



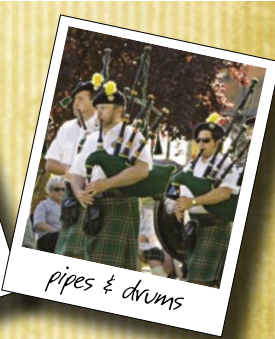
pie eating comp.



street parade fun



cherry queen



pipes & drums

# 2nd - 4th December 2011



**MAY 2011**

Dear Business Owner

It is with great pleasure that I write to you in order to advise that preparations are already well under way to ensure that the 62nd National Cherry Festival is bigger and better than ever.

The support and sponsorship we received from local business last year guaranteed a very successful festival and on behalf of the community, to those that contributed, I would like to extend a most sincere and appreciative "Thank You"

The Committee of the National Cherry Festival would like to invite you to join us for drinks and light refreshments at the Cherry Festival Launch, Young Visitor Information Centre, Wednesday 13th July at 6pm. The night will provide us with an opportunity to thank our past and future sponsors and give you all an update on what is planned for Young's biggest community event.

On the following pages we have included information on sponsorship and also enclosed a sponsorship form which we hope will be of interest to you.

There will be two Platinum sponsorship opportunities provided to local businesses in 2011, each representing naming rights for each day of the festival. If the committee receives more than two offers for Platinum Sponsorship a draw will take place at the launch and the major sponsors will be announced for the 2011 festival.

This year the committee is providing small businesses in Young with the chance to win the naming rights for Sunday's Cherry Festival program and therefore receiving all of the benefits that platinum sponsorship provides! All your business needs to do is purchase as many \$50 tickets it likes. The draw will take place at the Cherry Festival Launch and regardless of success all businesses who purchase tickets will be recognized on the Cherry Festival program and on the [visityoung.com.au](http://visityoung.com.au) website.

If you are able to attend the launch please RSVP to the Young Visitor Information Centre on 02 6382 3394 or tick the appropriate box on the Sponsorship Form and forward your reply to the address below or fax to 02 6382 5085.

If you have any questions regarding sponsorship please don't hesitate to contact us.

Best regards,  
Claire Myers

Treasurer & Sponsorship Coordinator for the 2011 National Cherry Festival

FEEL YOUNG,  
[visit !\[\]\(9f3852d68d41e1e95bc4ec10e81aba4b\_img.jpg\) young.com.au](http://visityoung.com.au)



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# Support the 62nd NATIONAL CHERRY FESTIVAL 2nd - 4th December 2011



*delicious cherry pie*



*street stalls*



*pip spitting comp*



*street parade*

## PLATINUM SPONSORSHIP

On offer to your business is the opportunity to gain exclusive naming rights to one of the two days of the 2011 National Cherry Festival.

Platinum sponsorship of **\$5,500 inclusive of GST** will benefit your company in the following ways:

- **Your business will be awarded exclusive naming rights to one of the two days of the 2011 National Cherry Festival**
- Your business will be recognised in radio commercials on 2LF/ROCCY FM reaching around 75,000 people in the region
- Your business name and logo will appear on 15,000 high quality festival programs distributed throughout the region and through the Visitor Centre networks state-wide
- Your business name and logo will appear on printed promotional material
- Your business representative will have the opportunity to officially open your day of the 2011 National Cherry Festival
- Your business name and logo will appear in all television commercials
- Your business name and logo will be included on the festival web presence
- Your business will be afforded the opportunity to enter a one of the lead floats in the street parade
- Your business will receive a framed sponsorship certificate to display in your business

**This is a unique opportunity for your business to gain maximum exposure not only for the duration of the event but also from all of the marketing activities undertaken by the committee on behalf of the National Cherry Festival. Only TWO Platinum sponsorship packages are available.**

**Deadline for Platinum Sponsorship—5pm Friday 8th July.**



## GOLD SPONSORSHIP

- Exclusive naming rights to a festival event guaranteed
- Recognition on alternate radio commercials on 2LF/Roccy FM
- Your business name and logo on 15,000 festival programs distributed throughout the region and through the Visitor Centre network state-wide
- Your business name and logo on all printed promotional material
- Your business name to appear as part of television commercials
- Your business name displayed on the "Thank You" board on show at the festival
- Your business name included on National Cherry Festival web presence
- Your business will receive a framed sponsorship certificate to display in your business



## SILVER SPONSORSHIP

- Your business name in radio, television and press on a rotational basis
- Your business name on 15,000 Festival programs distributed throughout the region and through the Visitor Centre network state-wide
- Your business name on printed promotional material
- Your business name displayed on the "Thank You" board on show at the festival
- Your business name included on the National Cherry Festival web presence.
- A framed thank you certificate.



## BRONZE SPONSORSHIP

- Your business name on 15,000 Festival programs distributed throughout the region and through the Visitor Centre network state-wide
- Your business name on printed promotional material
- Your business name displayed on the "Thank You" board on show at the festival
- Your business name to be included on the National Cherry Festival web presence
- And a framed thank you certificate



## SUPPORTER

The winner of the Supporter draw will have Platinum benefits valued at \$5,500 (includes GST) which includes **exclusive naming rights to the Sunday of the 2011 National Cherry Festival.**

All business that buy tickets into the draw will receive:

- Your business name on 15,000 festival programs distributed throughout the region and through the Visitor Centre network state-wide
- Your business name to be included on the National Cherry Festival web presence



**Support Young's  
Premier Event!!!  
Showcasing  
Young to over  
25,000 visitors**



A festival of this size cannot run without the continued support of the business community.

Business benefits in the long term from the arrival of over **25,000 visitors** to Young and its surrounding area each year during the National Cherry Festival.

Your support through financial sponsorship is vital to the continuation of this highly successful community event.

**BE PROUD of your business and town by making a commitment to the 2011 National Cherry Festival today!**

**Please note, all levels of sponsorship include GST.**

**All sponsorship is tax deductible.**



*On behalf of the Committee and the community of Young and district, we thank you for your support of the 2011 National Cherry Festival.*

