



THE KARIJINI EXPERIENCE SPONSORSHIP PROPOSAL TO

City of Karratha Regional Sponsor

The package provides promotion and awareness with significant exposure across media platforms with privileges across the event program.

Branding & Marketing

- Right to use the title of Regional Sponsor of the Karijini Experience in own marketing.
- Logo / name inclusion with print advertising and marketing.
- Logo / name inclusion with online advertising and marketing.
- Logo / name inclusion on event program.

Online Marketing

- Logo included on event website with hyperlink.
- Logo included on event enewsletter with hyperlink.
- One feature in event enewsletter (content supplied by sponsor).
- One Facebook post (content supplied by sponsor).

Onsite / Production Branding

- Logo included with event sponsor banner.
- Logo included in event printed program.
- Right to place own sponsor banner at the event.

Hospitality

- 4 Invitations to attend the opening event, Welcome to Country & Corroboree.
- 4 Invitations to Dreaming the Night Skies
- 4 Invitations to Tool Making Workshops, Language Workshops, Bash Walks or Tours.
- 4 Invitations to the Yurlu Lounge.

Spend & Other Requirements for the Karijini Experience

- Provide festival artwork and promotional material to Sponsor.
- Marketing of logo and production to be provided to sponsor for approval.
- A Festival report provided within 30 days of the festival completion.

Special Promotion – Karratha, the Karijini Experience Holiday Gateway

- Karratha to be promoted as the Karijini Experience Holiday Gateway.
- People will be encouraged to fly into Karratha as part of the ex-region visit.
- People will be encouraged to take up pre and post event accommodation options.
- Please refer to Annexure A for detail.

Deliverables and marketing for the package is valued at \$31,000

I have read, understand and agree with the Terms & Conditions, found [here](#).

SPONSORSHIP - REQUEST FOR FUNDING

The request for funding is \$10,000 plus GST

ANNEXURE A

KARRATHA – THE KARRIJINI EXPERIENCE HOLIDAY GATEWAY

Promotions to attract visitors from outside the region will use Karratha as the holiday gateway to the event where visitors can fly or drive in then make their way to the Karijini Experience.

- Travel packages will be developed through partner Festival Travel encouraging flights to Karratha.
- Pre and post stays in the city.
Accommodation houses will be included in the packaging, which will be made up of:
 - Flights
 - 1 day pre and 2 days post event accommodation.
 - Hire vehicle.
 - Tour suggestions.
- Broader itineraries to encompass regional highlights.
- Interstate and International tourists to travel from Perth to the region.
- Intrastate will be encouraged to drive or fly via Karratha.
- Based on state tourism data, visitors can expect to spend \$700 over the three days including accommodation and daily spend.
- A target of at least 50 people to take up this option would provide an economic impact valued at \$35,000.

ADDITIONAL BENEFITS TO THE CITY OF KARATHA BUSINESSES

The following strategies will be created to drive benefits to the City of Karratha.

- Buy local – businesses will be given opportunities to tender for the event including:
Accommodation.
Transport and hire cars.
On site support for equipment including generators, site huts, toilets, AV, etc.
Catering.
Entertainment.
On site consumables.
- Employment and staff:
Casual appointments.
Additional staff required for contracted companies.
- Benefits for this will be commercially driven.