

SPONSORSHIP PROSPECTUS

Your Opportunity to Sponsor



The Hills Billy Cart Festival

Brought to you by

**MOUNT HELENA RESIDENTS & RATEPAYERS
PROGRESS ASSOCIATION (INC)**

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1. Executive Summary

The following 3 pages of information will give you a very quick overview of this exciting opportunity and how you can sponsor. The information contained in the rest of this document will give you an in-depth description of everything you need to know to make an informed sponsorship decision.

Let's get started. . .

This inaugural festival is proudly brought to you by the Mount Helena Residents & Ratepayers Association.

Where: Keane Street – East, in Mount Helena

When: Sunday 28 October, 2018

Target Audience

The Hills Billy Cart Festival is aimed directly at the following groups:

- Children working together with their parents
- Billy Cart enthusiasts from throughout the State
- Local Shire of Mundaring community, residents and businesses
- Day trippers from Perth and surrounds
- Retro enthusiasts
- Community groups involved with building a cart e.g. schools, TAFE, children's home, men's shed
- Corporate sponsors with an alignment to the Festival
- SME sponsors with a retail or sales interest
- Festival Vendors

Reach

The event is expected to attract **150** billy cart competitors and **5,000** visitors to watch the race and enjoy the festival.

What (the concept in general):



Imagine stepping back in time. . .

Okay, maybe not that far back!

But how about this. . .



Or this



Or this?



Imagine children of all ages from 8 to 81 – building a billy cart and getting into the race!

This unique **Perth Hills Festival** celebrates all things classic. This opportunity presents family fun and a billy cart race that revisits and builds on the races that were held in Australia from the late 1800s to the 1960s.

This festival will support parents, grandparents, carers **working together with kids** to create an inspired billy cart and long-lasting family memories.

This festival will also support organisations and teams working together to build a strong and fast billy cart that represents the organisation ~ and offers an opportunity to compete for the pure glory of the win!

This festival will also showcase vintage vehicles, antiques, retro stalls, vintage fashion, hobby, arts and crafts, live music and dance, and food / drink from the Hills all as a backdrop to the race itself.

How You Can Sponsor

Whether you are an individual enthusiast, an excited community member, a SME or a large corporate organisation – you can align with this fabulous family event, showcasing the best of the Perth Hills to a broad local and tourist audience and enjoy the many benefits.

We have a sponsorship opportunity for just about everyone and every business.

Financial Sponsorship:

Platinum:	\$20,000
Gold	\$10,000
Silver	\$5,000
Bronze:	\$2,000
Pearl:	\$500
Individual	\$50 - Unlimited

Sponsorship-in-kind

- 👍 Can you help a child or community group in need with materials, time or expertise to build a cart?
- 👍 Do you have other resources you would like to provide in kind to support the Festival?
These could include: Organisational Support, Fencing, Hay Bales, Manpower during the event, Sound Equipment, Safety Gear of any type, and lots more.

We'd love to hear from you!

Note: Working with Children permits will be required for any individual working on location.

What will your sponsorship get you?

Depending on your level of sponsorship, the following opportunities are available.

- 👍 Individual Thanks and Recognition Board (for Individual Sponsors)
- 👍 PA Announcements (for Individual and Business Sponsors)
- 👍 Branding Opportunities
- 👍 Naming Rights for the race
- 👍 Direct Sales Opportunities
- 👍 Speaking Opportunities
- 👍 Community Engagement and Education Opportunities
- 👍 Marketing Collateral Distribution Opportunities
- 👍 Vendor Stall Opportunities in conjunction with Vintage Collective Markets
- 👍 First Right of Refusal for future events
- 👍 Opportunities for Exclusivity ~ Through individual negotiations only (FCFS).

For our business sponsors & Vendors, all of the above opportunities represent a great ROI on your marketing & dollar, with the reach expected to be 5,000 + during the event.

NOTE: Please see section entitled Sponsorship for further details.

If you have seen enough – and are ready to sponsor this great event, please contact John Bell on: 0413 153 227.

If you want to learn more about the fine details of the sponsorship opportunities, please read on.

More Information

Our website and social media pages will be online from April 2018. Please contact John Bell on 0413 153 227 for more information and sponsor discussions.

2. The Hills Billy Cart Festival in Detail.

Vision

Our vision for this festival is that it will become an exciting regular event that helps to put our beautiful Hills area of Western Australia on the map as a tourist destination.

The Perth Hills are steeped in history, filled with talented artisans, farmers of all kinds, scenic walkways and some of the most beautiful natural sights in our great country. Our unique area offers a wide variety of wining and dining experiences, nature walks, 100s of varieties of bird and animal life, indigenous plant life, wineries, apiaries, horseback adventures, outback adventures, historical architecture, military history, and the list goes on and on!

We have only a few great events that bring people to our area. One such event, hosted by the same group, is the Whim Festival held in October every two years.

Now it's time to expand, and give tourists something great to enjoy, and give our locals more opportunities to showcase our beautiful Hills Area, with a drive time of less than one hour from the CBD yet on the borders of the country.

What better way than to celebrate our history – and bring back some good, old-fashioned fun! Both young and old (and in-between) will enjoy the step back in time to the billy cart era. The years between 1890 and 1950.

Our Perth Hills is the perfect place for this event! Why? We have HILLS! Just the thing needed for a non-motorised racing event.

Target Audiences

The Hills Billy Cart Festival is aimed directly at the following groups:

- Kids with their carers
- Billy Cart enthusiasts
- Local Shire of Mundaring community, residents and businesses
- Day trippers from Perth and surrounds
- Retro enthusiasts
- Community groups involved with building a cart eg schools, TAFE, children's home, men's shed
- Corporate sponsors with an alignment to the Festival
- Helping disadvantaged children and their families to participate in events of this nature.

Our Objectives

We have five main goals in mind for this festival.

1. Community and children Engagement – a shared goal for carers and kids
2. The Time Period (1890 – 1960) – a unique WA retro themed event
3. The Billy Cart Race – old fashioned fun for young and old
4. A retro style festival with Vintage Fashion attractions
5. Promoting the Hills lifestyle with great exposure for sponsors and vendors

Let's explain further. . .

The Time Period – Western Australia - 1890 to1950.

One of the things that will make this festival unique is the setting. **Our goal** is to have everything at the festival be as “in period” as possible. We are going to re-enact the time period as closely as we can – and we expect this will get better and better with every event. We will encourage all participants to dress in period costume, all suppliers to create period stalls, and whisk festival goers back in time for a truly engaging experience.



Irrigating Pipeline - Men working on passing the section of the pipeline to Kalgoorlie.
Courtesy Baily Library 0012944



THE WEST AUSTRALIAN CARNIVAL TEAM: Back row (l. to r.): A. E. Green, A. S. Hawby, W. Haskard, W. Haskard, F. C. Ion, T. Curridge, L. Cleora, H. Campbell. Middle row: W. Thomas, H. Boyd, W. J. Adams, R. Ford, W. Gurney, T. Wainwright, C. L. Hall, S. Madia. Front row: E. F. Alan, A. J. Shady, S. A. Beaton, W. R. Orr (manager), W. J. Truscott (capt), W. D. Daele (vice-capt), C. Bales.



The Billy Cart Race – The Main Attraction!

Okay, we aren't going to go back as far as the time when real billy goats pulled the billy carts. These carts will have wheels! That said, this is a fully non-motorised and gravity driven event.

Our goal is for this Billy Cart Festival to rival all other Billy Cart Festivals and Races in Australia!

To run an event of this nature, we had to find all of the right elements to make this event great. The space and the amenities had to be "fit for purpose".

- ✓ We've scoured the area to find the hills that are just right. We have some excitement, but not too much for our younger contingent!
- ✓ We will soon be putting the word out that it's time to build your billy carts!
- ✓ We've located the right setting that will allow for this period event!
- ✓ We've found people who share our passion for our vision ~ though we can always use more!
- ✓ We've created the rules of the game!
- ✓ We are seeking prizes ~ cash, cups, ribbons and awards of all types!
- ✓ We are working hard to organise all of the logistics!
- ✓ We are in communication with all of the governing bodies to ensure we will have a fully legal and safe event!
- ✓ And now we need you ~ the all important group who will help us to fund this awesome event.

Who can race?

A range of divisions will cater for wide community and local business involvement:

- ✓ Adult with child
- ✓ Junior Class (6-9 years)
- ✓ Intermediate Class (10-15 years)
- ✓ Senior Class (16+ years)
- ✓ Corporate Class

The Fashion

We said before that **our goal** is to create a period event – and what better way to do that than to have the people show up dressed in period costumes.



Regular Event

Kicking off this inaugural event in 2018, **our goal** is for this great event to happen every two years, and each event will get better and bigger as we go along. We aim to take our learnings with each new year and create an even more special festival with every new occasion.

Community Engagement ~ How's the Serenity?

Simply put – **Our goal** is to help our local communities survive and thrive! Small country towns have been the backbone of our great country, and yet they are at risk of becoming a thing of our past – and not a vibrant part of our future if we do not find ways to get community engagement.

One way to help these communities to survive and thrive is by having an engaged community that puts on yearly events to bring tourism and trade to its doorstep. Small towns are often the very last on the list for government funding and support mechanisms that are found in city surrounds. Most of the tourism dollars are spent in our metropolitan cities and small townships are at risk of becoming extinct.

Events like our festivals offer many benefits! They bring in day-trippers, they boost the economy for local small businesses, they bring in corporate presence, they offer entertainment to otherwise bored and disenfranchised youths, they offer job opportunities, they encourage people to get to know each other and support each other, and they offer something unique that isn't found in our cities.

Business Opportunities ~ at all levels!

Our Goal is to give all businesses involved a marketing and sales boost through an opportunity to be seen as a community minded enterprise that supports family activities! According to the ABS (Australian Bureau of Statistics), the average lifespan of a small business in Western Australia is 4 years. In small towns, that average is sinking. There are a multitude of reasons why small businesses go out of business but generally there are two key issues – lack of access to capital (investment funds, loans or revenue from sales) and inability to manage costs and all this whilst the small business owner is performing six different functions from sales to marketing to financial management.

Our festivals provide financial opportunities for local businesses to have a push of revenue that can help them to survive, to grow, and to thrive. Without special events, small town businesses rely on an engaged community. They are in direct competition with their big city counterparts – and for retail outlets, the online boom could see them go under even more quickly.

For larger corporations who choose to sponsor these events, it offers an opportunity to engage in our rural communities and give support and exposure. This support and exposure produces a story that is heart-warming and compelling – and goes way beyond sponsoring a big-city sports team or a huge sporting and event arena. Yes, your marketing dollar gets you branding opportunities in those areas, but does it save lives? Does it save communities? This does!

Safe Environment ~ Safe Festivals!

Our goal is to create a safe community with safe events for all involved. Safety is a prime concern for us in creating these festivals. There is always a risk factor in hosting a large community event, let alone putting on a race of any kind. We have gone to great lengths to ensure that we have covered all bases in our risk assessments, planning, infrastructure, logistics, and plenty of hands on deck to see that we provide the necessary measures to ensure a safe and fun environment for everyone! Once again, this is where we need you!

A final word about our goals and aspirations. . .

As you can see, events of this nature are not easy to plan, nor are they cheap when it comes to getting things right!

The opportunities are vast – and just one example exists with Social Media, as it has the opportunity to add business value long after the event is over.

We need you. We need your funding. We need your support in any way that you can help! If you can contribute and you know others who can contribute – please take action now.

We've told you what's in it for our local communities. Now, let's turn to what's in it for you!

6. The Benefits of Your Sponsorship Opportunities in Detail

We are well aware that as a sponsor, you are looking for a positive return on your investment. You will want to know how you will benefit – and you will want answers regarding the following issues:

1. Access
2. Exclusivity
3. Connection
4. Research
5. Influence
6. Credibility
7. Measurement
8. ROI (Return on Your Investment)

So here they are!

First, as an overarching principle, we are open to discussions about any aspect of your sponsorship. If you have ideas that we have not yet considered ~ please just ask! We are looking for all ways for this to be a WIN / WIN proposition.

Next, we have created a grid that we hope will help you to decide what level of sponsorship is right for you or your organisation.

Each type of sponsorship has different levels of access and benefit.

7. Sponsorship Type & Benefit Descriptions

Financial Sponsorship:

Platinum:	\$20,000
Gold	\$10,000
Silver	\$5,000
Bronze:	\$2,000
Pearl:	\$500
Individual	\$50 - Unlimited

Sponsorship-in-kind

- 👍 Can you help a child or community group in need with materials, time or expertise to build a cart?
- 👍 Do you have other resources you would like to provide in kind to support the Festival? These could include: Logistics, Public relations, Marketing, Fencing, Hay Bales, Manpower during the event, Sound Equipment, Safety Gear of any type, and lots more.

We'd love to hear from you!

Note: Working with Children permits will be required.

Branding Benefits	Description	Platinum \$20,000	Gold \$10,000	Silver \$5000	Bronze \$2000	Pearl \$500	Individual \$50 +
<i>Festival Presenting Partner</i>	You will be given the opportunity to present to participants during our event. These presentations will occur at planning times during the day. These opportunities are marketing gold. They are an opportunity for you to educate the festival goers about who you are and what you do. You will be given between 1 – 3 presentations slots depending on sponsorship level.	3 X 10 minute presentations Also link to Social Media Opportunities ✓					

Branding Benefits	Description	Platinum \$20,000	Gold \$10,000	Silver \$5000	Bronze \$2000	Pearl \$500	Individual \$50 +
Company representative to participate in event opening	At the beginning of the Festival, each nominated sponsor will be given time to welcome the crowd and have a few words as a major sponsor. This presentation can be recorded and broadcast on any of our social media channels.	✓					
Partner signage displayed at event	<p>Platinum Partners will be given Premium locations where signs will be presented.</p> <p>Gold Partners will be given gold sign locations.</p> <p>NOTE: Please ask us for signage maps upon enquiring about your sponsorship.</p>	<p>1 X Video Sign (AV Presentation)</p> <p>✓</p> <p>20 Static Signage Locations</p> <p>✓</p>	<p>10 Static Signage Locations</p> <p>✓</p>	<p>5 Static Signage Locations</p> <p>✓</p>			
Dedicated Partner page on website	<p>Platinum Partners will be given access to Video, Audio and Text. Videos will be taken of the race and they will all feature your branding with acknowledgements.</p> <p>Gold Partners will be given 1 page of Test with a static Photograph.</p>	<p>Video / Audio</p> <p>✓</p> <p>Text & Static Photograph</p> <p>✓</p>	<p>Text & Static Photograph</p> <p>✓</p>				
Race category naming rights and prize presentations	An example of this is a perpetual trophy e.g. the Mundaring” fastest Cart in the East. We will work with sponsors to create the most	✓	✓				

<p>Opportunity to provide marketing material or merchandise in competitor packs</p>	<p>intriguing outcome. Platinum sponsors will have the opportunity to have their branding on the outside of the competitor packs as our major sponsor(s). Both Platinum and Gold Sponsors are welcome to provide Marketing materials and/or merchandise in competitor packs</p>	<p>Branding on outside of competitor packs ✓ Provision of marketing materials and/or merchandise inside of competitor packs ✓</p>	<p>Provision of marketing materials and/or merchandise inside of competitor packs ✓</p>				
<p>Branding of Festival Goers Packs</p>		<p>Branding on outside of competitor packs ✓</p>	<p>Branding on outside of competitor packs ✓</p>				
<p>Opportunity to provide marketing material or merchandise in Festival Goer packs</p>		<p>Provision of marketing materials and/or merchandise inside of Festival Guest Packs</p>	<p>Provision of marketing materials and/or merchandise inside of Festival Guest Packs</p>				

		✓	✓				
Race entry	As part of your sponsorship package, you will be given a number of free entries – build your carts now! Your carts can feature your corporate identity.	✓ 4 entries	✓ 3 entries	✓ 2 entries	✓ 1 entry		
Logo on race signage	Self Explanatory	✓	✓	✓			
Recognition in all event media releases	We expect to have multi-media coverage and will include all sponsors as indicated.	✓	✓	✓			
Verbal recognition at event opening		✓	✓	✓	✓		
Thank You Recognition Sign & Scrolling AV		✓	✓	✓	✓	✓	✓
Logo on all event marketing material		✓	✓	✓	✓		
Promotion on event social media channels (FB, Twitter, Instagram)		✓	✓	✓	✓	✓	
Logo on event website		✓	✓	✓	✓	✓	
Sales Benefits	Description	Platinum	Gold	Silver	Bronze	Pearl	

		\$20,000 (one only)	\$10,000 (three only)	\$5000 (four only)	\$2000 (five only)	\$500	
Event stall	As part of your sponsor package – you will be given a dedicated event stall where you may present and/or sell items to festival attendees.	✓	✓	✓			
Walk Around Sales & Marketing	As a part of your sponsor package – you may have a representative walking around the event – professionally and courteously speaking to attendees and handing out marketing information and/or selling small items on the spot. You will be given event badges that show your people as authorised.	2 Walking Sales or Marketing personnel	1 Walking Sales or Marketing Person				
Spruiker & Sales Stalls	This event will feature 3 Marquees where each sponsor will be given allocated times to occupy the space and spruik about or sell their wares	✓	✓	✓	✓		

8. Sponsorship Application

Thank you for sponsoring the Hills Billy Cart Festival. Please complete the details below:

Company Name	
Contact Name	
Address	
Authorising Representative	
Position	
Email	
Phone	

Agreement:

I, _____,
 being an authorised representative of _____,
 (insert company name)
 agree to sponsor MHRRA to deliver the Hills Billy Cart Festival in October 2018.

Our level of sponsorship is (please Circle one):	Platinum Partner (\$20,000)	Gold Partner (\$10,000)	Silver Sponsor (\$5000)	Bronze Sponsor (\$2,000)	Pearl Sponsor (\$500)	Individual Sponsor (\$50)
In-kind Sponsor (please indicate nature of sponsorship and value in the space provided)						
Signature						
Name						
Date						
Post, email or deliver to:						

We sincerely thank you for sponsoring this great event and we look forward to working with you.

John Bell – jbe31029@bigpond.net.au

