

Dalby's
**DELICIOUS &
DELIGHTFUL**
Festival

SPONSORSHIP PACKAGES

BE A PART OF DALBY'S FAVOURITE EVENT

25TH & 26TH AUGUST 2023



SEE TASTE PLAY ENJOY

Organised by



ABOUT

DALBY'S DELICIOUS & DELIGHTFUL FESTIVAL



Dalby's Delicious & DeLIGHTful Festival, well established as Dalby's signature event, is organised by Dalby Welcoming Community.

It is a one-and-half-day festival that is held on the fourth weekend of August.

The festival celebrates the contribution that different cultures bring to our community and promotes Dalby as the community of choice to live, work, play and visit.

It brings people, both locals and visitors, together to celebrate and showcase Dalby's unique community through food, fun and festivities.

JOIN US

THE FESTIVAL PUTS THE SPOTLIGHT ON DALBY & THE WESTERN DOWNS SHOWCASING ART, CULTURE, FOOD & COMMUNITY

With small beginnings in 2010, Dalby's Delicious & DeLIGHTful Festival has grown to become Dalby's main festival and is one of five major events in the WDRC area.

With an attendance of approximately 7,000 people, it is a not-for-profit-event that attracts visitors to the region and adds economic benefit to the Dalby community.

The festival boasts a combination of Delicious multicultural foods and Delightful art and entertainment, along with a truly unique lantern parade. There is something for everyone, from children and families to young adults and the elderly.

We are DeLIGHTed to announce that the 2023 theme for the Lantern Parade will be

THE OUTBACK



WHAT IS THERE TO SEE TASTE PLAY ENJOY IN 2023?

FRIDAY 25th August 2023
COLOUR BLAST GLOW EDITION

SATURDAY 26th August 2023

Spectacular Lantern Parade

Multicultural Food

Celebrity Chef Jan Cranitch

Multicultural Entertainment

Fire Show

Market Stalls

Children's Carnivale

Our Community Platter

..... and much, much more to be announced soon

**YOU ARE INVITED TO BECOME A FESTIVAL SPONSOR
OF THIS AMAZING EVENT IN 2023**

Dalby's
**DELICIOUS &
DELIGHTFUL**
Festival

KEEP SOCIAL WITH US



FESTIVAL SPONSORSHIP

Show your community support, showcase your business, have some fun, and be an integral part of our Delicious & DeLIGHTful Festival

LEVELS OF SPONSORSHIP

FESTIVAL

PARTNER - \$10,000+

A Festival Partnership will help you promote your business or organisation in a DeLIGHTful way

Your Business/Organisation will be one of only 4 Festival Partners with naming rights to a key element of the festival

PROGRAM

PARTNER - \$5,000+
SUPPORTERS - \$2,500+

Being a Program Partner, you will be recognised as one of only 6 Program Partners

We are seeking Program Supporters to give your business or organisation a connection to our Festival. Sponsor or support a specific aspect of the program

INFRASTRUCTURE

PARTNER - \$2500+
SUPPORTERS

Infrastructure Partners & Supporters provide in-kind sponsorship and support for essential equipment and services to ensure the festival runs smoothly and safely

Consider what your business could contribute to the Festival

DONATIONS

Donations of \$1,000 or more will be acknowledged on our Sponsors' and Supporters' Boards

A Certificate acknowledging your donation will be presented after the event



SEE TASTE PLAY ENJOY

FESTIVAL PARTNER \$10,000+

A Festival Partner provides your business or organisation with a key connection to our Festival



PACKAGE

Recognised as one of only 4 Festival Partners

Naming rights available for some key elements of the Festival e.g.

Our Community Platter
Children's Carnivale
Colour Blast Glow Edition
Entertainment etc

Acknowledgement as Festival Partner during opening address

Acknowledgement on all festival promotional material including radio, print advertising, social media and website as well as MC announcements during the event

Corporate banner / signage (provided by the sponsor) placed in prominent positions during the festival

Opportunity for 4 representatives to carry a feature lantern in the Parade on Saturday night

Opportunity to have a community engagement site at the festival
(infrastructure and fit out to be supplied by the sponsor)

Opportunity for a representative to present awards to Competition Winners during the Festival

A certificate of sponsorship for your boardroom will be presented after the event

PROGRAM SPONSOR

Being a Program Partner or Supporter enables your business or organisation to make a significant connection to our Festival



PROGRAM PARTNER \$5,000+

PACKAGE

Sponsorship available for elements of the festival program e.g.

- Children's rides
- Celebrity Chef
- Fire Show
- Flag parade
- Roving entertainers

Acknowledgement on all festival promotional material including radio and print advertising, social media and website as well as MC announcements during the event

Corporate banner / signage (provided by the sponsor) placed in prominent positions during the festival

Opportunity for 2 representatives to carry a feature lantern in the Parade on Saturday night

A certificate of sponsorship for your organisation will be presented after the event

PROGRAM SUPPORTER \$2,500+

PACKAGE

Your sponsorship will support specific aspects of the program e.g.

- Face painting
- Lantern workshops
- Children's activities
- Cooking competitions
- First Aid, Signage
- Prizes for competitions etc.

Acknowledgement as a Program Supporter on festival promotional material including radio and print advertising, social media and website as well as MC announcements during the event

Prominent display of your corporate banner (as supplied by you) throughout the Festival

A certificate of sponsorship for your organisation will be presented after the event

Opportunity for a representative to carry a feature lantern in the Parade on Saturday night



INFRASTRUCTURE SPONSOR

In-kind sponsorship is as vital to the Festival as cash.

You will join a cohort of businesses who currently support the festival in this manner. Infrastructure Supporters are businesses and individuals who support the Festival by donating in-kind support of lesser amounts but certainly not less valued.

PARTNER \$2,500 + IN KIND

Acknowledgement as an Infrastructure Partner during the course of the Festival

Acknowledgement on Festival promotional material; including MC announcements during the event.

Corporate banner / signage (provided by the sponsor) placed in prominent positions during the festival

Opportunity for a representative to carry a feature lantern in the Parade on Saturday night

A certificate of sponsorship will be presented after the event



INFRASTRUCTURE SUPPORTER

SUPPORTER

A certificate of sponsorship will be presented after the event

Acknowledgement as an Infrastructure Supporter during the course of the Festival



IN-KIND SUPPORT REQUIRED FOR THE FESTIVAL INCLUDES

Accommodation for performers

Electronic sign board

Fuel for generators

Generators

Lights

Marquees

Decorations for event

Security fencing

Security Personnel

Sound systems

Skip bins

Traffic control

Tables and chairs

Umbrellas and tents

Water for performers and volunteers
plus much more



BECOME A SPONSOR

DALBY'S DELICIOUS & DELIGHTFUL FESTIVAL

We'd love to talk about all things sponsorship

If we have made you feel proud of being part of the Dalby community or brought back memories of great days out at Dalby's Delicious & DeLIGHTful Festival, please consider helping us promote our wonderful community.

We would love to hear from you if you could support us by sponsoring Dalby's major festival and help us in promoting you and Dalby.



CONTACT US

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