



Melbourne Art Festival 2017 Sponsorship Opportunities

2017 Melbourne Art Festival
April 22 & 23 2017

Presenting Sponsor – \$10,000

Your company will be presented in the following locations:

- Weekend Volunteer Program (your company name will be associated with the successful festival volunteer program involving over 300 weekend volunteers)
- 5K Flamingo Run/walk, Art Workshop, Kids World, Patron Program, Student Art Show, Art Workshops

Sponsorship recognition in the following ways

- Presented Event-specific promotional releases
- A link to your site on MAF web site (Sponsor and the Presented Event pages)
- A half-page ad in the festival Directory
- Eight live stage announcements during the festival weekend

The MAF will include one Sponsor-supplied logo on the following festival products:

- Print advertising
- Promotional poster
- Festival's sponsor banners/signs
- The MAF web site

Additional Benefits

- Eight passes to the Patron Party (Thursday night kick-off event of the Melbourne Art Festival)
- Eight passes to the Patron/VIP tent festival weekend (includes refreshments)
- One complimentary 5K Flamingo Run team entry (up to 10 runners)
- Distribution of marketing or promotional materials in over 100 patron packages
- Distribution of marketing or promotional materials in 1,000 5K Flamingo Run /Walk packages
- A post-festival wrap-up report



Scholarship & Auction Sponsor- \$10,000 (1 available)

The MAF will recognize the Sponsor on or in the following MAF products:

- Presented event-specific Promotional releases
- Link to your site on MAF website
- Half-page ad in festival directory
- Eight live stage announcements during art festival weekend

The MAF will include one Sponsor-supplied logo on the following festival products:

- Print advertising for the auction
- A placard at the entrance of the auction venue
- Festival's sponsor banners/signs
- The MAF web site
- Brochures and promotional materials related to the auction

Branding exposure within the festival footprint in April (Sponsor provides banners)

- A 10' x 10' tent for Sponsor branding opportunity throughout the weekend (product demonstration or other product giveaways; the MAF reserves the right to approve booth content)

Branding exposure within the auction venue (Sponsor provides banner)

- Prominent banner rights at the auction venue
- Onsite promotional space for sponsor branding opportunity (product demonstration or other product giveaways; the MAF reserves the right to approve content)

Additional benefits:

- A half page ad in the festival directory
- Four passes to the patron party (the Thursday night kick-off event of the Melbourne Art Festival)
- Four passes to the Patron/VIP tent festival weekend (includes refreshments)
- Four passes to the Silent Art Auction
- One 5K Flamingo Run team entry (up to 10 runners)
- Distribution of marketing or promotional material in over 100 patron packages, 1,000 Flamingo Run packages and during the art auction
- Post festival wrap-up report



Supporting Sponsor - \$5,000

The MAF will recognize the Sponsor on or in the following MAF products:

- On the MAF web site (Sponsor page) with a link to your site
- Quarter-page ad in the festival Directory
- Four live stage announcements during the festival weekend

The MAF will include one Sponsor-supplied logo on the following festival products:

- Promotional poster
- Festival's sponsor banners/signs
- The MAF web site (Sponsor page)

Branding exposure within the festival footprint (Sponsor provides banners)

- A 10' x 10' tent for Sponsor to use as a branding or sales opportunity (product demonstration or other product giveaways; the MAF reserves the right to approve booth content)

Additional benefits:

- Four passes to the Patron Party (the Thursday night kick-off event of the Melbourne Art Festival)
- Four passes to the Patron/VIP tent festival weekend (includes refreshments)
- Distribution of marketing or promotional materials in over 100 patron packages
- Distribution of marketing or promotional materials in 1,000 5K Flamingo Run packages
- A post-festival wrap-up report

Flamingo 5K Run/Walk sponsor

Sponsor level	Diamond	Gold	Silver
Donation	\$2,500	\$1000	\$500
Name/logo on MAF website	Logo	Logo	Name
Name/logo on Festival Directory	Logo	Logo	Name
Sponsor material in 5K run packets	Yes	Yes	yes
Name/logo on 1,000 5K run T-Shirts	Yes	Yes	yes
Complimentary race entry	5, Including T-Shirts	3, Including T-Shirts	1, Including T-Shirt
Sponsor material in patron packets	Yes	Yes	
Logo on 5K poster	Yes		
Patron Party passes	2		
Patron tent pass	2		
Logo on 5K banner	Yes		



Sustaining Sponsors \$2,500

The MAF will recognize on or in the following MAF products:

- On the MAF web site (Sponsor page) with a link to your site
- Eighth-page ad in the festival Directory

Additional Benefits

- Two passes to the Patron Party (the Thursday night kick-off event of the Melbourne Art Festival)
- Two passes to the Patron/VIP tent festival weekend (includes refreshments)
- Distribution of marketing or promotional materials in over 100 patron packages
- Distribution of marketing or promotional materials in 1,000 5K Flamingo Run packages

Foundation Sponsors \$1,500

The MAF will recognize the Sponsor on or in the following MAF products:

- On the MAF web site (Sponsor page) with a link to your site
- Business card size ad in the festival Directory

Additional benefits:

- Distribution of marketing or promotional materials in over 100 patron packages
- Distribution of marketing or promotional materials in 1,000 5K Flamingo Run packages
- Two passes to the Patron Party (the Thursday night kick-off event of the Melbourne Art Festival)

Friend of the Art Festival \$500

The MAF will recognize the Sponsor on or in the following MAF products:

- On the MAF web site (Sponsor page)
- As a Thank You in the festival Directory

Additional benefits:

- Distribution of marketing or promotional materials in over 100 patron packages
- Distribution of marketing or promotional materials in 1,000 5k Flamingo Run/Walk packages