg quality wines); a **beautiful environment** (Kleinmond lagoon – safe, secure, welcoming and clean festival grounds with a full infrastructure); **top-class genre-specific entertainment** (SA's top Blues Artists, unique festival on the SA Festivals Calender) and **local warmth** (community participation and showcase). Furthermore, the festival is linked with the **established brands** of the Overstrand Municipality (award-winning municipality) and the Cape Whale Coast with already strong tourist attractions (such as the whales in Hermanus etc). Partners can be assured that their brand will at all times be professionally represented and the positive association with superior quality & unique products, services and brands will be upheld at all times.

TANGIBLE BENEFITS for PARTNERS:

The BIG BLUES Music Festival aims to encourage the local community to become involved and to benefit from the festival in the following ways:

- **Gain experience:** Local participation through staffing / service providers. All prospective staff and service providers will undergo a training module in Tourism Awareness & Code of Conduct and will receive a certificate on completion.
- **Build relationships:** The Festival encourages community building through getting our sports clubs, corporates and individuals from all backgrounds involved in the planning of events within the festival and by being part of the overall planning committee - i.e. giving the festival back to the community!
- **Economic benefit:** The Festival strongly encourages and supports the advancement of emerging entrepreneurs through creating opportunities for them to showcase their products / provide a service to the festival and earn money.
- **Fundraising:** The Festival creates platforms for fundraising. Organisations are encouraged to offer services at the festival through which they will be able to raise money for their cause.
- **Local Pride:** Creating a sense of local pride in our own unique products, services and traditional offerings, thus creating a true community showcase to the rest of the country that flames the spirit of Ubuntu.
- **Achievement:** Witnessing first hand how visitors enjoy and participate in the festival and encouragement of visitors to return to our area to explore the rest.