



2010 Sunshine Coast Pride Fair

Sponsorship & Stallholder Proposal

OVERVIEW

The aim of the Sunshine Coast Pride Fair is to bring the lesbian, gay, bisexual and transgender (LGBT) community and their friends and family together in a fun and supportive environment to celebrate the community's diversity. It is also an opportunity to raise awareness of local gay-friendly businesses, health services, and performers and to allow the LGBT community to gain access to information on health, sexuality and support services.

In 2010, the Sunshine Coast Pride Fair Day will be held on Saturday 27 November at the Coolum Civic Centre and Jack Morgan Park (Park St, Coolum). The committee has found what it believes will be the perfect venue for this growing event.

The Queensland Association for Healthy Communities (QAHC) initiated the Sunshine Coast Pride Fair in 2008 and has been pleased to see the festival be embraced by the local community, and grow over the past two years and is looking forward to other companies and organisations getting involved with the festival.

A committee of volunteers looks after the coordinating and running of the festival. This is a not-for-profit event and any proceeds left over after this year will go back into growing the festival. QAHC auspices the funds for safe-keeping.

More information can be found on the website www.gaysunshinecoast.com.au.

OPPORTUNITY

The Sunshine Coast Pride Fair will be a wonderful place to display your products and services to the many people who will be in attendance throughout the day. Last year's event attracted participation from 50 stallholders and over 800 visitors.

To share some of the costs of putting on a major event like this, we are seeking sponsors to support the festival and take advantage of the opportunity to get your brand seen by over 800 LGBT people, their families and friends.

By becoming a sponsor of the Sunshine Coast Pride Fair, you will gain fantastic exposure of your product, service or self and create goodwill by showing your support of our local community. We encourage you to complete the attached sponsorship application and return it as soon as possible. There are five levels of sponsorship available this year including Platinum Partner, Media Partner, Gold Pride, Silver Pride and Bronze Pride. Each sponsorship category also has the opportunity to advertise in the Sunshine Coast's own local newsletter CQC which is produced and distributed by QAHC. Please read on for further details.

SPONSORSHIP LEVELS

PLATINUM PARTNER - \$1000+

One Platinum Partner position is available for Sunshine Coast Pride Fair which will give the partner maximum exposure during the festival. The Platinum Partner will receive the following benefits for a minimum cash contribution of \$500 (inc GST), the rest of the sponsorship amount can be made up of an in-kind product/service donation that the committee may use for fundraising purposes (e.g. a raffle prize). Alternatively the full amount (\$1000 inc GST) can be paid in cash.

- Business name and/or logo displayed on the Sunshine Coast Pride Fair page of www.gaysunshinecoast.com.au
- A logo/business name link from www.gaysunshinecoast.com.au to your website
- Business name and/or logo displayed on 'Sunshine Coast Pride Fair' promotional material (including press ads)
- Ability to include advertising material in Sunshine Coast Pride Fair welcome bag (e.g. brochure/pen/magnet)
- Three free 140mm x 100mm landscape ads in CQC magazine (value \$120)
- Sponsorship acknowledged by our MC throughout the day
- Your signage/banner on the main stage at Sunshine Coast Pride Fair ensuring maximum visibility through the day
- Ground signage at Sunshine Coast Pride Fair
- Free stall site (3 x 3m) at Sunshine Coast Pride Fair (Value \$55. Public Liability Insurance details must be provided)

MEDIA PARTNER - \$1000+

One Media Partner position is available for Sunshine Coast Pride Fair which will give the Media Partner broad exposure during the festival. A Media Partner will receive the following benefits for a minimum of \$1000 worth of in-kind advertising. Other media outlets may still become sponsors, but not at this exclusive level.

- Business name and/or logo displayed on the Sunshine Coast Pride page of www.gaysunshinecoast.com.au
- A logo/business name link from www.gaysunshinecoast.com.au to your website
- Business name and/or logo displayed on 'Sunshine Coast Pride Fair' promotional material (including press ads)

- Ability to include advertising material in Sunshine Coast Pride Fair welcome bag (e.g. brochure/pen/magnet)
- Three 140mm x 100mm landscape ads in CQC magazine (Value \$120)
- Sponsorship acknowledged by our MC throughout the day
- You signage/banner on the main stage at Sunshine Coast Pride Fair ensuring maximum visibility through the day
- Ground signage at Sunshine Coast Pride Fair
- Free stall site (3 x 3m) at Sunshine Coast Pride Day (Value \$55. Public Liability Insurance details must be provided)

GOLD PRIDE - \$275.00 (inc GST)

Four Gold Pride sponsor positions are available for Sunshine Coast Pride Fair to ensure extensive exposure for sponsors at this level. Gold Pride sponsors receive the following benefits for their contribution of \$275 (including GST).

- Business name and/or logo displayed on the Sunshine Coast Pride Fair page of www.gaysunshinecoast.com.au
- A logo/business name link from www.gaysunshinecoast.com.au to your website
- Business name and/or logo displayed on 'Sunshine Coast Pride Fair' promotional material (including press ads)
- Ability to include advertising material in Sunshine Coast Pride Fair welcome bag (e.g. brochure/pen/magnet)
- Two free 140mm x 100mm landscape ads in CQC magazine (Value \$80)
- Sponsorship acknowledged by our MC throughout the day
- Ground signage at Sunshine Coast Pride Fair
- Free stall site (3 x 3m) at Sunshine Coast Pride Fair (Value \$55. Public Liability Insurance details must be provided)

SILVER PRIDE - \$165.00 (inc GST)

Only eight Silver Pride sponsor positions are available for Sunshine Coast Pride Fair to ensure wide exposure for sponsors at this level. Silver Pride sponsors will receive the following benefits for their contribution of \$165 (including GST).

- Business name and/or logo displayed on the Sunshine Coast Pride Fair page of www.gaysunshinecoast.com.au
- A logo/business name link from www.gaysunshinecoast.com.au to your website
- Business name and/or logo displayed on 'Sunshine Coast Pride Fair' promotional material (not including press ads)
- Ability to include advertising material in Sunshine Coast Pride Fair welcome bag (i.e. brochure/pen/magnet)
- One 140mm x 100mm landscape ad in CQC magazine (Value \$40)
- Sponsorship acknowledged by our MC throughout the day

BRONZE PRIDE - \$99 (inc GST)

For a contribution of only \$99, this level of sponsorship is open to all businesses, organisations community groups and individuals who would like to gain exposure for their product, service or self to our community and to highlight their support of our community by embracing its values and diversity.

- Business name and/or logo displayed on the Sunshine Coast Pride Fair page of www.gaysunshinecoast.com.au
- A logo/business name link from www.gaysunshinecoast.com.au to your website
- Advertising material in Fair Day welcome bag (i.e. brochure/pen/magnet)
- One 70mm x 50mm landscape ad in CQC magazine (Value \$10)

STALLHOLDER'S INFORMATION

Sunshine Coast Pride Fair is the perfect opportunity to get your business or organisation noticed by over 800 LGBT people, their families and friends. A limited number of outdoor stall sites are available to purchase at Sunshine Coast Pride Fair. Stall sizes are to be a maximum of 3 x 3metres. Note that it is the stallholder's responsibility to supply tables, chairs, marquees etc, you are only being supplied with a site to set up and each stall holder must ensure that their public liability insurance is sufficient to cover their involvement with the event. Once the following agreement has been completed and returned, we will forward you a stallholder information pack including bump in/bump out details.

COMMERCIAL STALLHOLDER - \$55 (inc GST)

For companies that want to take advantage of the event and sell or promote your product, this is your perfect opportunity to target over 800 people. Your stall site will be 3 x 3m. If you require a larger stall site, you may need to consider buying two.

COMMUNITY/NOT-FOR-PROFIT GROUP STALL – FREE!

All not-for-profit community groups and organisations can apply to have free a stall site. This is a great opportunity for you to promote your organisation or service to a large LGBT audience at once. Only a limited number of free sites will be available.

CONTACT

To discuss your involvement further, please call Ashleigh Broom on 07 5443 4365 or email abroom@qahc.org.au.

Sunshine Coast Pride Fair

C/o – Queensland Association for Healthy Communities
 PO Box 2077
 Sunshine Plaza QLD 4558
 Ph: 07 5451 1118
 Fax: 07 5451 1611
 Email: ssc@gahc.org.au
 ABN: 58 039 823 994



2010 SPONSOR'S/STALLHOLDER'S AGREEMENT & SELF-GENERATED INVOICE

Please use the below form to indicate your preferred level of sponsorship or if you would like to purchase a stall site then fax or email back to the contact details above. Please make any cheque or money orders out to 'Queensland Association for Healthy Communities', otherwise, a direct deposit can be made into our bank account using the following details: **ANZ (West End), BSB: 014 274, A/C No.: 3689 63833, Account Name: QLD Association for Healthy Communities Head Account.**

Upon agreeing to sponsor/become a stallholder, and organising your payment, this agreement will also become an official tax invoice for GST purposes. Please keep a copy for your records.

Yes! I would like to become a **Platinum Partner/Media Partner/Gold Pride Sponsor/Silver Pride Sponsor/Bronze Pride Sponsor/Commercial Stallholder/Community Stallholder (circle appropriate)** and receive the features and benefits outlined in the corresponding level in this proposal. My sponsorship/stallholder contribution is \$_____ (**insert amount**) inclusive of GST. I will be paying for my sponsorship by **cheque/cash/direct deposit (circle appropriate)**. I have read, understand and agree to the below terms and conditions.

Signed:.....Date:...../...../.....

Please sign and return to abroom@gahc.org.au or fax back to 07 5451 1611, and send your logo to the same email address.

Sponsor/STALLHOLDER Details	
Business/Service Provider Name	
ABN	
Contact Name	
Postal Address	
Phone/Mobile	
Email	
Website	
Description of Products and/or Services	
Would you like to offer a Prize? (If yes, please describe)	

Terms & Conditions

- Sunshine Coast Pride Fair will be held at the Coolum Civic Centre & Jack Morgan Park on Saturday 27 November 2010
- It is the responsibility of sponsors to supply their logos/signage/banners and no responsibility will be taken by the steering committee for any exclusions due to these not being supplied in time
- No refunds will be given for cancellations of bookings or adverse weather
- Sponsorship levels will be given on a 'first come, first served' basis and the steering committee reserve the right to refuse any applicant. A representative will confirm the status of your application as soon as possible after it is received.
- Sunshine Coast Pride Fair does not take any responsibility for the loss or damage of items brought on site
- Payment for sponsorship and stalls must be made by 29 October 2010 to secure your position
- All sponsors/stallholders must ensure that their public liability insurance is sufficient to cover your involvement
- The Sunshine Coast Pride Fair Committee reserves the right to refuse sponsorship and stallholder applications